

About the Healthy Corner Store Program

Good for your store. Good for your community. Become a member today!

The D.C. Healthy Corner Store Program is a great opportunity for small retailers. This program helps grocery store owners and operators expand their businesses and successfully sell healthy foods and beverages – a change that is good for business and good for the community.

The Healthy Corner Store Program is funded by the D.C. Department of Health, Community Health Administration, and coordinated by D.C. Hunger Solutions, in partnership with KAGRO (Korean-American Grocers Association) and a number of community and business organizations. The program is one of many efforts to reduce obesity in the District by increasing access to healthy foods. Grocery stores across the country, in cities including Baltimore, Philadelphia, and New York are participating in similar programs and seeing good results.

Your community is looking for healthy food! As a member of the Healthy Corner Store Program, you will receive specific information about foods and beverages that residents of your community are interested in buying. Through nutrition education programs, more customers are learning how to select healthy choices at the store. By responding to customer demand, you can increase your sales! And by joining the Healthy Corner Store Program, you will show that you care about your customers and your community.

Join the Healthy Corner Store Program today!

Good for your store.
Good for your community.

Become a member today!



The D.C. Healthy Corner Store Program
D.C. Hunger Solutions
1875 Connecticut Ave. NW
Suite 540
Washington, DC 20009
www.dchunger.org

Contact: Kristin Roberts
Phone: (202) 986-2200 x3041
Email: kr Roberts@frac.org
Fax: (202) 986-2525



D.C. Hunger Solutions

Ending hunger in the nation's capital.

You are invited to join ...

D.C.
Healthy Corner Store
Program



The D.C. Healthy Corner Store Program is funded by the District of Columbia Department of Health, Community Health Administration.

Benefits for Members

As a Healthy Corner Store Program member, you will receive these benefits:

- \$150 stipend for purchasing new products
- Increased sales of healthy foods
- "Healthy Corner" display: an eye-catching shelf for displaying fruits, vegetables, and healthy snacks (available in three sizes)
- Signs, posters, and reusable price labels
- "Guide to Becoming a Healthy Corner Store" program manual: includes suggested products, nutrition information, merchandizing tips, and tips on building customer relations
- Publicity and promotion in the neighborhood
- Assistance obtaining low-cost fresh fruits and vegetables
- Assistance requesting healthier products from food & beverage distributors
- Information about small business funding + assistance applying for grants or loans
- Assistance accessing small business services (e.g., financial management, inventory management, marketing)
- Assistance applying to be a food stamp vendor

Healthy Corner Store Program: How It Works

The Healthy Corner Store Program is running now through September 2009.

Participating stores receive \$150 for purchase of new products.

Here is what you can expect as a member:

1. D.C. Hunger Solutions will visit your store in March to tell you more about the program.
2. We will do a survey of the products you currently stock and give you specific recommendations of healthy foods and beverages to add.
3. You will receive a "healthy corner" display shelf, advertising materials, and the Guide to Becoming a Healthy Store.
4. You and D.C. Hunger Solutions will complete a Good Faith Agreement to confirm your participation.
5. Your store will receive on-going promotion in the community.
6. D.C. Hunger Solutions will visit your store at least one time per month to provide support and assistance. We will do a mid-program survey to measure progress.
7. In September, we will do a post-program survey to measure your progress.

At the end of the program, the healthiest store will receive special recognition!

Examples of Healthy Corner Store Program signs:



Membership Criteria

Members of the Healthy Corner Store Program agree to sell healthy foods and create a healthy store environment. The following are criteria for program membership. These criteria are based on focus groups with shoppers in your neighborhood.

- Regularly stock:
 - fruits and vegetables (fresh, canned, frozen)
 - healthy beverages (for example, 100% fruit juice and water)
 - healthy snacks (for example, pretzels and granola bars)
- Accept food stamps/EBT
- Display only healthy foods on the "healthy corner" shelf
- Hang up advertising materials provided by D.C. Hunger Solutions
- Mark prices on healthy foods and beverages
- Respond to customer requests for products
- Keep food fresh and food displays clean
- Participate in a pre-program and post-program survey

D.C. Hunger Solutions will recommend additional steps you can take to become a "Healthy Corner Store." We will help you choose the healthy products that are right for your store and help you promote those products to customers.