

Healthy Corner Store Initiative: Philadelphia | 2013–2014

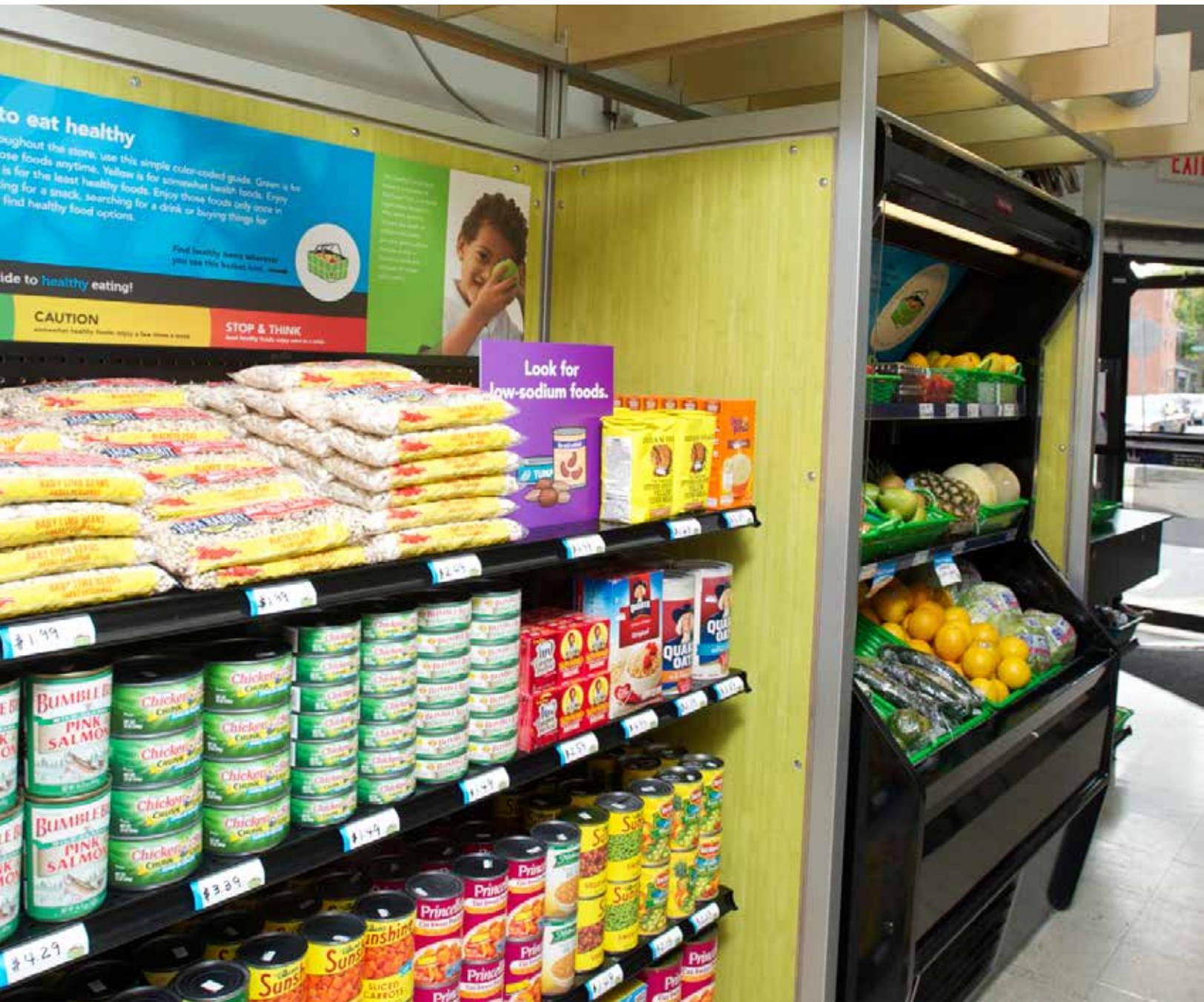


Table of Contents

Overview	3
Healthy Corner Store Initiative Successes	4
2013–2014 Expansion	6
On the Horizon	9
Appendices	10
Contact	14

Overview

Corner stores—also called bodegas and mom-and-pops—can be key partners in improving food access in underserved communities.

In 2004, The Food Trust, a nationally recognized nonprofit with a comprehensive approach to improving food access, developed the Healthy Corner Store Initiative to support corner store owners committed to making healthy changes for their customers and their businesses.

In partnership with the Philadelphia Department of Public Health’s Get Healthy Philly, The Food Trust has grown the Healthy Corner Store Initiative from a small pilot program to a citywide network, introducing an array of programs to provide

training, technical assistance and infrastructure change to increase healthy food inventory and provide consumer education in corner stores.

The Healthy Corner Store Initiative is also active in other Pennsylvania communities and in New Jersey and has served as a model for organizations committed to improving food access across the country.

For more information on the Healthy Corner Store Initiative model, see [The Healthy Corner Store Initiative: An Overview](#), published by The Food Trust in 2014.

