

The Minneapolis Healthy Corner Store Program

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Project Aim

To increase resident's access to affordable fresh produce and healthy foods by working with corner stores to improve their inventory and marketing of fresh produce and other healthy options

Background: Healthy Corner Store's compliment other efforts

- Component of Statewide Health Improvement Program Grant
- Blue Cross Blue Shield Healthy Eating Grant
- Minneapolis Staple Foods Ordinance

Background: What we already know...

- Families often depend on corner stores for grocery needs
- Corner stores often have limited food choices
- MDHFS corner store assessment in North
 - Visual assessment
 - Owner interviews

Visual assessment results

- 35 completed in North Minneapolis
 - Most commonly stocked produce include: onions, potatoes, bananas, and lemons/or limes
 - Produce was often found on the bottom of shelves, refrigeration cases, or beverage coolers
 - Majority of stores have unused refrigeration, freezer and shelf space

Owner interview results

- 22 interviews with store owners
 - Owners indicated that the majority of their store customers are residents of the surrounding community and most are “regulars”
 - 45% of store owners indicate that they “make a profit” or “break even” on the produce they sell
 - Owners need assistance related to produce marketing and education such as:
 - Sourcing
 - In-store displays
 - Handling
 - Promotional materials such as signage and recipe cards
 - Loans/grants to upgrade equipment

Healthy corner stores in other cities...

- Seattle/King County
 - New Orleans
 - Philadelphia
 - New York City
 - San Francisco
 - Chicago
 - Hartford, CT
 - Washington DC
 - Cleveland
 - Denver
- *Not a comprehensive list

The Minneapolis Healthy Corner Store Program

- MDHFS will partner with 10 convenience stores
- Focus is on Near North, Phillips, University (Cedar/Riverside) and Longfellow (Seward)
- Recruitment process (mailing and application)

Criteria for selecting stores

- Existing infrastructure that support project goals
- *Women, Infants, and Children* authorized and/or accept Electronic Benefits Transfer
- Willingness to partner with MDHFS
- Ability to collect sales data on fresh produce and healthy foods

MDHFS will provide corner stores with...

- Assistance in improving store layout to visually highlight fresh produce and healthy foods
- In-store marketing for fresh produce and healthy foods (shelf signs, posters, flyers, etc.)
- Assistance in promoting store changes to neighborhood residents
- Information and training on purchasing, pricing, stocking and marketing healthy foods
- Small business development resources from the City of Minneapolis such as loan opportunities

To participate, stores must:

- Increase stock of healthy foods including:
 - 3 new items of fruits and vegetables
 - 2 new items of whole grain products
 - 2 new items of low-fat and/ or skim dairy products
- Display marketing materials within the store
- Participate in training for produce purchasing, stocking, handling and marketing
- Document and share product sales

Questions/Comments?