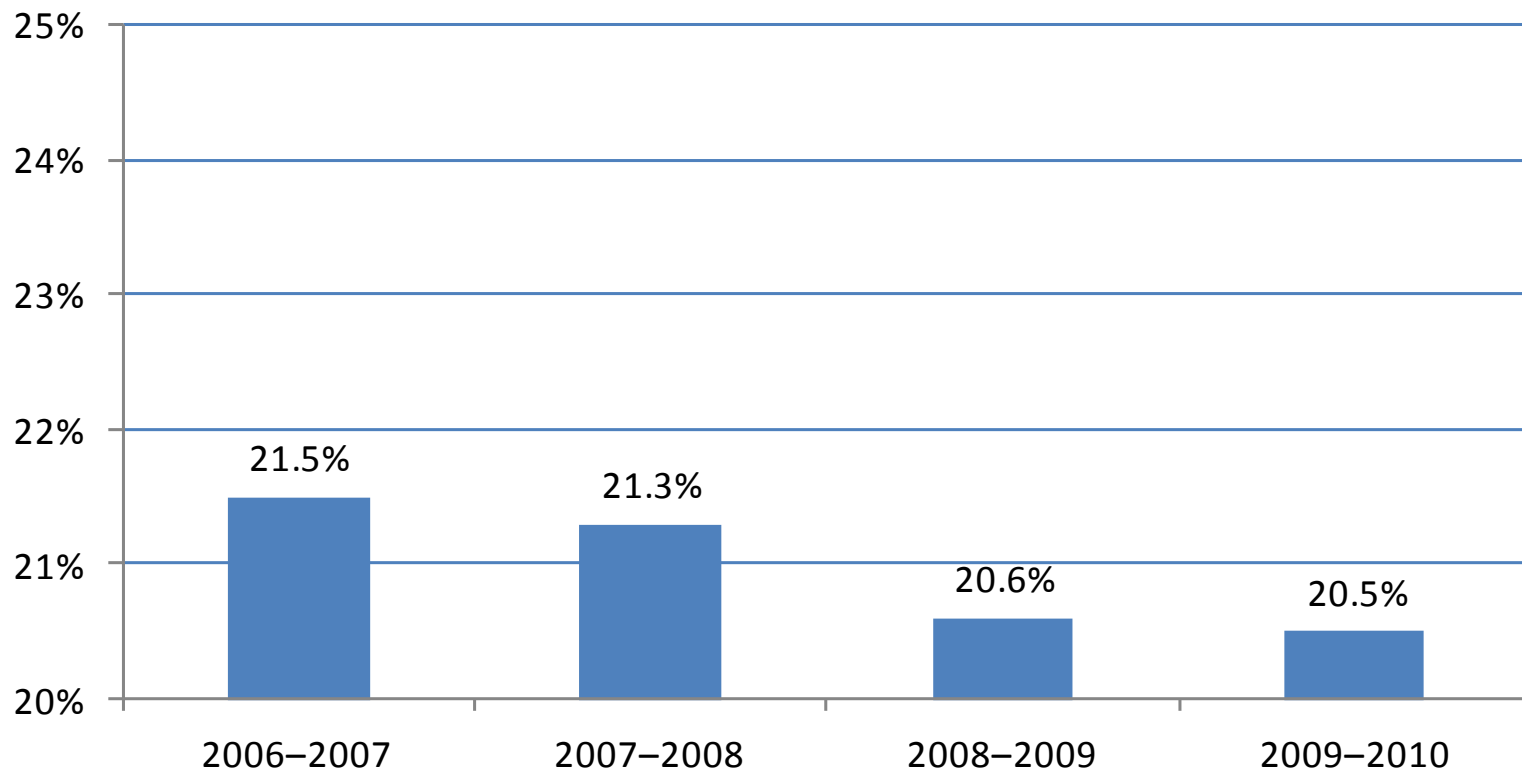


The Food Trust

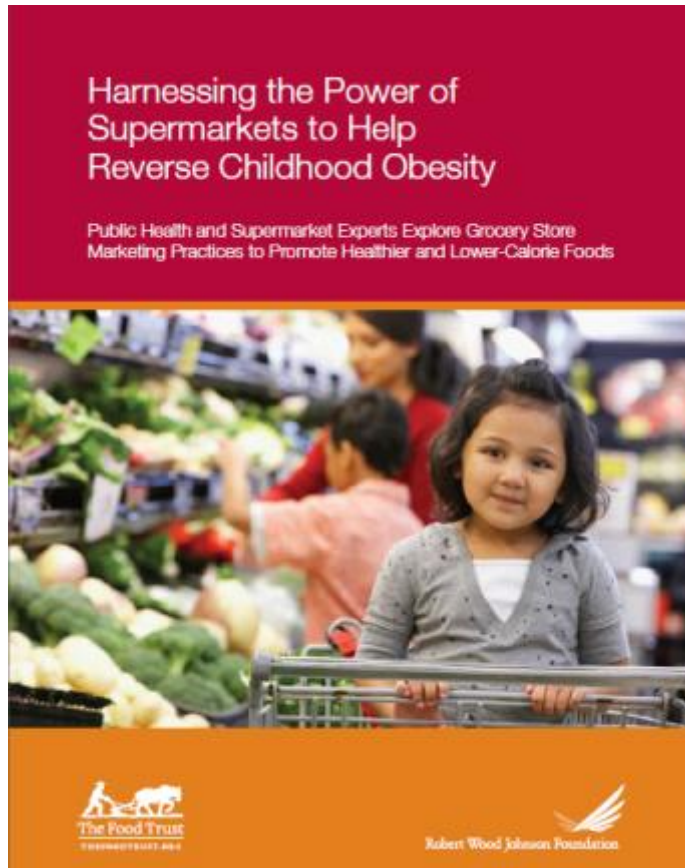
Ensuring everyone's access to affordable, nutritious food.



Decline in Obesity Among Philadelphia School Children, 2006-2010 ($p < 0.001$)



We encourage retailers to market healthy food, and research the effectiveness of their efforts.



- Driving consumer choices through price, promotion, placement and product
- Exploring incentive strategies connected to health

60% of Americans spend the majority of their grocery budget at a supermarket, and 90% of households with children report visiting a store periodically, often with their kids.





Prueba leche 1% o sin grasa:

Toda la nutrición de
leche común con menos
calorías y grasa.

Try 1% or non-fat milk:

All the nutrition of
regular milk, with
less calories and fat.



Some studies underway include:

- USDA, ICFI looking at shelf tagging systems, front of pack labeling and in-store incentives particularly for SNAP consumers
- Promoting healthier food items within a product category, such as milk, cereal, beverages and frozen foods.
- Partnership with Bashas to test a couponing strategy for low fat milk.

Healthy Corner Store Network

- 600+ stores enrolled in targeted parts of the city
 - Healthy Products
 - Marketing
 - Training



New products introduced

- 83% of enrolled stores introduced four or more new healthy products and marketing materials:
 - ❑ 90% introduced at least one fruit or vegetable item
 - ❑ 73% introduced at least one low-fat dairy product
 - ❑ 84% introduced at least one whole grain product
 - ❑ 82% introduced at least one healthy beverage or snack
- On average, stores at the basic level of participation introduced 36 new healthy products
- Citywide, a cumulative total of over 18,000 new healthy products were added to corner stores across all stores participating at the basic level of change

Healthy Food Identification Campaign



LEAN & LOW-FAT
fish, poultry, eggs,
beef, pork

NON-LEAN MEAT
steak, ground beef,
poultry with skin

PROCESSED MEATS
high-sodium/high-fat meats
—bacon, deli meat, sausage

Let the
colors
be your
guide
to **healthy**
eating!

GO
healthiest foods:
enjoy any time

CAUTION
somewhat healthy
foods: enjoy a few
times a week

**STOP
& THINK**
least healthy foods:
enjoy once in a while



APPROVED ITEM

Your Neighborhood
Corner Store. Healthier.