2013–2014 Healthy Corner Store Initiative Programs in Philadelphia

Philadelphia Healthy Corner Store Network	Launched: 2010 Participating Stores: 669	The Philadelphia Healthy Corner Store Network is a collective of corner stores committed to stocking healthy food items and educating customers on these new healthy choices. Participating corner store owners receive the training needed to successfully source and sell these products.
Healthy Corner Store Network Conversions	Launched: 2010 Participating Stores: 300	Corner stores participating in the Healthy Corner Store Network and meeting goals for healthy inventory changes and healthy food marketing are eligible for a conversion, which can include the installation of small shelving and refrigeration units to increase the space for and prominence of healthy foods in the corner store. Stores participating in the Conversion program also receive additional training for store owners.
Healthy Corner Store Certification Program	Launched: June 2013 Participating Stores: 22	Through the certification program, stores enrolled in and meeting the requirements of the Healthy Corner Store Network and Conversion programs can receive additional incentives and support to stock a larger healthy food inventory and introduce new pricing and promotion strategies. In addition, participating stores agree to decrease promotion of tobacco products.
Fresh Corner Store Conversions	Launched: June 2013 Participating Stores: 5	Five corner stores participating in the Network, Healthy Corner Store Network Conversion and Certification programs are enrolled in the Fresh Corner Store Conversion program, which includes significant interior and exterior infrastructural improvements and the installation of a Fresh Corner kiosk to make healthy food the focal point of the store and provide space for neighborhood cooking demonstrations and materials that help customers make healthy choices.
Heart Smarts Program	Launched: January 2014 Participating Stores: 10	The Heart Smarts program offers free health screenings and a health referral process for at-risk adults. Stores enrolled in the Heart Smarts program also host in-store nutrition education lessons, which include cooking demonstrations and free taste tests.

Healthy Corner Store Initiative Successes

Since April 2010, the Healthy Corner Store Initiative has accomplished the following in Philadelphia:

STORE OWNER ENGAGEMENT

Store owners were receptive to participating in the Philadelphia Healthy Corner Store Network and recognized the potential to grow their business and increase profits by adding new, healthier inventory.

- Over 2,200 locations were visited to identify potential participants during recruitment and selection.
- Over 660 stores committed to providing healthier food options for customers.

HEALTHY INVENTORY CHANGES

With a small incentive and guidance on how to identify and source new products, participating stores introduced a wide variety of new healthy products.

- 80% of enrolled stores introduced four or more new healthy products and marketing materials:
 - » 87% introduced at least one fruit or vegetable item
 - » 55% introduced at least one low-fat dairy product
 - » 81% 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 37 new healthy products, well above the minimum four required at the basic level of participation.
- Citywide, a cumulative total of over 23,000 new healthy products were added to corner stores across all stores participating at the basic level of change.

STORE OWNER TRAININGS

Store owners were overwhelmingly receptive to receiving in-store trainings on how to introduce and maintain healthy changes and increase their business skills through professional development.

- Over 1,200 hours of training were provided to store owners with the average training taking about 35 minutes.
- 78% of stores received at least one training.
- The most popular training topics were:
 - » Produce handling and storage (12%)
 - » Display techniques (11%)
 - » Refrigeration displays (7%)
 - » Tobacco sales laws (7%)

Stores that introduced at least one fruit or vegetable item: **87%**

Hours of training provided to corner store owners: **1,200**

Healthy Corner Store Network Conversions completed: **300**

Fresh Corner Store Conversions completed: **5**

Sources of fresh produce indentified: **21**



INFRASTRUCTURE CHANGES

Selected stores received basic shelving units and new refrigeration to enhance healthy product offerings including introducing a wide selection of fresh fruits and vegetables.

“A lot of people are already changing; they are eating more fruit. Instead of coming to buy a chocolate or some chips, they now buy an apple or an orange.”

— Pablo Diaz, Corner Food Market

- 300 conversions were completed, successfully expanding each store’s inventory of healthy products:
 - » On average, each store introduced 53 new healthy products as a result of a conversion.
 - » Point-of-sale data collected by The Food Trust showed an increase in produce items sold at two Fresh Corner stores. Produce sales increased by more than 60% following installation of kiosks that make fresh fruits and vegetables the focal point of the store.
 - » Fruits and vegetables were the most frequently added products with the average Conversion store adding 23 new fruits and vegetables or a cumulative total of over 8,100 fruits and vegetables added across all Conversion stores.

FOOD PROCUREMENT IMPROVEMENTS

The Healthy Corner Store Initiative provided store owners with new connections to convenient and affordable options to source fresh fruits and vegetables, as well as other healthy products.

- 21 suppliers and distributors in Philadelphia were identified as sources of fresh produce and other healthy products for corner stores; stores needing help with sourcing are connected with these providers.
- Jetro, a national wholesale cash and carry, continues to collaborate with the initiative, posting healthy product identification marketing to direct store owners to healthy products at their warehouse.
- Philadelphia Wholesale Produce Market, the largest enclosed refrigerated fresh produce facility in the world, is partnering with the Healthy Corner Store Initiative to train owners on shopping at the market through a market tour, corner store owner welcoming kit and a mentorship program.
- As part of the Healthy Corner Store Initiative’s youth leadership program, youth leaders provided fresh produce from their urban gardens to nearby corner stores.

For more information on the successes of the Healthy Corner Store Initiative, see [*Healthier Corner Stores: Positive Impacts and Profitable Changes*](#), published by The Food Trust in 2014.



