

Amendments to the Minneapolis Code of Ordinances – *Food Code: Grocery Stores and Specialty Food Stores*



Health, Environment, and Community
Engagement Committee,
Minneapolis City Council
October 20, 2014

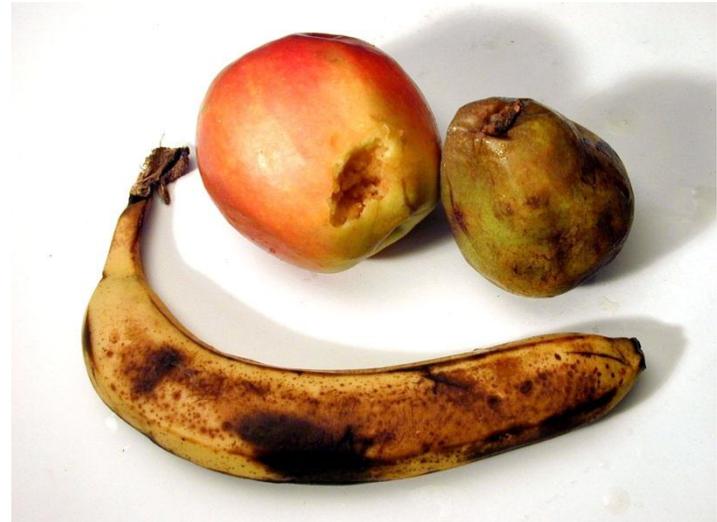
Inequitable access to healthy food

- Limited access to healthy food contributes to poor nutrition and health problems, especially for low-income residents and communities of color



[Photo credit](#)

vs.



[Photo credit](#)

A comprehensive approach

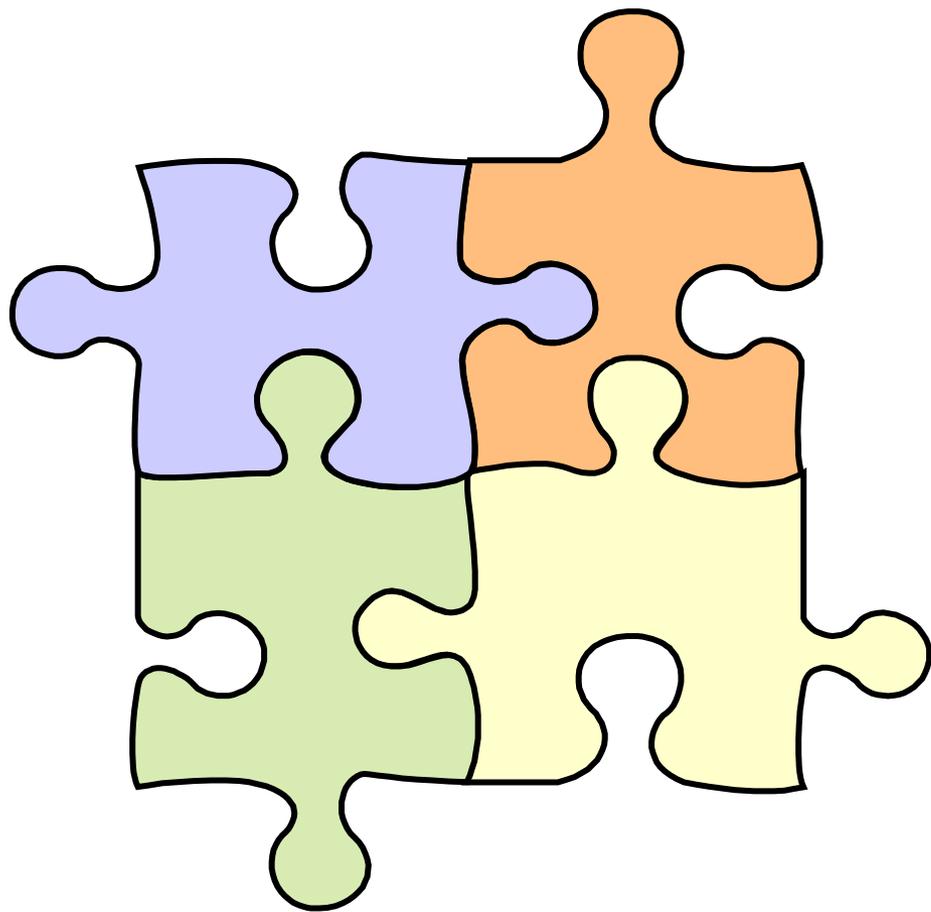
- Government, schools, non-profits, neighborhoods, and hospitals are working to improve access to healthy foods and provide nutrition education



EVERYBODY NEEDS
HEALTHY FOOD



How does the staple foods ordinance fit?



