



## Minneapolis Healthy Corner Store Program Profitability Evaluation Results

The Minneapolis Healthy Corner Store Program was created to assist store owners in making fresh produce and healthy foods more visible, affordable, and attractive to neighborhood residents. Through past example, it has been shown the success of the program hinges on the ability of stores to derive a profit from fruits and vegetables, thus being an important measure of success.

In 2012, in partnership with a number of community-based organizations, the department has assisted 30 stores. Seven (7) of these stores participated in a profit ability evaluation, which measured sales of fruit and vegetables over the course of a 14 week intervention. For more information about the program, please visit: [Healthy Corner Stores](#).

### Contact Information

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### Study Design

- Case-control evaluation which measured purchasing habits by monitoring produce sales and transaction history in 7 stores (5 intervention stores, 2 control stores).
- Sales data was collected 4-weeks pre enhancement to assess stores at baseline and 4-weeks post following the enhancement.
- Enhancements included creating an environment conducive to healthy food purchasing by providing merchandising, layout design, technical assistance, "Fresh Produce" signage, and produce training trainings.
- Community engagement events were conducted in each store after enhancements to highlight the program to the community.
- Data was obtained by weekly collection by retrieval of sales and transaction counts through store point-of-sale (POS) systems.

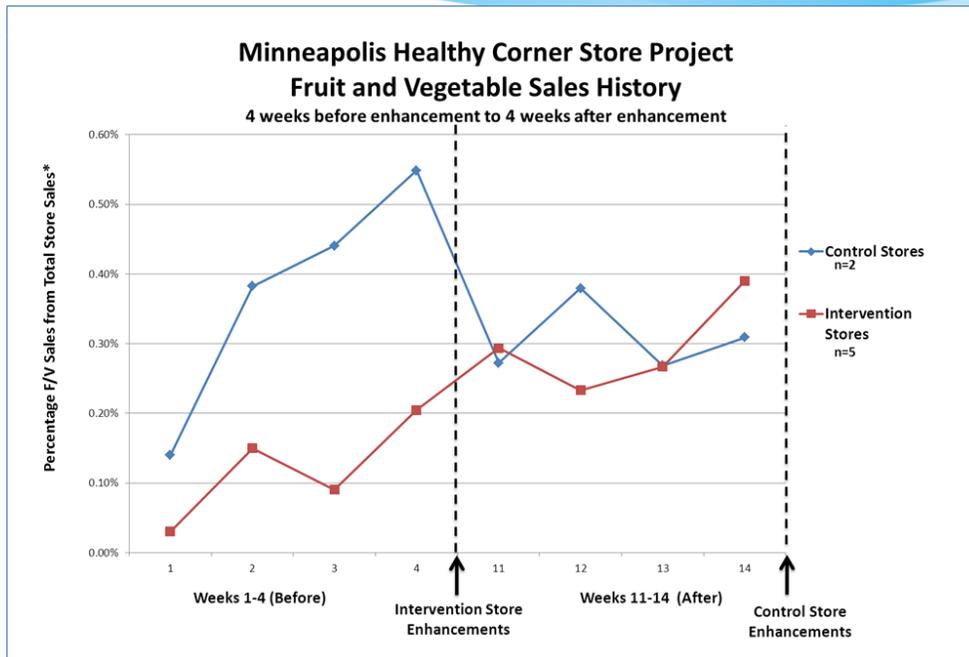
### What We Found...

- Evaluation found that the intervention was followed by a 155.3% increase in produce sales, compared to results in control stores which found a 21.7% decrease in produce sales.
- A 145.9% increase in produce transactions was observed in intervention stores, compared to an 11.2% decrease in produce transactions in control stores.
- The differences were found to be approaching statistical significance for produce sales ( $p=0.0571$ ) and statistically significant for produce transactions ( $p=0.0131$ ).
- See page 2 for a visual description of results.

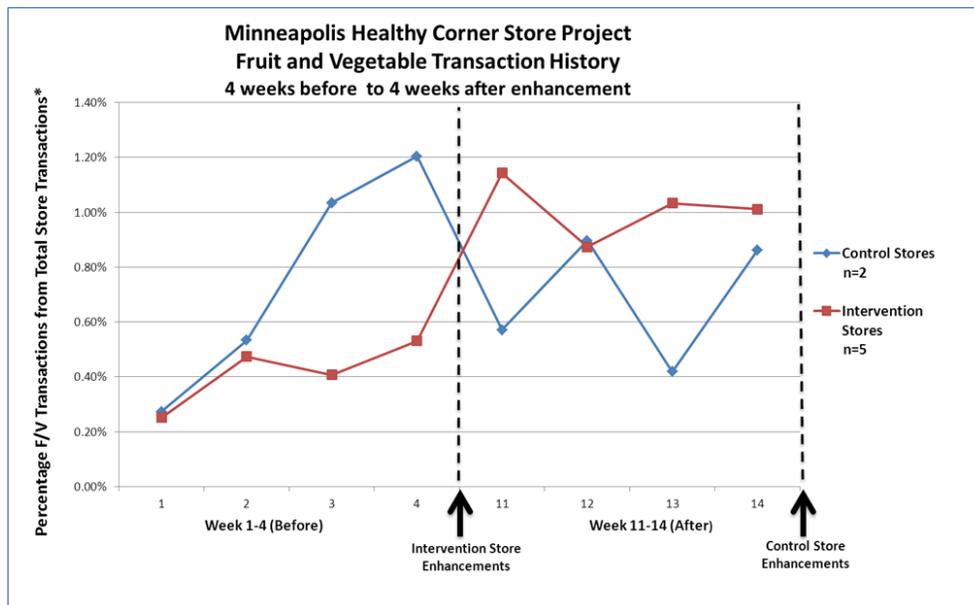
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## What We Found...



\*Fruit and Vegetable (F/V) sales were calculated as a percentage of store sales on a weekly unit of analysis. (%F/V sales=F/V sales \$/Total Store Sales \$)



\*Fruit and Vegetable (F/V) transactions were calculated as a percentage of store transactions on a weekly unit of analysis. (%F/V Transaction=F/V Transactions/Total Store Transactions)

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