2013–2014 Expansion

The Healthy Corner Store Initiative continued to expand in 2013 and 2014. The Food Trust recruited new corner stores to the program, provided ongoing store owner trainings and completed 200 Healthy Corner Store Network Conversions, bringing the total number of conversions to 300. In addition, the Healthy Corner Store Initiative debuted three new programs: the Healthy Corner Store Certification Program, which encourages higher levels of inventory change and enhanced in-store marketing; the Fresh Corner Store Conversions, which provide significant infrastructure changes to support increased healthy food sales; and the Heart Smarts Program, which provides free health screenings and nutrition education in corner stores.

HEALTHY CORNER STORE CERTIFICATION PROGRAM

The Healthy Corner Store Certification Program, created in conjunction with Get Healthy Philly, builds on the success of the Healthy Corner Store Network's basic inventory changes. To earn Healthy Corner Store Certification, a Network store must carry a minimum inventory of healthy goods across seven categories, participate in store owner trainings, implement pricing and promotion strategies for healthy products and display in-store marketing materials, including shelf runners, floor graphics, ceiling signs, item tags and loyalty cards, educating consumers about the available healthy choices. (See Appendix A: *In-Store Marketing Materials*.) Healthy Corner Store Certification stores must also decrease tobacco promotion. The certification program has been implemented in 24 stores with an additional 22 stores to become certified over the next year.

Stores participating in the Healthy Corner Store Certification Program receive incentives for meeting basic or advanced certification requirements. The incentives are designed to complement their healthy efforts and increase their capacity to sell healthy products while improving overall business operations and are organized into four main categories: products and displays, pricing and promotion, store appearance and store operations. The incentives were developed in collaboration with a number of partners representing a variety of fields and focus areas. By leveraging existing resources, the program was able to implement low- to no-cost incentives, helping to build the sustainability of the program and feasibility of replication in other communities.

Stores that do not maintain the necessary standards receive additional training to meet this goal. Stores that remain unable to maintain healthy changes may lose certification. Stores that receive more than one tobacco sale violation from the city of Philadelphia are temporarily or permanently suspended from the program.

Lessons Learned

Positive initial response to the Healthy Corner Store Certification Program showed that store owners are interested in selling more healthy products, improving their business and attracting more customers. Some keys to successfully supporting store owners in achieving this enhanced level of healthy change:

Work with committed store owners.

Store owners who are committed to healthy change and already had success selling healthy products were more open to new ideas for improving their businesses.

Develop a variety of attractive incentives.

Each store has unique needs and business goals. In order to incentivize owners to participate, a variety of customizable incentives had to be developed to ensure that owners would find one that would benefit their businesses.

Give store owners options.

While the amount of inventory was predetermined, owners have flexibility to decide which and how many promotional options would be profitable and sustainable for their stores.

Provide ongoing support.

The Certification program can seem overwhelming at first. By breaking down the program into smaller pieces and supporting the owner in making the changes, it became much more manageable.



Healthy Corner Store Certification Program Requirements

INVENTORY:		PROMOTIONAL:	
Fresh fruits and vegetables	15 options, in a highly visible location with pricing	For basic certification	2 promotional activities such as monthly discounts on a healthy product; new, healthy value-added products (e.g. smoothies or fruits salads) or a reduction in tobacco advertisements
Packaged fruits and vegetables	10 options, grouped together at eye level		
Whole grain products	5 options, grouped together at eye level		
Protein products	8 options, grouped together at eye level	For advanced certification	4 promotional activities, including at least 1 tobacco option
Dairy products	8 options, grouped together in refrigeration at eye level		
Water	2 feet of dedicated shelf space, grouped together in refrigeration at eye level	INCENTIVES:	
Low-calorie snacks	5 options, grouped together at eye level	With basic certification	2 incentives chosen from 4 main categories: products and displays, pricing and promotion, store appearance and store operations
		With advanced certification	4 incentives from the same categories

FRESH CORNER STORE CONVERSIONS

Building on the success of the Healthy Corner Store Network Conversions, The Food Trust, with Get Healthy Philly, Representative Dwight Evans, the Pennsylvania Department of Community and Economic Development, and the Philadelphia Department of Commerce, debuted the Fresh Corner Store Conversions in 2013. Five corner stores participating in the Healthy Corner Store Network, which had undergone conversions and earned Healthy Corner Store Certification, received significant interior and exterior infrastructural improvements. These improvements included the installation of a Fresh Corner kiosk to make healthy food the focal point of the store. The Fresh Corner kiosks also provide space for in-store cooking demonstrations and recipes cards and other materials that help customers make healthy choices.

To measure the impact of the Fresh Corner Store Conversions, The Food Trust collected point-of-sale data in two participating stores. Produce sales increased by more than 60 percent following installation of kiosks. In addition, Econsult Corporation, an economic consulting firm, conducted an economic impact analysis of house values within one-eighth of a mile of four Fresh

Corner stores. Their study found a positive impact on property values in neighborhoods that had Fresh Corner kiosks installed, concluding that the Fresh Corner stores were an effective way to enhance neighborhoods, stabilize property values and build household wealth while strengthening the city.

Lessons Learned

The program has had a positive impact on corner stores and the surrounding neighborhoods. Corner store owners have seen an increase in healthier food sales and neighborhoods have seen increasing house values. This suggests that the Fresh Corner model can be a tool to increase access to healthier food and build healthier communities. Some keys to launching a successful Fresh Corner Store Conversion program:

Work with committed corner store owners.

