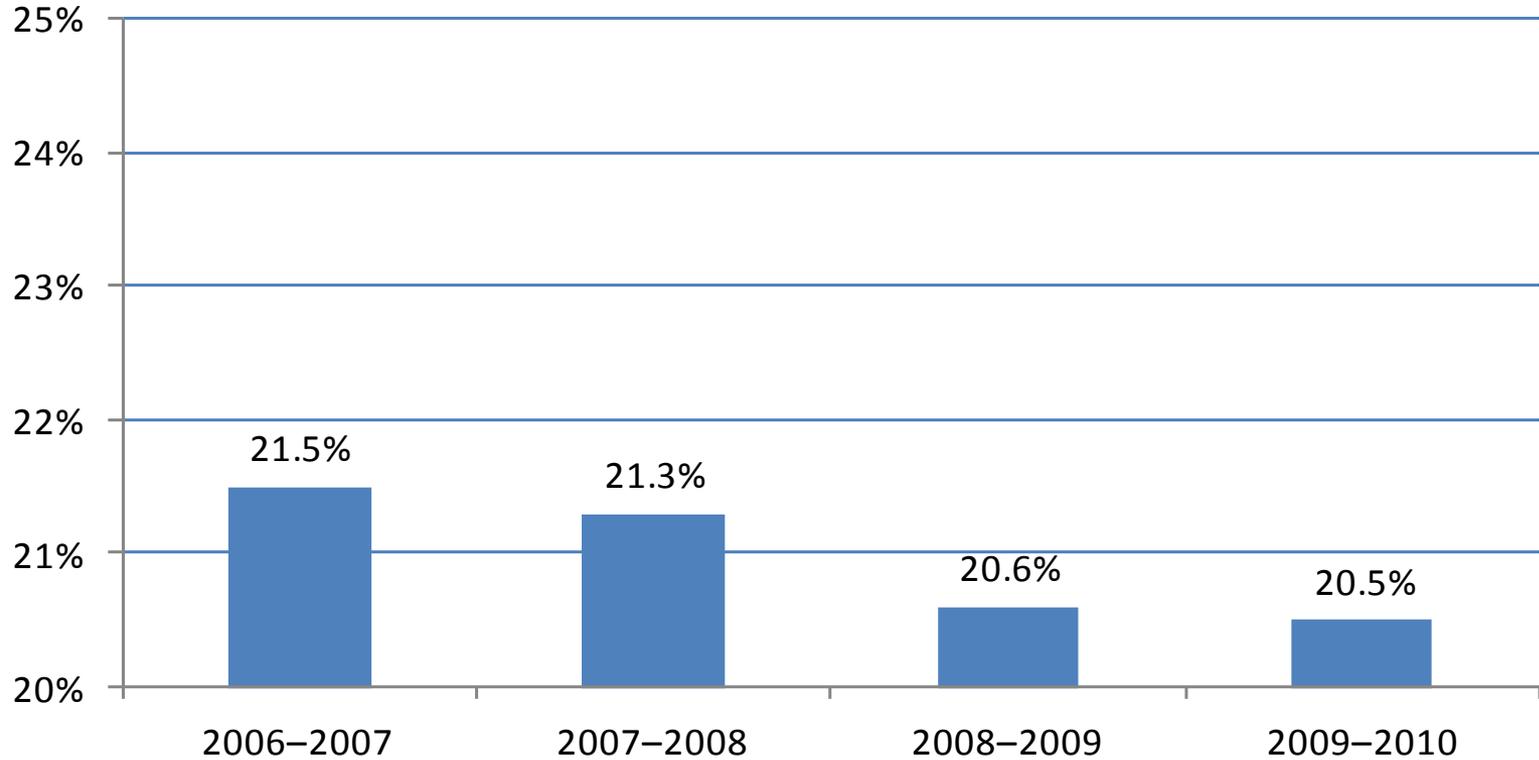


# The Food Trust

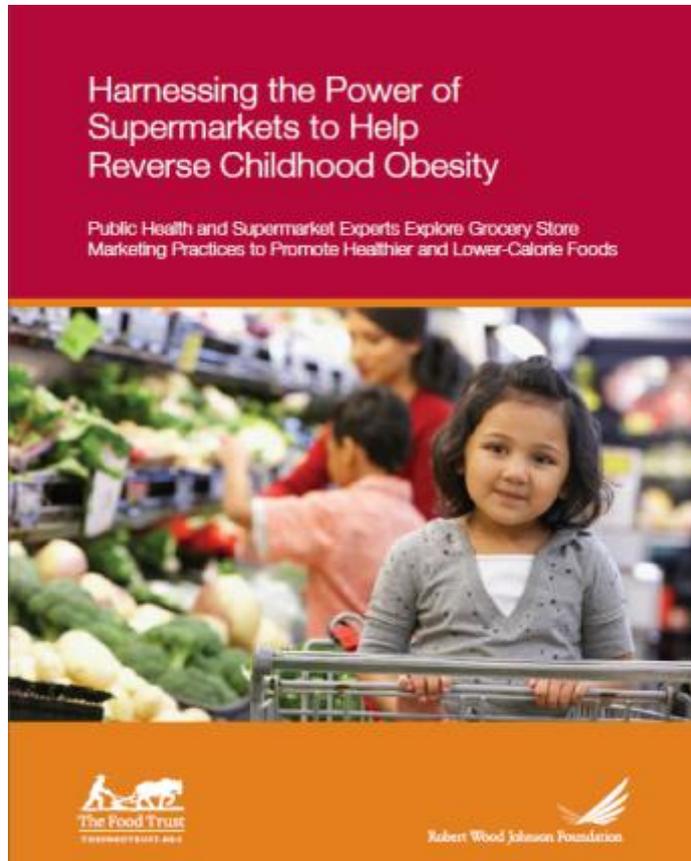
Ensuring everyone's access to affordable, nutritious food.



# Decline in Obesity Among Philadelphia School Children, 2006-2010 (p < 0.001)



We encourage retailers to market healthy food, and research the effectiveness of their efforts.



- Driving consumer choices through price, promotion, placement and product
- Exploring incentive strategies connected to health

60% of Americans spend the majority of their grocery budget at a supermarket, and 90% of households with children report visiting a store periodically, often with their kids.





# Prueba leche 1% o sin grasa:

Toda la nutrición de  
leche común con menos  
calorías y grasa.

# Try 1% or non-fat milk:

All the nutrition of  
regular milk, with  
less calories and fat.



# Some studies underway include:

- USDA, ICFI looking at shelf tagging systems, front of pack labeling and in-store incentives particularly for SNAP consumers
- Promoting healthier food items within a product category, such as milk, cereal, beverages and frozen foods.
- Partnership with Bashas to test a couponing strategy for low fat milk.

# Healthy Corner Store Network

- 600+ stores enrolled in targeted parts of the city
  - Healthy Products
  - Marketing
  - Training



# New products introduced

- 83% of enrolled stores introduced four or more new healthy products and marketing materials:
  - ❑ 90% introduced at least one fruit or vegetable item
  - ❑ 73% introduced at least one low-fat dairy product
  - ❑ 84% introduced at least one whole grain product
  - ❑ 82% introduced at least one healthy beverage or snack
- On average, stores at the basic level of participation introduced 36 new healthy products
- Citywide, a cumulative total of over 18,000 new healthy products were added to corner stores across all stores participating at the basic level of change

# Healthy Food Identification Campaign

**LESS OFTEN**  
*soda, fruit drinks,  
