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?