- One piece of the puzzle that complements existing efforts
- Incorporates businesses as part of the solution to building a healthy, thriving city

Current ordinance requirements

Staple Foods Ordinance, 2008



5 varieties of fruits or vegetables, 5 must be fresh



3 varieties of dairy beverage, 2 must be fresh



3 varieties of bread or cereal, 2 must be fresh



3 varieties of meat, poultry, fish or veg proteins, 2 must be fresh

Exemptions for:

- “Specialty food stores”
- Stores in the central commercial district
- Gas stations under 300sf of total retail floor space

Issues with current ordinance

- No required minimum quantities within each category
- Insufficient guidance related to acceptable levels of fresh produce quality
- Vague language regarding “specialty food store” exemption

Women, Infants, and Children (WIC) standards

- In 2010, WIC adopted higher standards that surpassed Minneapolis requirements
 - 14 food/beverage categories
 - Minimum quantities and varieties
 - Very specific requirements



[Photo credit](#)

Positive impacts of WIC changes

- No evidence that stores dropped out or lost eligibility
- Stores added inventory and infrastructure; reported increased sales of whole grains, lower fat milk, and fresh produce
- Customers bought healthier foods and drinks; WIC families ate more healthy foods
- At the same time, national childhood obesity levels plateaued in many areas

Strengthening the Minneapolis standards

- Need requirements that apply to all grocery stores and are flexible enough to meet the dietary needs of specific cultural communities



Proposed changes

- Expand required food categories
- Set minimum quantities in each category
- Provide better quality standards
- Clarify “specialty food store” exemptions

Expand required food categories

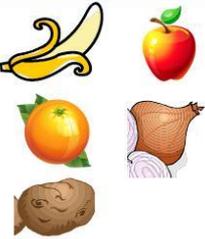
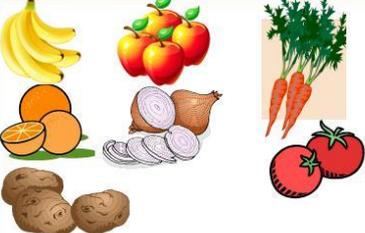
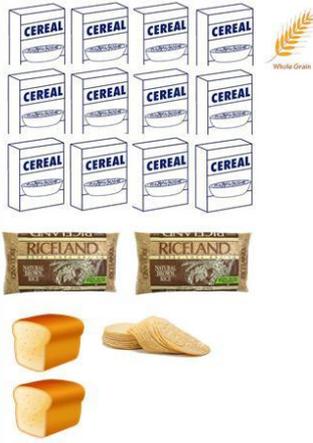
- Increase from 4 to 10 categories:
 - Milk/milk alternatives
 - Cheese
 - Eggs
 - Meat and vegetable protein sources
 - Fruits and vegetables
 - 100% juice
 - Whole grain cereal
 - Whole grains
 - Canned beans
 - Dried beans, peas, and lentils

Set minimum quantities

- 30lbs or 50 items of fresh and/or frozen with no added ingredients
- 7 varieties total, at least 5 must be fresh
- No more than 50% from one single variety



Comparison of requirements

Food Category	Current Standards	Proposed Mpls Standards	Current MN WIC Standards
Fruits & Vegetables	 <ul style="list-style-type: none"> • 5 varieties 	 <ul style="list-style-type: none"> • 7 varieties, 2 can be frozen • Must equal 30 lbs or 50 items 	 <ul style="list-style-type: none"> • Must equal 30 lbs • At least 7 varieties, all fresh • Must have bananas & carrots
Bread and/or Cereal			

Comparison of requirements

Food Category	Current Standards	Proposed Mpls Standards	Current MN WIC Standards
Dairy & Dairy Substitutes			

Provide quality standards

- To count toward the staple food standards, perishable items must be:
 - In good condition
 - Not overripe
 - Not seriously deformed
 - Free from decay, discoloration, bruising, and surface damage

Clarify exemptions

- Eliminate “specialty food store”
- Create “accessory use grocery”
 - Sell staple foods as an accessory to their primary business or sell only specialized types or classes of foods; and
 - Do NOT accept SNAP/EBT or WIC
- Maintain current exemptions for:
 - Stores in the central commercial district
 - Gas stations under 300sf of total retail floor space

Accessory use grocery stores

- ✓ Sell only special types or classes of food (e.g. spices, gourmet oils, cheese), or
- ✓ Sell food as part of another primary business (e.g. gas station, big box retail store), and
- ✗ Do **not** accept SNAP or WIC

Exemption examples



[Photo credit](#)



[Photo credit](#)

