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**Healthy Retail Strategies:
Increase Cal Fresh Participation
and Healthy Food Purchases**

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Welcome

- **Introductions: Your name, where you are from, and your interest in Healthy Retail**
- **Brief Overview of Healthy Retail Strategies**
- **Discussion**

Common Cause: Access to Healthy Foods

- **How can we work together to provide access to healthy foods in low resource communities?**
 - Increase participation in CalFresh
 - Increase access to healthy foods
 - Increase affordability of healthy foods
 - Increase the number of stores in low resource communities that accept EBT
 - Increase farmer's markets that accept EBT in low resource communities

Champion for Change-Retail Program:
Marketing and Promotional Materials

- Promotes Healthy Foods: promotional signage, recipe cards, newsletters
- Food Demonstrations
- Store Tours
- Retailer Education



Champion for Change-Retail Program:
Environmental and System Strategies

- Healthy Check-out Lanes
- Farm to Retail
- Corner Store Conversions
 - Healthy Retail Recognition Pilot



Cal Fresh Outreach:
Potential Strategies for Healthy Retail

- Cal Fresh is a nutrition program
 - Attend SNAP-Ed classes related to stretching food dollars to promote CalFresh
- Use healthy signage to promote the acceptance of CalFresh/EBT
 - Stock pamphlets and other resources at retailers



Cal Fresh Outreach: Potential Strategies for Healthy Retail

- Attend events at qualifying grocery sites and pre-screen clients
 - Fruit and Veggie Fest



Discussion Questions

- What additional ways do you see Cal Fresh Outreach playing a role in Healthy Retail?
- Who are potential other partners that could help advance Healthy Retail in low resource communities?
- Are there any policy changes that could support or incentivize Healthy Retail in low resource communities?

— USE EST "STORE FINDER" LINK??

— SET UP APPLIC ASSISTANCE @ RETAIL STORE?

* → INCLUDE CFO ADVERT W/IN WEEKLY AD?

* FUTURE: RETAIL PURCHASING TRENDS VIA EST
 SOME TO BE POSTED TO NEOP WEBSITE.

see SK? * STORE RECOGNITION FOR EST ACCESS
 BRONZE/SILVER/GOLD (come up w/ STAB?)

