

Good Food Sold Here Partnership Increases Healthy Food Availability and Purchasing

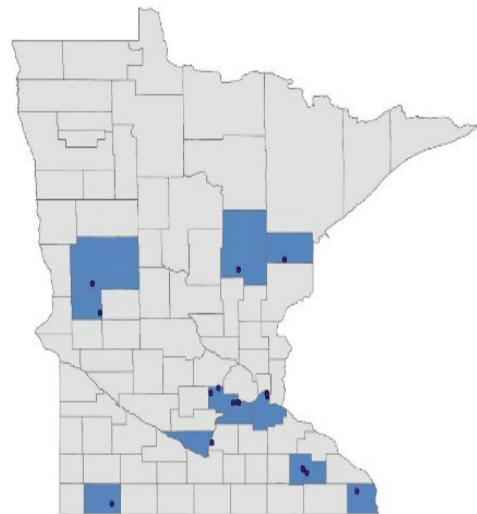
SUMMARY OF EVALUATION FINDINGS, 2017-2020

Purpose

In 2016, about 1.6 million Minnesotans (roughly 1 in 3 Minnesotans) had challenges in accessing a full service grocery store. For these residents, shopping at small food retail stores, such as convenience stores with limited fresh produce and healthy food options, may be their only choice.¹ Through a partnership between Minnesotan food retail stores and Minnesotan public health, the Good Food Sold Here Partnership (GFSHP) pilot's goal was to increase healthy options available in small food retail stores for those Minnesotan residents where those stores are their only option for purchasing food.

Pilot Design

- **Who:** 13 food retail stores and 11 local public health agencies
- **What:** Store managers and local public health agencies collaborated to create a plan and goals to apply the Good Food Stock & Sell Standards. Store managers actively made store changes with public health's support in the areas of stocking, placing, and promoting healthy options. For example, once meeting all stock standards, all stores were provided four signs promoting purchasing healthy options.
- **When:** Store managers actively worked toward meeting the Good Food Stock & Sell Standards between January 2018 and December 2019.
- **Where:** 11 Minnesotan Counties: Aitkin, Carleton, Carver, Dakota, Grant, Houston, Nicollet, Nobles, Olmsted, Otter Tail, and Scott.



¹ Rausch EJ, Mattessich PW. A view of the landscape in Minnesota and lessons learned from healthy food financing initiatives. The Federal Reserve Bank of Minnesota and Wilder Research; April 2016.

Stores Increase Healthy Options and Customers Buy Promoted Items

The more Good Food Stock & Sell Standards met by stores, the higher percentage of customers purchased an item promoted by the GFSHP. After the intervention, all stores met the majority of the 10 Good Food Stock & Sell Standards



Produce Success

On average, stores increased:

- **Vegetables:** Canned vegetables by two varieties; frozen vegetables by one variety
- **Fruit:** Canned, frozen, and fresh fruit, each by one variety

Healthy Checkout Success

- On average, stores added two healthy checkout options

Beverage Success

- 100% of stores stocked at least three individually sized healthy beverage items

Store Management Positive Response

- Managers saw customers respond positively to the store changes
- Managers reported that improving their stores healthy food options had no negative impact on their bottom line
- Managers saw that the program helped to increase their community's access to healthy food

“The manager told me about an elderly woman who lives nearby the store. This woman is now buying the fruits and vegetables at the store and has expressed to the store manager how happy she is that they now have more options as it is difficult for her to get to the grocery store.”

– Local Public Health

Vendors and Distribution

- Stores worked on average with one to two vendors to increase healthy food options
- About seven in 10 store managers built new relationships during GFSHP, for the purpose of obtaining produce
- Finding vendors that stocked affordable healthy items remained a challenge throughout the GFSHP



Customer Responses

- Beverages were the most commonly purchased item
- About one in four customers purchased a fruit or vegetable

Next Steps

- **Stores:** Contact your local county public health agency. Search for your county here.
- **Local Public Health:** Develop a relationship with local stores and get to know the store manager.
- **Minnesota Department of Health:** Support expansion of GFSHP work through SHIP funding and technical assistance.