Large renovations require close collaboration with store owners. A selection process identified store owners who had demonstrated a strong commitment to selling healthy products. Logistical or infrastructural requirements were also considered.

Select an appropriate construction team.

A formal RFP process, carefully considering the program goals and design vision, was undertaken before selecting an architect and general contractor.

Collaborate on the design process.

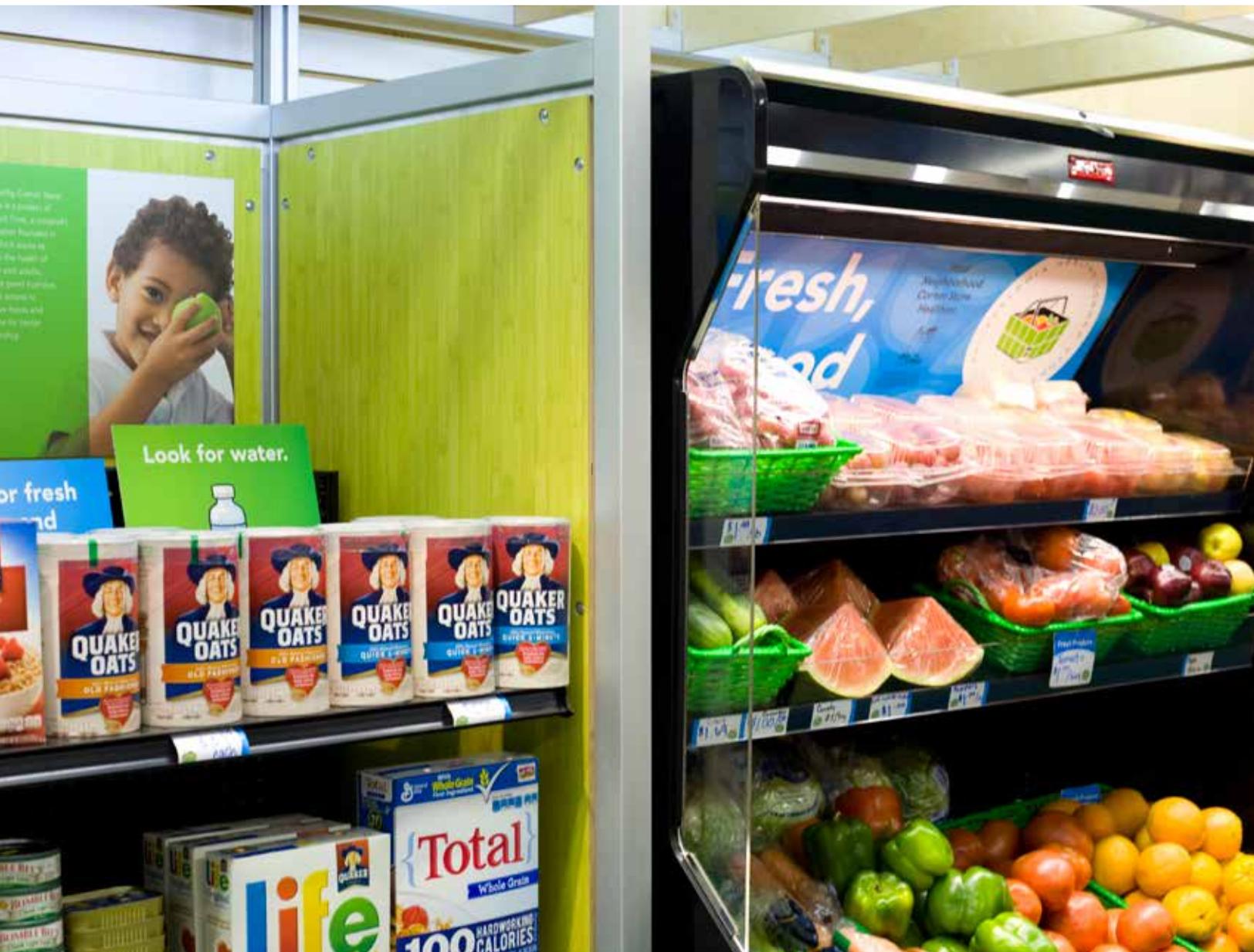
Store owners, project partners and design professionals worked together to create a successful design product. Other available resources that could be integrated into the project, such as storefront improvement programs or greening initiatives, were also considered.

Be prepared for construction challenges.

Challenges inevitably emerge in the construction process. A thorough understanding of budget and timeline allowed for informed decisions on how to adjust the process.

HEART SMARTS PROGRAM

In 2014, The Food Trust unveiled the Heart Smarts Program—supported by the AstraZeneca HealthCare Foundation and in collaboration with the Jefferson Center for Urban Health and the Philadelphia Department of Public Health—which expands customer access to the information needed to make healthy choices. Through the program, 10 stores enrolled in other aspects of the Healthy Corner Store Initiative will host free health screenings with a health referral process for at-risk customers and encourage other healthy choices, such as a low-fat, low-sodium diet and reduced tobacco use. The program is too new, as of this writing, to evaluate lessons learned.



On the Horizon

Moving forward, the top priorities for the Healthy Corner Store Initiative are helping stores maintain and expand healthy changes; providing customers with information they need to make healthy choices; integrating additional health prevention services into the corner store environment; and developing new methods to evaluate the efficacy of the intervention.