sport drinks, iced tea,  
lemonade*

**SOMETIMES**  
*100% juice, diet drinks,  
low-fat chocolate milk*

**ALWAYS**  
*no sugar added,  
water, fat-free or  
1% low-fat milk*



**LEAN & LOW-FAT**  
*fish, poultry, eggs,  
beef, pork*

**NON-LEAN MEAT**  
*steak, ground beef,  
poultry with skin*

**PROCESSED MEATS**  
*high-sodium/high-fat meats  
—bacon, deli meat, sausage*

Let the  
colors  
be your  
guide  
to **healthy**  
eating!

**GO**

*healthiest foods:*  
enjoy any time

**CAUTION**

*somewhat healthy  
foods: enjoy a few  
times a week*

**STOP  
& THINK**

*least healthy foods:*  
enjoy once in a while



# APPROVED ITEM

Your Neighborhood  
Corner Store. Healthier.



# Mini-Conversions

- 100 \$1K – 5K mini-grants
  - Refrigeration
  - Shelving
  - Training

*The changes have been so successful that I can't keep up with the demand for fresh produce. ”*

~ The Right Choice Corner Store Owner,

March 2011



Here's an aisle  
in a typical  
corner store in  
Philadelphia.



Here's the same corner store post-renovation.



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# Thanks!



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Some of the challenges of working with corner store operators include:



- Identifying stores
- Cultural barriers
- Provide trainings
- Ownership turnover

# Some lessons we learned in the process

- Build relationships
- Start small
- Phase activities
- Provide support
- Collaborate



# There are strong reasons to consider improving the food in corner stores.

- 356.6 cal per purchase from snacks/beverages
- Students spent \$1.07 on 2 items per purchase from corner stores
- Energy dense, low-nutritive foods and beverages
- 42% shop 2 times/day
- 53% shop once a day



Source: **Snacking in children: the role of urban corner stores.**

Borradaile KE, Sherman S, Vander Veur SS, McCoy T, Sandoval B, Nachmani J, Karpyn A, Foster GD. Snacking in children: the role of urban corner stores. *Pediatrics* 2009 Nov;124(5):1293-8.