“A local daycare provider is particularly excited about the new additions as she shops almost daily for her business.”

– Store Manager

Good Food Stock and Sell Standards

Stock

- Frozen or Canned Fruits (recommended stock of 2)*
- Frozen or Canned Vegetables (recommended stock of 2)*
- Fresh Produce (recommended stock of 2)*
- Individual Sized Healthy Beverages (recommended stock of 3)*
- Whole Grain Items (recommended stock of 1)

Placement

- Offer at least 3 healthy options in the checkout
- Display individually sized water at eye level or on the top shelf in displays

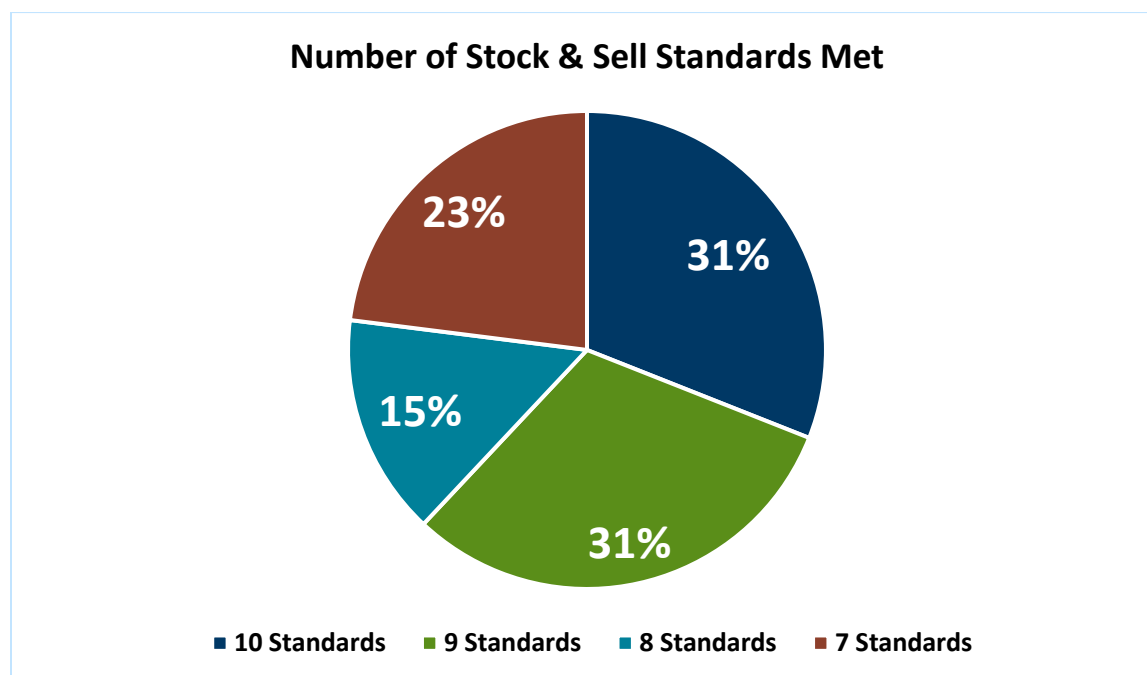
Promotion

- Display 4 promotional signs
- Collect customer input
- Implement 1 additional promotional strategy marking healthy options

*Or increase by 1, if meeting stock standard

After the intervention, all stores met the majority of the 10 Good Food Stock & Sell Standards. See Figure 1.

Figure 1: Percentage of Stores Meeting the Good Food Stock & Sell Standards at 4 Month Follow-up



GOOD FOOD SOLD HERE PARTNERSHIP INCREASES HEALTHY FOOD AVAILABILITY
AND PURCHASING

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