STRATEGIES FOR CONTINUED GROWTH

The following strategies will help achieve these priorities:

- Provide continued support and training to store owners on procuring and handling fresh produce, modifying store layouts and improving business options to ensure profitability of healthy products and overall vitality of corner stores.
- Increase the number of stores that participate in the Healthy Corner Store Certification Program by incentivizing store owners to further expand their inventory of healthy products and introducing new marketing strategies to spur sales of healthy products. There will be a continued focus on decreasing the promotion of tobacco products and advertising in stores.

“So many of the foods I sell here are for soup, West Africans, Latinos, Middle Easterners – everyone eats soup, soup, soup! This was a struggle when I opened three years ago. Now, people come here from all over the community because they really want this food.”

– Seydoh Dao, owner, K&D International Market

- Transform corner stores into community assets that not only offer affordable, nutritious food, but also provide store-based nutrition education and promotional activities to make healthy choices fun and easy.
- Continue to integrate and expand community-based health prevention services in corner stores through health screenings and referrals, health resources and education with the goal of reducing modifiable risk factors for cardiovascular disease.
- Evaluate healthy corner store strategies through the use of point-of-sale systems in corner stores that provide real-time data on customers’ purchases of healthy and less healthy products in corner stores and the efficacy of interventions designed to increase the sales of healthy products.



Appendices

APPENDIX A: IN-STORE MARKETING MATERIALS

The Healthy Corner Store Initiative produces recruitment and in-store marketing materials to attract corner stores and educate customers about healthy choices.

Healthy Corner Store Certification

Standards and incentives for becoming a certified healthy corner store

brought to you by:

Your Neighborhood Corner Store. Healthier.

Follow these simple steps to become a certified healthy corner store...and get rewarded with incentives!

Step 1: Choose 2 **incentives** from the orange, green, blue or purple boxes below. Mark your 2 selections with a check (✓).

<p>PRODUCTS & DISPLAYS</p> <p><i>These incentive options will help you learn how to purchase produce wholesale and create attractive displays.</i></p> <ul style="list-style-type: none"> <input type="checkbox"/> Philadelphia Wholesale Produce Market Tour: Learn how to navigate the produce market and the negotiation process. This includes a free tour of the facility, introductions to produce vendors, basics on how to negotiate prices and a \$100 gift card to go toward your first purchases of produce. <input type="checkbox"/> Merchandising Training: Learn techniques for creating attractive displays that help sell products faster. Receive free assistance from a merchandising specialist who will teach you how to organize your products to promote the sale of healthy items. <input type="checkbox"/> Equipment or Shelving: Reorganize and maximize your space with free shelving, product displays or other equipment to help you promote your healthier product offerings. 	<p>PRICING AND PROMOTION</p> <p><i>These incentive options will help you increase your profits through promotions, marketing and new product ideas.</i></p> <ul style="list-style-type: none"> <input type="checkbox"/> Marketing Kit: Increase store traffic and sales with a free starter kit of marketing materials to draw attention to your healthier product offerings. Kit includes exterior signage, menu boards, posters and other marketing materials. <input type="checkbox"/> Culinary Training: Learn new ways to use fresh fruits and vegetables to make healthy value-added products. Receive a free one-on-one training to learn how to make two new healthy value-added products for your store. <input type="checkbox"/> Taste 'N' Tour: Invite customers to learn about your new healthy offerings with a free promotional event at your store with cooking demonstrations, taste tests and a tour of your store. <input type="checkbox"/> Promotional Kit: Make your customers feel welcome with a free starter kit for offering your customers promotions that will help build loyalty. Kit includes loyalty cards, coupons, signs for specials and other promotional materials. 	<p>STORE APPEARANCE</p> <p><i>These incentive options will help you maximize your space and attract new customers.</i></p> <ul style="list-style-type: none"> <input type="checkbox"/> Store Layout Training: Learn tips for organizing your store layout to improve traffic flow and increase total space with a free tour from a store layout specialist. <input type="checkbox"/> Facade Improvement Assistance: Make your store's exterior more inviting by enhancing its facade with assistance applying for the city's storefront improvement funding at a reduced cost for your store. 	<p>STORE OPERATIONS</p> <p><i>This incentive option will help you learn how to improve store operations, increase profits and apply for loans.</i></p> <ul style="list-style-type: none"> <input type="checkbox"/> Business Technical Assistance: Learn how to analyze sales, increase profits and access capital to make store improvements. Receive free technical assistance on marketing, management, accounting and/or applying for loans.
---	--	--	--

Step 2: Meet all inventory requirements and promotions requirements for all 8 categories. * **Step 3:** Choose at least 2 promotion options to implement from across the 8 categories. **

Mark your selections with a check (✓). **Step 4:** Maintain and display all Philadelphia Healthy Corner Store Network marketing materials provided.***