Mini-Conversions

- 100 \$1K – 5K mini-grants
 - ❑ Refrigeration
 - ❑ Shelving
 - ❑ Training

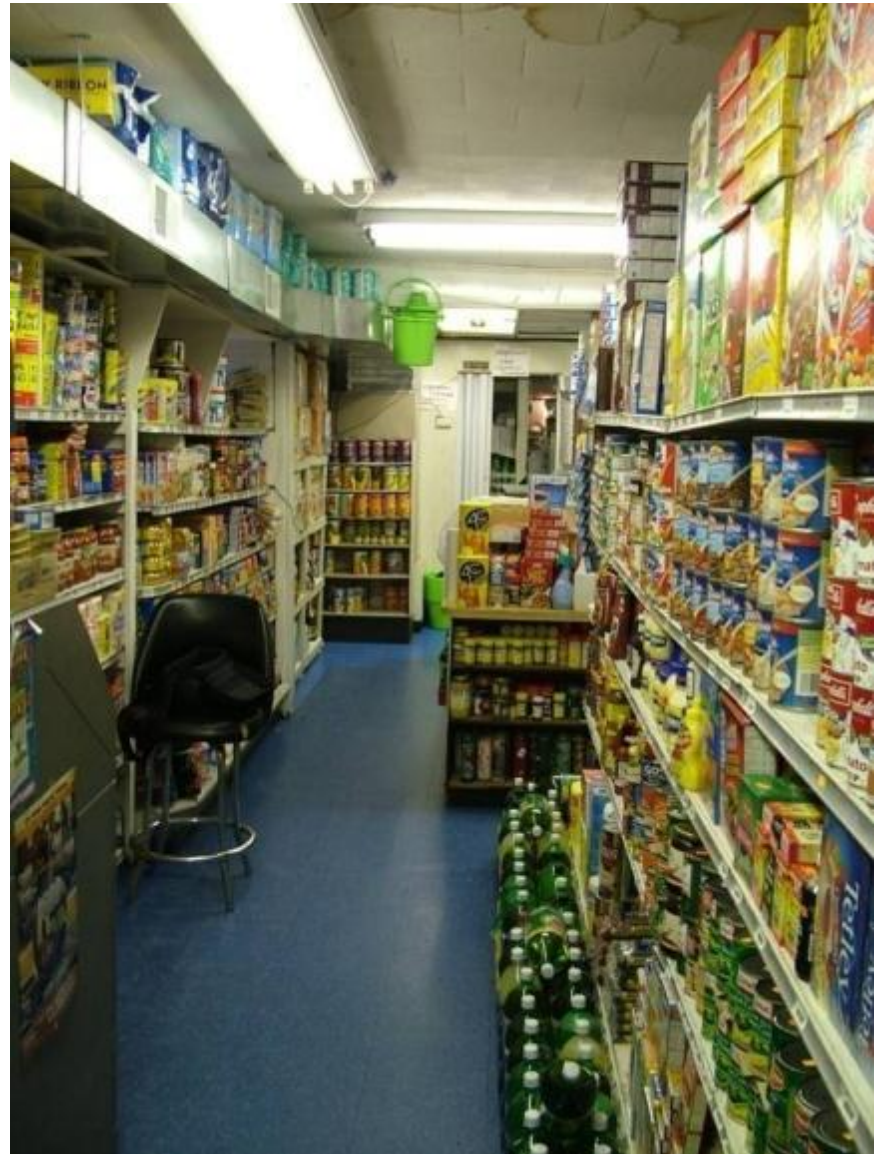
The changes have been so successful that I can't keep up with the demand for fresh produce. ”

~ The Right Choice Corner Store Owner,

March 2011



Here's an aisle
in a typical
corner store in
Philadelphia.



Here's the same corner store post-renovation.



Thanks!



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Some of the challenges of working with corner store operators include:



- Identifying stores
- Cultural barriers
- Provide trainings
- Ownership turnover

Some lessons we learned in the process

- Build relationships
- Start small
- Phase activities
- Provide support
- Collaborate



There are strong reasons to consider improving the food in corner stores.

- 356.6 cal per purchase from snacks/beverages
- Students spent \$1.07 on 2 items per purchase from corner stores
- Energy dense, low-nutritive foods and beverages
- 42% shop 2 times/day
- 53% shop once a day



Source: **Snacking in children: the role of urban corner stores.**

Borradaile KE, Sherman S, Vander Veur SS, McCoy T, Sandoval B, Nachmani J, Karpyn A, Foster GD. Snacking in children: the role of urban corner stores. *Pediatrics* 2009 Nov;124(5):1293-8.