

Notes from Strategy Session 6: Replicating and Expanding Healthy Retail Initiatives

Selected Strategy

Market research and analysis; Evaluation of current healthy retail models to establish what is sustainable and has impact. This would include community needs assessment ongoing statewide data communication (info sharing), with an emphasis on community driven entrepreneurial ship.

Strategy Context

- Food Desert Map
- Food bank Council
- Rapid Market Assessments
- Double up Food Bucks Data
- Food Co-ops
- Types consumers/ Community retailers engaged
- Number of retailers engaged

Other Thoughts

Yes, ask the residents what they want and need/ Brooklyn store survey conducted at conference

Relating to Charter Goals

- Good Food Charter Goal #4

Next Steps

- follow-up meeting (1 month)
- Create an action plan (action participation model)
- Create steering committee
- find organization in area/community

Contact Persons

- email
- Facebook/webpage
- Media communication Task Force

Votes on Potential Strategies

- 1) Replicate known healthy retail programs (1)
- 2) Evaluate current healthy retail initiative (15)
- 3) Develop statewide training module (7)
- 4) Expand TA capacity; incentivize improvements with free TA (0)
- 5) Local distribution and sourcing to get food into healthy retail outlets (4)

Next Steps

- creating action plan
- communication dissemination (website, individual, etc.)

- create steering committee (so is community driven)
- develop an action participation model
- find organizations in area/ community
- what evaluators are available
 - o our goals
 - o community participants
- Follow-up meeting (1 month)

Measuring Success

- Action plan
- Collection of all community needs assessments (compile & analyze)
- Hospital (BRFSS)
- List of stakeholders
- Having evaluators in place
- Progress towards Good Food Charter goal #4
- Measure access to Michigan- Grown produce/food

Data Collection Strategy

- Food Desert map
- Food bank Council
- Rapid market assessments
- Double Up Food Bucks data
- Food Co-ops
- Types consumers/community retailers engaged
- Number of retailers engaged
- Expand TA capacity, incentivize
- Improvements with free TA
- unless statewide tools fit community needs, they won't be effective

Local Distribution

- develop entity to rent a space for education
- Pair education and business model
- *involve local community stakeholders

Develop Statewide training module

- community based grocery stores (coops)
- current efforts: coops
- feasible- yes/probably
- obstacles
- *Coop is a community based venue to give community a voice

Replicate known healthy retail programs

- Ready-to-eat (salads, wraps, etc)
- Ex. FRESH CORNER CAFES-Detroit, MI
- build on experiences

- obstacles
- store owner involvement, EBT/SNAP policy regulations adapt model to local circumstances

Market Research & Analysis –What is in demand & where?

Evaluation

- What is working and impactful/sustainable (already existing?)
- Needs assessment
- Ongoing communication
- Community driven entrepreneurial ship
- should be 1st because
 - o A-Gives list of what’s happening already
 - o B-Best Practices
 - o C- Needs analysis- allow targeting?
 - o D- Used to raise awareness
 - o E-Collect data to inform all other steps
 - o F- Show ‘what’s in it for me” –Make sale
 - o G- Can get info from community and those who will be affected

Capital

- Development of access to deployment
- Farmer experience/ farm employees
- ED-Training pathway (tie with Capital)
- Specific group block (state program)
- Strategic Alliance
- Barrier: Very rural communities
 - o must travel for food access/ Affordability
- Contacted gas stations: Blarney castle able to pilot
 - o fruit bowl provided
 - o Barriers: Management approval (TIME)
 - Employees & management did not refill fruit basket regularly
- Work with farmers & convenience stores
 - o farmers set up stand outside store
 - o Barriers- man power for farmer
 - Time to sell at store
 - Recruiting farmers
 - o brought attention back to local farm
 - o advertisement: working on permanent signs with dates and times
- Other barriers: liability/contracts
 - o store managers and employees supporting program

Strategies: smaller gardeners vs bigger farms for partnership

- linking with community program
- linking with youth/ 4H groups, volunteers to help with farmer availability to sell at store
- No specific times for selling

- Farmers brought what produce they had and when sold out were done
- Unique produce was less popular than recognizable produce
- Community -> assessments of schools, stores/markets accepted EBT
- How to improve access to healthy foods?
- Healthy Corner Store Project
- Partnered with local group
- Recruited interested store
- 4 offerings to local stores
- small capital investment: coolers/freezer
- Sourcing
- Nutritional knowledge
- Marketing (Highlighted fruits and vegetables, whole grains, low-fat dairy)
- Surveyed patrons before and after, provided coupons
- increased availability of fresh fruits and veg "NEMS" score
- coupons delivered in person were more effective than those from newspapers