

The Minneapolis Staple Foods Ordinance Evaluation Study

BACKGROUND

Improving access to healthy food has been identified by the Institute of Medicine, Centers for Disease Control and Prevention (CDC), and other national and scientific authorities as a strategy for local governments to help prevent obesity. In the fall of 2014, the City of Minneapolis revised an ordinance requiring all stores with grocery licenses to carry an array of healthy foods and beverages in order to better align with the Dietary Guidelines for Americans.

Minneapolis is the first city in the U.S. to have a policy of this kind. This type of policy action may have an important impact on food access, particularly in underserved neighborhoods and small food stores that do not currently stock these types of items.

STUDY PURPOSE

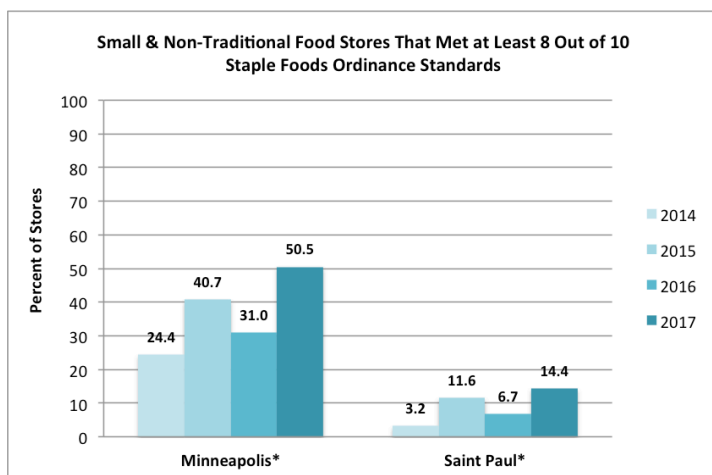
The purpose of the University's STaple foods ORdnance Evaluation (STORE) study is to evaluate the impact of the Minneapolis Staple Foods Ordinance by assessing changes in small and non-traditional food stores in:

- Availability, promotion, price, and placement of healthy and unhealthy foods and beverages.
- Nutritional quality of foods and beverages purchased.

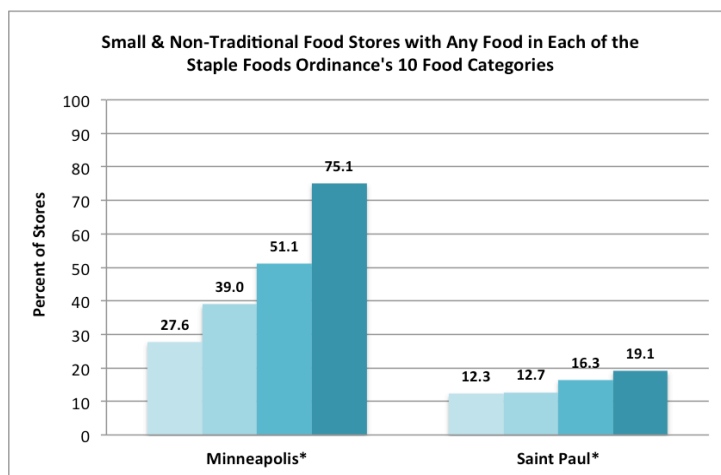
Changes were assessed during: pre-policy revisions (2014), implementation only with no enforcement (2015), initiation of enforcement (2016), and enforcement/monitoring (2017). Assessment occurred in a randomly selected sample of 180 small and non-traditional stores in Minneapolis and St. Paul (where no such policy exists). Stores in the sample include corner stores, convenience stores, gas stations, pharmacies and dollar stores.

RESULTS

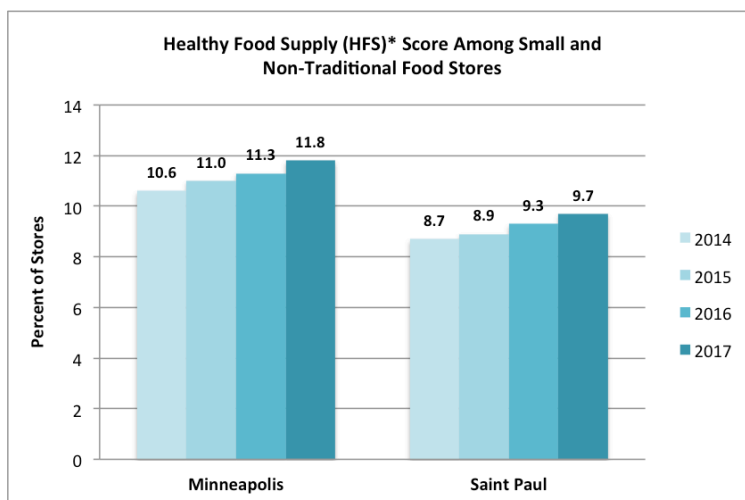
Staple Food Offerings Have Improved Over Time in Both Minneapolis and Saint Paul Stores



*Level of change is similar in Minneapolis and Saint Paul stores.