<p>fruits & vegetables: fresh</p> <p>INVENTORY Requirement: Maintain minimum inventory of 15 fresh fruit and/or vegetable options.</p> <p>Standards:</p> <ul style="list-style-type: none"> • In good quality and in compliance with health standards • If containing produce stickers in the dial section, it must be available for sale and indicated by pricing information. <p>PROMOTIONS Requirement: Display produce in a high-visibility location with pricing information (see Self Healthy Guide page 4, 15).</p> <p>Options:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Offer at least 1 fresh produce discount a month (see Self Healthy Guide page 15). Discounts could include: Price reductions; dollar bags of fresh produce; 25 cent fresh produce snack bags <input type="checkbox"/> Advertise fresh fruits and vegetables outside of the store (see Self Healthy Guide page 13). <input type="checkbox"/> Offer additional fresh fruit and vegetable samples or specials (see Self Healthy Guide page 15). <input type="checkbox"/> Offer fresh fruit smoothies (see Self Healthy Guide page 15). 	<p>fruits & vegetables: frozen, canned, dried</p> <p>INVENTORY Requirement: Maintain minimum inventory of 10 packaged fruit and/or vegetable options.</p> <p>Standards:</p> <ul style="list-style-type: none"> • Canned fruit: must be 100% juice or light syrup • Frozen fruit (no sugar added) • Frozen vegetables (no salt or sauces added) <p>PROMOTIONS Requirement: Group canned, frozen or dried fruits and vegetables together and place on shelf just below eye level (see Self Healthy Guide page 15).</p> <p>Options:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Offer at least 1 packaged fruit and/or vegetable discount a month, such as buy one get one free or buy one get one 50% off (see Self Healthy Guide page 15). <input type="checkbox"/> Offer at least 1 free packaged fruit or vegetable taste test a month (see Self Healthy Guide page 13). <input type="checkbox"/> Offer fresh fruit smoothies (see Self Healthy Guide page 15). 	<p>whole grains</p> <p>INVENTORY Requirement: Maintain minimum inventory of 5 whole grain products.</p> <p>Standards:</p> <ul style="list-style-type: none"> • Any food made from whole grain wheat, rice, oats, cornmeal, barley or another cereal grain with the whole grain listed as the first ingredient <p>PROMOTIONS Requirement: Group whole grain products together and place on shelf just below eye level (see Self Healthy Guide page 15).</p> <p>Options:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Offer at least 1 whole grain product discount a month, such as buy one get one free or buy one get one 50% off (see Self Healthy Guide page 15). <input type="checkbox"/> Offer whole grain bread as an option with deli sandwiches (see Self Healthy Guide page 15). 	<p>proteins</p> <p>INVENTORY Requirement: Maintain inventory of 8 protein products.</p> <p>Standards:</p> <ul style="list-style-type: none"> • Any food made from beef and pork, and low-fat products such as fish, poultry and eggs • Fresh, lean products include any non-frozen lean products • No salt added dry beans, fish, nuts and seeds <p>PROMOTIONS Requirement: Group dry bean products and no salt added canned bean products together and place at just below eye level (see Self Healthy Guide page 15).</p> <p>Options:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Offer at least 1 fresh, lean product discount a month (see Self Healthy Guide page 15). <input type="checkbox"/> Create 1 deli special that uses a fresh lean product, such as a grilled chicken or turkey sandwich (see Self Healthy Guide page 15).
<p>dairy</p> <p>INVENTORY Requirement: Maintain minimum inventory of 8 dairy products.</p> <p>Standards:</p> <ul style="list-style-type: none"> • Non-fat, skim or 1% low-fat milk, foods such as milk, yogurt and cheese • No sugar added fat-free or 1% low-fat milk <p>PROMOTIONS Requirement: Must be placed in refrigerator at just below eye level (see Self Healthy Guide page 15).</p> <p>Options:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Offer at least 1 dairy product discount a month (see Self Healthy Guide page 15). <input type="checkbox"/> Offer at least one free dairy product taste test a month (see Self Healthy Guide page 13). 	<p>water</p> <p>INVENTORY Requirement: Maintain minimum inventory of 2 feet of shelf space in refrigerator dedicated to water only.</p> <p>Standards:</p> <ul style="list-style-type: none"> • No sugar added water <p>PROMOTIONS Requirement: Group all water together in refrigerator at just below eye level.</p> <p>Options:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Offer water as a beverage option with deli specials (see Self Healthy Guide page 15). <input type="checkbox"/> Display water in a high-visibility refrigerator (see Self Healthy Guide page 15). 	<p>low-calorie snacks</p> <p>INVENTORY Requirement: Maintain minimum inventory of 5 low-calorie snack options.</p> <p>Standards:</p> <ul style="list-style-type: none"> • 100 calories or less per package <p>PROMOTIONS Requirement: Group low-calorie snacks together on shelf at just below eye level.</p> <p>Options:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Offer a healthy snack as a side option with deli specials, such as a bag of grapes, piece of fruit, or apple/peach (see Self Healthy Guide page 13). <input type="checkbox"/> Offer fresh-cut fruit snack packs (see Self Healthy Guide page 8, 13). <input type="checkbox"/> Display healthy snacks in a high-visibility location with pricing information (see Self Healthy Guide page 15). 	<p>tobacco</p> <p>REQUIREMENTS</p> <p>Compliance with state and federal youth sales laws; City permitting and signage (renewed annually).</p> <p>Standards:</p> <ul style="list-style-type: none"> • Must not sell any tobacco product to anyone under the age of 18 • Must check government-issued photo ID of anyone who appears to be under the age of 27 • Must have an age warning sign posted which states that the sale of cigarettes and all tobacco products to anyone under 18 years of age is prohibited • Must not sell cigarettes or any other tobacco product out of its original packaging provided by the manufacturer, importer or package <p>PROMOTIONS Requirement: No flavored tobacco products placed next to candy (flavored tobacco products include fruit or candy-flavored e-cigs, lilo e-cigs, and e-cigs and e-cigs products).</p> <p>Options:</p> <ul style="list-style-type: none"> <input type="checkbox"/> On the store's exterior, no more than 1 large tobacco sign (16" x 48") (see Self Healthy Guide page 16). <input type="checkbox"/> On the store interior, no tobacco signage hanging from ceilings <input type="checkbox"/> No use of any flavored tobacco products (flavored tobacco products include fruit or candy-flavored e-cigs, lilo e-cigs, and e-cigs and e-cigs products) <input type="checkbox"/> No tobacco products visible <input type="checkbox"/> No tobacco products sold. No tobacco ads inside store.