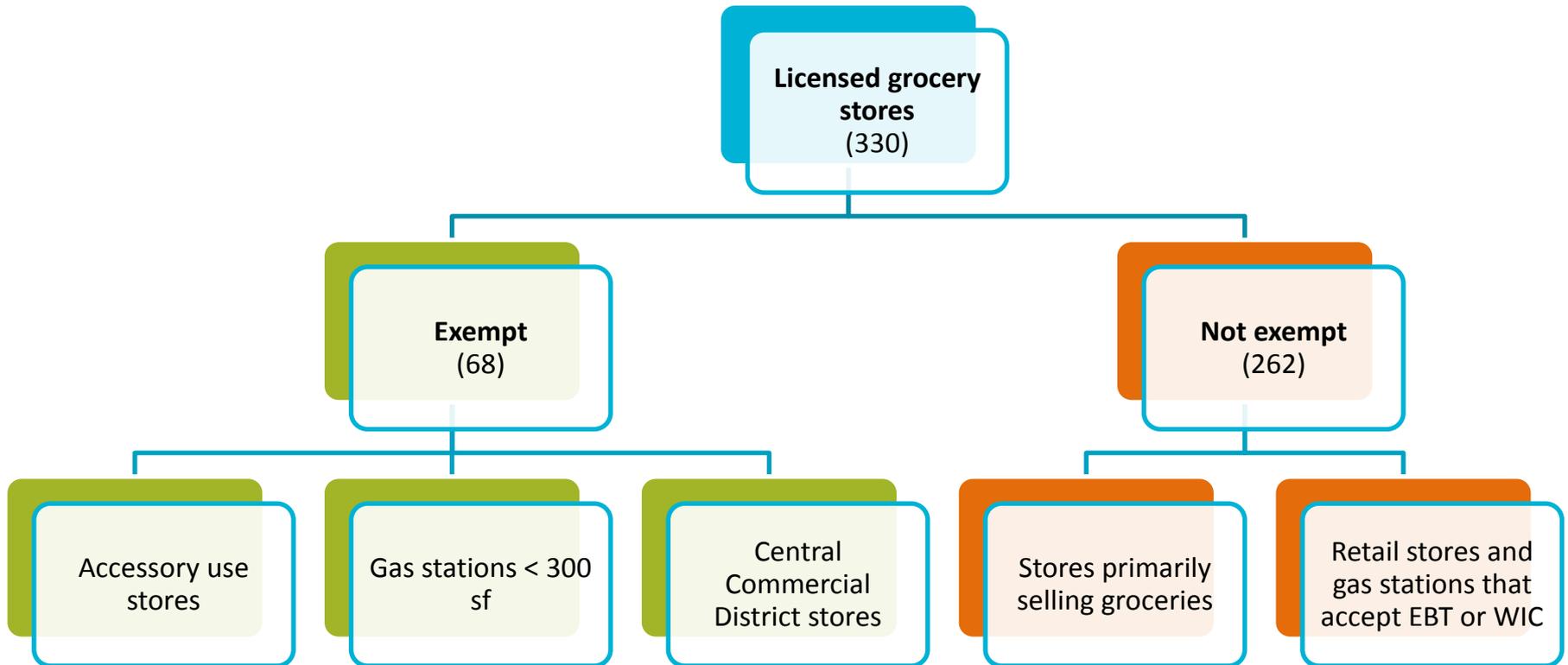


[Photo credit](#)

Non-exemption examples



How will stores be classified?



Gathering feedback

2013:

- Presented to store owners at industry meeting hosted by Minneapolis Business Licensing
- Presented to interested business associations including *Lake Street Council*, *West Broadway Coalition*, *Nicollet East Harriet Business Association*, and *Stadium Village Commercial Association*

2014:

- Mailed summary of proposed changes and invitation to additional industry meetings to all licensed grocery stores
- Hosted two industry meetings at community locations in north and south Minneapolis
- Incorporated feedback and sent summary of changes, plus reference materials in multiple languages, to industry meeting participants
- Included summary of proposed changes and public hearing announcement in e-newsletter to business owners

Implementation plan

- 3-phase process led by Minneapolis Health Department

January 2015	Phase 1: Communications to store owners, residents about changes
April 2015	Phase 2: Implementation of ordinance changes (without enforcement) <ul style="list-style-type: none">• Education and training opportunities• Compliance monitoring with feedback provided to store owners and referrals to resources/support
April 2016	Phase 3: Implementation of ordinance changes (with enforcement) <ul style="list-style-type: none">• Ongoing education and training opportunities• Compliance monitoring with standard enforcement procedures

Past efforts to support stores



Supported by the Multisite Health Improvement Program, Minnesota Department of Health.

- MHD has assisted more than 35 stores since 2009 by providing:
 - Food safety and handling training
 - Store enhancements and merchandising assistance
 - Procurement options for fresh produce
 - Customer engagement and community awareness

Healthy Corner Store Program sites



- 2013 evaluation showed increased inventory and sales of fresh produce at participating stores



Support available for stores

- Healthy food merchandising and marketing training
- Free in-store promotional supplies
- Written reference materials in multiple languages
- Recommendations for healthy food procurement
- Connections to model stores/mentors
- Access to low-interest loans for infrastructure improvements
- Citywide promotions to generate community interest and demand for healthy foods

University of Minnesota research

- Objective evaluation of the impact on
 - food availability in stores
 - customer perceptions and purchases
 - store owner/manager perceptions
 - healthy home food availability
- Timely feedback to the City to help inform adjustments, technical assistance, and future action

QUESTIONS?

