Mind the Gap: Communities Grow Sustainable Food Access

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MIND THE GAP:
COMMUNITIES GROW SUSTAINABLE
HEALTHY FOOD ACCESS

Stock Healthy Shop Healthy

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Stock Healthy, Shop Healthy
University of Missouri Extension
Rural Grocery Summit | 06.06.16
Most small food retailers are primarily interested in selling cigarettes, alcohol and snacks.

A. Agree
B. Strongly Agree
C. Disagree
D. Strongly Disagree
If you put healthy food in a store, people will buy it.

A. Agree
B. Strongly Agree
C. Disagree
D. Strongly Disagree
What does **ACCESS** really mean?

**Accessibility:** Can you **get to** food sources?

**Availability:** If so, is healthy food **available**?

**Affordability:** If so, can you **afford** it?

**Know how:** Do you **know how** to prepare it?
What is Stock Healthy, Shop Healthy?

- Evidence-based
- Comprehensive, community-driven initiative
  - Nutrition education
  - Community involvement
  - Store engagement
- Listed in the SNAP-Ed Toolkit
- 11 rural communities & stores (additional 11 urban)
- Partnership with Missouri Department of Health
Key components to a successful implementation of Stock Healthy, Shop Healthy
Store changes, addition of healthy inventory (SUPPLY)

Consumer nutrition education (demand)

Partnership development (demand)

Community outreach & engagement (demand)

Marketing & promotion (demand)
Community Toolkit

Strategies for:

- Identifying stakeholders and forming a network
- Developing a partnership with a store

Key BUILDING DEMAND activities:

- Strengthening customer loyalty
- Store support & in-store activities
- Store promotion & marketing
- Community outreach & nutrition education
- Youth-oriented activities
Retailer Toolkit

Strategies for:

- Partnering with a network/stakeholders

Key **INCREASING SUPPLY** activities:

- Identifying healthful food items/offerings
- Store layout and merchandising
- Marketing and promotion
- Customer loyalty

**About the Stock Healthy, Shop Healthy: Retailer Toolkit**

Who should use this toolkit?

Owners of small food stores who are interested in increasing the amount of healthful food they sell.

Food retailers of all sizes, in rural and urban areas, can play an important role in improving access to healthy foods across Missouri. Selling healthy foods can help you improve your total sales, increase customer loyalty and attract new shoppers to your store. This toolkit will help you achieve your business goals, promote healthy eating in your community, add new product lines, and improve merchandising and marketing.

What’s in this toolkit?

- Information on healthful food items
- Guidelines for handling and storing produce
- Tips for displaying and merchandising healthy inventory
- Strategies for profiting from healthy food sales
- Ideas for promotion and marketing

This toolkit is a compilation of helpful practices used by small food retailers in healthy grocery programs across the country, including the St. Louis Healthy Corner Store Project and Kansas City’s Skip the Salt, Help the Heart project.

You may already be doing many of the practices suggested in this toolkit. Some of the suggestions and techniques may be new to you. Not all of them are appropriate for all stores. Use the “tools” in the toolkit that are appropriate for your store’s capacity and customer base.
The Butcher Block

- Patton, Missouri – population 500
- Community partners:
  - County Health Department, MU Extension, 4-H youth
  - Additional partners: camp ground, church
- Customer engagement
- Youth Healthy Smoothie Recipe Competition
- In-store changes:
  - New products
  - Displays
  - Nutrition prompts & signs

Stock Healthy Shop Healthy
Program results

- 28 store layout improvements
- 50 new products added
- Increase in shelf space dedicated to healthy inventory

**Year One Overall –** 6%
- Beverages – 11.5%
- Fruits/Vegetables – 39.5%
- Milk – 15.9%
- Protein – 21.5%

**Year Two Mid-point –** 15%
Program results

- Retailers reported increase in demand for healthy foods due to:
  - In-store nutrition education
  - Point-of-decision prompts (shelf talkers)

- Community partners reported that outreach and education increased resident’s awareness of:
  - The participating retailer
  - Availability of healthy foods at the store
Stock Healthy Starter Kits

- Includes shelf talkers, signs, recipe cards, loyalty program materials, apron, tote bag, and more
- Toolkits can be customized
- Taking orders now!

extension.missouri.edu/stockhealthy