*Level of change is greater in Minneapolis stores than in Saint Paul stores.

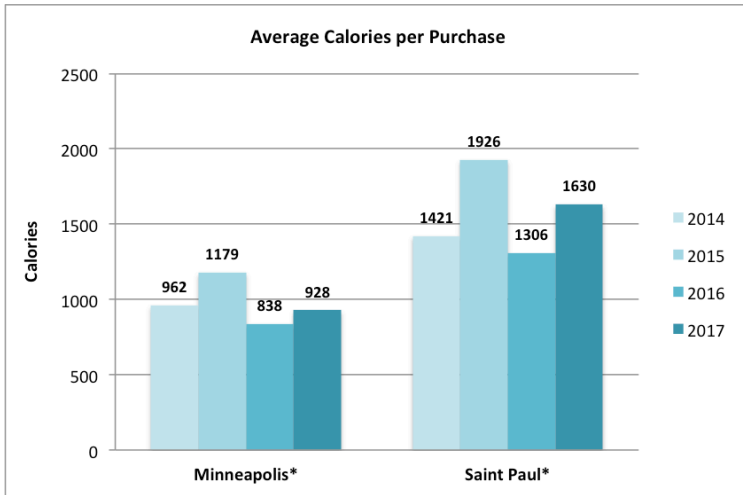


*HFS is a measure of overall healthfulness of store offerings. Healthier stores have higher scores. The level of change is similar in Minneapolis and Saint Paul stores.

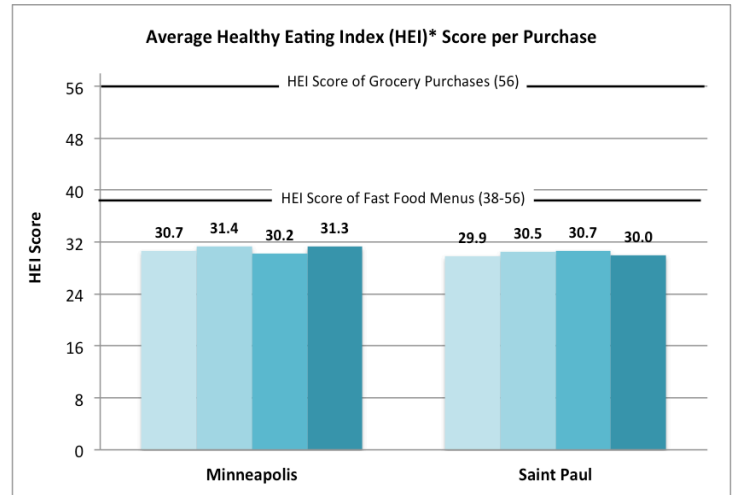
What Do We Know About Shoppers in These Stores?

- 3 out of every 4 interviewed customers shopped at the store at least once per week.
- 1 out of every 3 interviewed customers shopped at the store daily.
- The primary reason for choosing to shop at the store that day was proximity to home, work or another destination (74%).
- Average amount spent: \$2.68
- Each purchase contained an average of:
 - 540 calories
 - 39% of calories from added sugar
- 8% of purchases included a serving or more of fruits or vegetables.

To Date Our Data Show Few Significant Changes in the Nutritional Quality of Customer Purchases in These Stores



*Level of change is similar in Minneapolis and Saint Paul store purchases.



*HEI score is a measure of overall nutritional quality. A higher score is indicative of better nutritional quality. Maximum possible score is 100. There is no significant change in Minneapolis or Saint Paul store purchases.

Interviews with Store Managers in Minneapolis in 2017 Revealed...

- Most were familiar with the ordinance and had a general understanding of it.
- Managers were split equally as to whether they thought the ordinance would result in healthier purchasing at their store.
- Some said they did not have concerns about the ordinance. One concern raised by several managers was that they had to stock food they did not sell and then had to throw it out.
- Key suggestions included:
 - Provide more help to retailers in finding reasonably priced suppliers.
 - Mandate more inspections and consequences for non-compliance.
 - Lower the required quantities and types of foods.

Enforcement

is a challenge, with only 10% of Minneapolis stores in our sample fully compliant with the ordinance in 2017.

- The percent of stores in full compliance did not change from 2014 to 2017.
- Different types of stores varied in the types of food they failed to sufficiently stock.
- There was little overarching consistency in the types of required foods that the stores failed to stock.

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