* Inventory requirements for each food category refer to the number of different options offered, NOT quantity of specific foods. No more than 2 different types of the same food (for example, cereal) will count toward certification.

** Stores that choose 6 promotion options or more may choose 4 incentives, including at least 1 tobacco promotion option. *** Free promotional materials, such as sale signs and price tags, will be provided to each store.

Healthy Corner Store Certification Guide

This guide provides store owners participating in the Healthy Corner Store Certification program an overview of the program's inventory and promotional requirements as well as incentive options they can pick from if they successfully implement all requirements. The guide is provided to owners in both English and Spanish.

Let the colors be your guide!

Use signs around the store with these colors to make **healthier** choices.

Ceiling Sign

The ceiling sign directs customers to use the color guide and shopping basket icon to help them find healthy products located throughout the store. The sign is hung prominently from the ceiling and is double-sided in English and Spanish.

Find healthy items wherever you see this basket icon.



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

Your Neighborhood Corner Store. Healthier.



State awarded to leading health care organizations
Department of Community and Economic Development
for healthy living, a part of the Philadelphia Department
of Public Health, and awarded to you from the Centers
for Disease Control and Prevention.

Exterior Sign

This sign is mounted to an exterior wall of the store and identifies the store as a healthy corner store.

Specials

Look
for these
healthy
items!



THE PHILADELPHIA HEALTHY CORNER STORE NETWORK

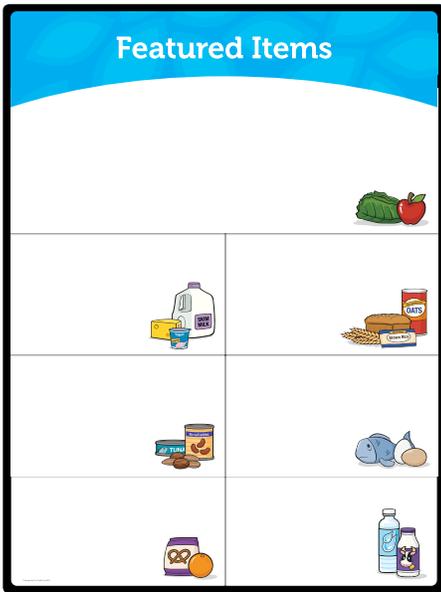
Floor Graphic

The shopping basket icon is applied to the floor to direct traffic to healthy offering locations throughout the store.

Specials Sign

Dry-erase sign boards are placed at the checkout or other in-store locations to advertise healthy specials and promotions.





Featured Items Sign and Tags

The featured items sign uses healthy food icons to organize specials and promotions by food category, which correspond with featured items tags that are used throughout the store to draw customer attention to healthy products being promoted.

Get Healthy!

Try new products at corner stores near you.

Look for this sign.
Stores that display this sign on their windows or doors have added healthy foods.

Make a healthy choice.
Use these colorful signs around the store to guide you to healthier choices.

Take a healthy step.
Get free recipes that use foods in the store to make healthy meals. Ask for a Get Healthy! Guide to find the healthiest foods in the store.

YOUR NEAREST CORNER STORE
Ramos Food Mart
145 W. Cumberland St. • 644-403-1094
Everyday 8am-9pm
fruits and vegetables, low-fat dairy, eggs, beans, whole grains and more!

Newspaper Ad

As an incentive option, stores can choose to have an ad for their store placed in a newspaper of their choice. This newspaper ad provides a standard template, which can be customized for each store to promote its healthy offerings to the community.

Get Healthy!

Find healthy food, recipes and nutrition information at a corner store near you.

Rosa's Pretzel Bakery & Deli
441 W. Girard Ave.
215-763-9352
Monday-Friday: 6:30am-4:00pm
fruits and vegetables, low-fat dairy, eggs, beans, whole grains and more!

Promotional Flier

As an incentive option, stores can choose to have project staff conduct fliering in the community around the store to promote their healthy offerings. The flier template is available in English and Spanish and can be customized for each store.

Eat fresh and save!

Present this card to the cashier at a participating corner store when you buy select healthy items.

