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

LESS OFTEN
soda, fruit drinks, sport drinks, iced tea, lemonade

SOMETIMES
100% juice, diet drinks, low-fat chocolate milk

ALWAYS
no sugar added, water, fat-free or 1% low-fat milk

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

MEMBER STORE
PHILADELPHIA HEALTHY CORNER STORE NETWORK
Your Neighborhood Corner Store. Healthier.
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

www.TheFoodTrust.org
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!

Brian Lang
(215) 575-0444 x. 124
blang@thefoodtrust.org
www.thefoodtrust.org
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