



Healthy Food, Healthy Communities



PolicyLink
Lifting Up What Matters

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Why Healthy Food Retail?

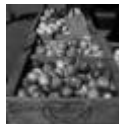
- Evidence of disparities in access to healthy food
- Evidence that access influences eating behaviors
- Other benefits of access to healthy food



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Options

- Developing New Grocery Stores
- Improving Existing Small Stores
- Starting and Sustaining Farmers' Markets



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Developing New Grocery Stores



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Developing New Grocery Stores: Challenges

- Perception of Profitability
- Identifying Sites
- Securing Financing
- Meeting the Needs of Diverse Consumers

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Developing New Grocery Stores: Strategies

- Create Financing Options
- Better Information Tools
- Reduce Operating Costs
 - Provide return transportation
 - Partner with community groups
- Facilitate Site Identification and Development
 - Reclaim vacant/abandoned properties
 - Adapt store formats

(Cont.) Developing New Grocery Stores: Strategies

- Adapt Practices to Meet Consumer Needs
 - Local suppliers
 - Gather info. on consumer preferences
- Develop Partnerships

Improving Existing Stores



Improve Existing Small Stores: Challenges

- Matching the Low Prices, Quality, and Selection of Larger Grocery Stores
- Risk of Changing Product Selection
- Customer Acceptance and Expectations

Improving Existing Small Stores: Strategies

- Collaborate to Reduce Costs
- Link with Local Farmers and Farmers' Markets
- Reduce the Risk for Corner Stores
 - Demonstrate and Build Customer Demand
 - Resources/Assistance
- Connect Stores with Small Business Development Resources

Starting and Sustaining Farmers' Markets



Starting and Sustaining Farmers' Markets: Challenges

- Start-Up and Operating Costs
- Sustainability
- Accepting Public Benefits

Starting and Sustaining Farmers' Markets: Strategies

- Build Community Support
- Expand the WIC and Senior Farmers' Market Nutrition Programs
- Link Farmers with Additional Markets
- Farmers' Market-Friendly EBT Systems
- Farmers' Collaboratives
- Business Development and Marketing Assistance



State and Local Government Roles

- State Government
 - Create Sources of Low-Cost Financing
 - Fund Pilot Projects
 - Provide Greater Support for Effective Programs Like WIC and Senior Farmers' Market Nutrition Programs
 - Ensure that Farmers' Markets Can Accept EBT Cards

State and Local Government Roles

- Local Government
 - Use Economic Development Resources to Promote New Store Development
 - Reclaim Vacant Land / Clean Up Brownfields
 - Market Underserved Neighborhoods to Retailers
 - Dedicate Small Business Development Resources to Help Existing Small Stores

For copies of the report
Healthy Food, Healthy Communities:
www.policylink.org/Research/HealthyFood