<p>fruits & vegetables</p> <p>Buy 10 pieces, get 1 piece free or buy 10 pounds, get 1 pound free.</p>	<p>fruits & vegetables</p> <p>Buy 10 low-sodium canned vegetables and/or 100% juice or light syrup canned fruits, get 1 free.</p>	<p>low-fat yogurt</p> <p>Buy 10 non-fat or low-fat yogurt cups, get 1 free.</p>	<p>bottled water</p> <p>Buy 10 bottles, get 1 free.</p>																													
				<table border="1"> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr> <tr><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td></tr> </table>	1	2	3	4	5	6	7	8	9	10	<table border="1"> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr> <tr><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td></tr> </table>	1	2	3	4	5	6	7	8	9	10	<table border="1"> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr> <tr><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td></tr> </table>	1	2	3	4	5	6
1	2	3	4	5																												
6	7	8	9	10																												
1	2	3	4	5																												
6	7	8	9	10																												
1	2	3	4	5																												
6	7	8	9	10																												

Frequent Buyer Cards

The accordion-style punch cards are given to customers as an incentive to purchase healthy items by giving them a free product after purchasing a healthy product 10 times.

APPENDIX C: MEDIA

Media mentions of the Healthy Corner Store Initiative spread the word about the program and its successes.

Philadelphia's Corner Stores Provide Healthy Alternatives. *Al Dia*. February 25, 2013.

Abarroterías de Philly Buscan Proveer Comida Más Saludable. *Al Dia*. March 20, 2013.

Inspiring Award Winners Working To Change Food System. *Forbes.com*. April 4, 2013

NRDC Announces Winners of the 2013 Growing Green Awards. *eNews Park Forest*. April 4, 2013.

Growing Green Awards 2013. *Huffington Post*. April 5, 2013.

Here Are Four Food Pioneers Who Just Might Inspire. *Dallas Observer*. April 5, 2013.

Hog Farmer Who Shuns Antibiotics Honored For Sustainability Efforts. *E&E – Agriculture*. April 5, 2013.

NRDC Announces Winners of the 2013 Growing Green Awards. *FoodTank.org*. April 5, 2013.

Fresh Healthy Food - Coming to a Corner Store Already Near You. *Huffington Post*. April 9, 2013.

Research: Childhood obesity is a product of environment. *Salon*. April 9, 2013.

The Secret to Reviving America's Corner Stores. *TakePart*. April 15, 2013.

Philadelphia Food Trust Employee Honored. *Philadelphia Inquirer*. April 19, 2013.

From Classrooms to Corner Stores, One Young Food Leader Inspires a Healthy Food Movement. *OnEarth*. May 9, 2013.

Swapping Hot Cheetos for Whole Wheat Bread: A Corner Store Redesign. *Good*. July 10, 2013.

Fixing the 4 Food Groups of the Corner Store. *Gigabiting.com*. July 11, 2013.

"Corner Store" Recognized by Nonprofit. *The Dispatch*. July 31, 2013.

America Watches as Philadelphia Battles Obesity. *Governing*. August 2013.

Bodegas Verdes. *Univision 65*. September 2013.

North Philadelphia Corner Stores Get Help Bringing Fresh Foods to Customers. *CBS-3*. September 2013.

Marketing Makeover Helps Philly Corner Stores Increase Sales of Fruits, Vegetables. *WHYY*. September 2013.

The Food Trust Continues Its Mission of Distributing Fresh, Healthy, Local Food to a Higher Level. *Weekly Press*. September 2013.

Food Deserts a Problem with Lots of Innovative Solutions. *Lima Ohio News*. September 20, 2013.

From Forties to Fruit: The Corner Store Revolution. *OZY*. October 2, 2013.

Turning a Corner on Healthy Eating. *Grid Magazine*. October 25, 2013.

To Fight Obesity, a Carrot, and a Stick. *The New York Times*. November 16, 2013.

A Fresher Philly: Fruits and Veggies Make a Comeback in the City's Corner Stores. *Grist*. November 18, 2013.

Group Aims to Improve Food at Pa. Corner Stores. *Associated Press*. January 29, 2014.

AstraZeneca HealthCare Foundation Awards \$209,800 Grant to The Food Trust. *HeraldOnline.com*. February 6, 2014.

Olivares Food Market Goes the Extra Mile to Serve the Community. *Salud America!* March 26, 2014.

The Food Trust's The Healthy Corner Store Initiative. *The Lempert Group*. March 26, 2014.

New Program Brings Healthcare to your Corner Store. *6-ABC*. March 28, 2014.

The Food Trust Ofrece Salud en Tu Barrio. *Al Dia*. March 31, 2014.

Contact

Brianna Almaguer Sandoval

Associate Director, Healthy Corner Store Initiative
The Food Trust
(215) 575-0444 Ext. 3130
bsandoval@thefoodtrust.org

Jennifer Aquilante, MPH RD

Nutrition Coordinator, Get Healthy Philly
Philadelphia Department of Public Health
1101 Market St, 9th floor
Philadelphia, PA 19107
(215) 685-5250
jennifer.aquilante@phila.gov

Copyright The Food Trust 2014

Making Healthy Food Available to All

For more than 20 years, The Food Trust has been working to ensure that everyone has access to affordable, nutritious food and information to make healthy decisions.

The Food Trust's comprehensive approach includes improving food environments and teaching nutrition education in schools, working with corner store owners to increase healthy offerings and helping customers make healthier choices, managing farmers' markets in communities that lack access to affordable produce and encouraging grocery store development in underserved communities.

Learn more about The Food Trust:

www.thefoodtrust.org

1617 John F. Kennedy Blvd.
One Penn Center, Suite 900
Philadelphia, PA 19103
(215) 575-0444
Fax: (215) 575-0466
contact@thefoodtrust.org

