Using Policy Tools to Support Rural Grocery Stores

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Crafting your rural grocery strategy
What can government do for you?

Presented by
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Program Director

Rural Grocery Summit, June 2014
ChangeLab Solutions
We partner with state and local leaders to improve health in communities, especially the underserved.

We research legal and policy questions, draft policy language, and train community leaders to put these ideas to work.
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Create policy

- Establish rules
- Streamline/improve rules
- Express support for idea
Provide funding
Implement a program
Crafting Your Rural Grocery Strategy

1. What does your retail environment look like?
2. What is your goal?
3. How do you accomplish that goal?
Crafting Your Rural Grocery Strategy

1. What does your retail environment look like?
2. What is your goal?
3. How do you accomplish that goal?
No retail?
Some retail?
Enough retail?
Crafting Your Rural Grocery Strategy

1. What does your retail environment look like?
2. What is your goal?
3. How do you accomplish that goal?
Retail environment?

- No food retail
- Some food retail
- Enough food retail
Retail environment?

No food retail ➔ Build it

Some food retail

Enough food retail

Goal?
Retail environment?  Goal?

- No food retail → Build it
- Some food retail → Fix it
- Enough food retail
<table>
<thead>
<tr>
<th>Retail environment?</th>
<th>Goal?</th>
</tr>
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<tbody>
<tr>
<td>No food retail</td>
<td>Build it</td>
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<tr>
<td>Enough food retail</td>
<td>Support it</td>
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</tbody>
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### Retail environment?

- No food retail
- Some food retail
- Enough food retail

### Goal?

- Build it
- Fix it
- Support it

### Connect it
Crafting Your Rural Grocery Strategy

1. What does your retail environment look like?
2. What is your goal?
3. How do you accomplish that goal?
Roles of Gov't in Grocery Access

- Create policy
- Provide funding
- Implement a program
12A4. Consideration and possible action on a resolution amending the 2030 Hutto Strategic Guide and revising the City's Vision and Mission Statements.

12A5. Consideration and possible action on a resolution of support for the location of a grocery store within the City of Hutto.

Citizens asked to support grocery store

City adopts resolution, courts potential grocers with statistics, surveys

The City of Hutto is asking residents to help in the effort to lobby for a grocery store in town. It is one of the longest standing requests expressed in the last 10 years by residents who must travel out of the city limits to find a large grocery store chain. A developer has indicated to city staff that a grocer may be interested in locating in Hutto, asking them to provide statistics and make an official show of support, City Manager David Mitchell said.

Mitchell asked the council Thursday right to adopt a resolution in support of a grocery store, which includes a call to action to citizens to express their interest and support as well.

"I would suggest they write to the grocer of their choice and encourage them to take a look at Hutto," Mitchell said. "We've grown astronomically. We're in a great market. We continue to see growth. During the downturn, we even had growth."

While there has never been a major grocery store in Hutto, the city has made numerous attempts to attract one, according to Mayor Debbie Holland.
How do we build it?

12A5. Consideration and possible action on a resolution of support for the location of a grocery store within the City of Hutto.

Policy: Local resolution supporting efforts to attract a grocery store
How do we fix it?
Program: Work with stores to stock healthy products.
How do we support it?
How do we support it?

Funding: Purchasing food with/from local grocers.
Brainstorm!

- What is your grocery access goal?
  - Build
  - Fix
  - Support
  - Connect

- How might you accomplish that through:
  - Policy?
  - Funding?
  - Program?
RESOURCES
Learn how to attract grocery stores in underserved areas!

Getting to Grocery
Tools for Attracting Healthy Food Retail to Underserved Neighborhoods

ChangeLab Solutions
Law & policy innovation for the common good.
Learn about healthy food retailer certification programs!
Incentives for Change
Rewarding Healthy Improvements to Small Food Stores

Providing Fresh Produce in Small Food Stores
Distribution Challenges & Solutions for Healthy Food Retail

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How do we build it?

**Policy:** Local resolution supporting efforts to attract a grocery store

**Funding:** Provide loans/grants for development costs.

**Program:** Build capacity of residents to open a grocery store.
How do we fix it?

**Policy:** Offer incentive to stores that stock more healthy products

**Funding:** Provide facade improvement grants.

**Program:** Work with store owners on improving their product mix.
How do we support it?

**Policy:** Cooperative purchasing agreement with local institutions

**Funding:** Offer loans or grants for business improvements

**Program:** Improve connections with SNAP & WIC programs.