



# Partnerships with Food Retailers

Lessons Learned from the *Network for a Healthy California—Retail Program*

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# The Network for A Healthy California



1987  
*5 a Day is initiated by the California Department of Health Services, encouraging children and adults to eat the recommended 5 servings of a Day of fruits and vegetables.*

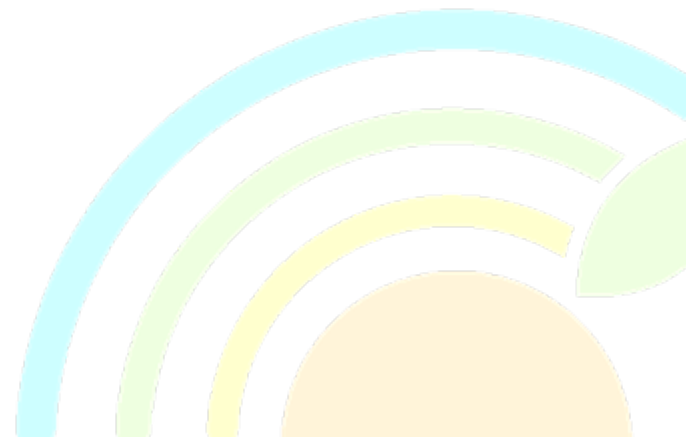
1997  
*California Nutrition Network is formed to build a partnership of community-based organizations to deliver the 5 a Day message. The Network grows from three local organizations to 200 in ten years.*

2005  
**New Dietary Guidelines for Americans** recommends a near doubling of fruits and vegetables, outdating 5 a Day's recommendation.

2007  
*Network for a Health California*  
Champions for Change is unveiled, introducing a new era of health messaging encouraging children and adults to eat the daily recommended cups of fruits and vegetables, be physically active, and help change conditions in their communities that contribute to obesity.

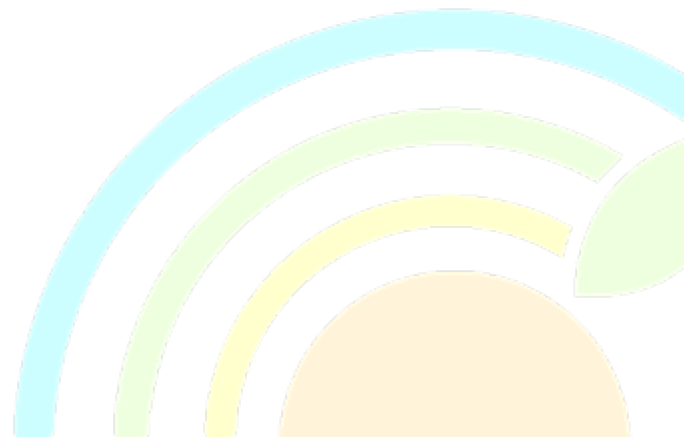
# Filling Retailer Needs

- Retailer needs vary according to size/location
  - Customer Loyalty
  - New Markets
  - Company Image



# Challenges and Successes

- Merchandising Product Mix
- Promotional Activities



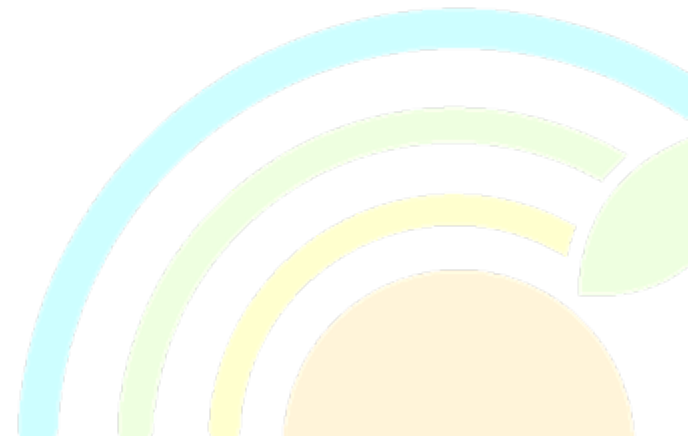
# Merchandising Product Mix

- Challenges

- Limited options
- Clutter
- Old look and feel
- Limited floor space

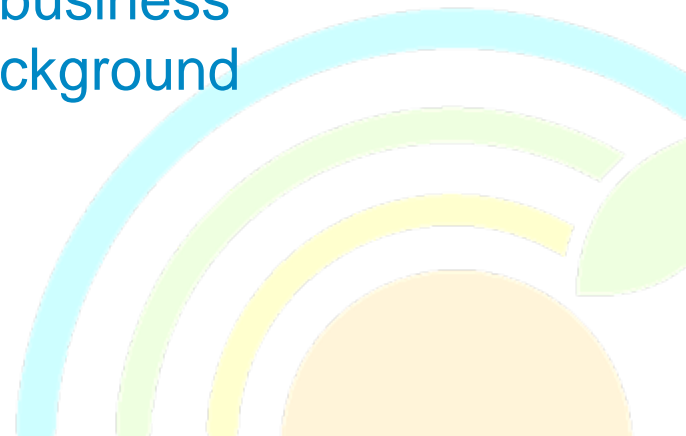
- Solutions

- Variety of materials
- Alternative options
- Revised look
- Innovative materials

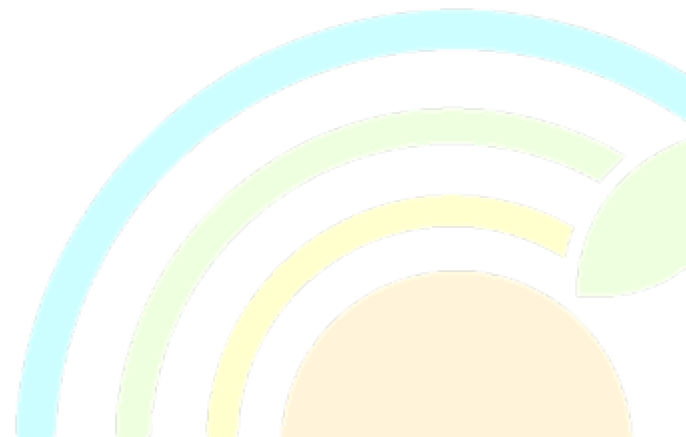


# Promotional Activities

- Challenges
  - Limited options
  - Limited staff
  - Public health background of retail specialist staff
- Solutions
  - Activities for all ages
  - Activities that allow for fewer staff members
  - Staff training tools to compensate for lack of business background

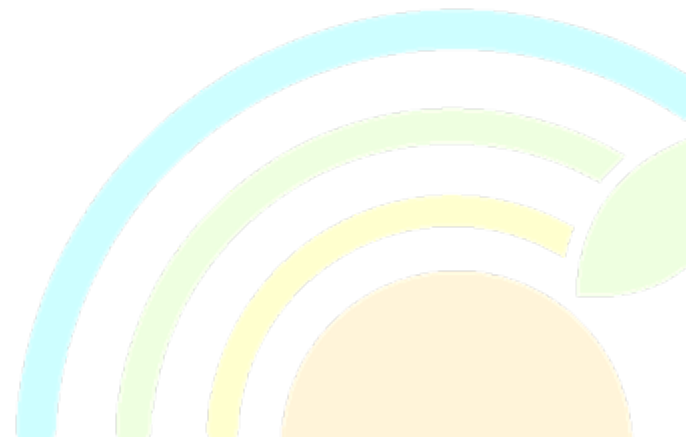


# Retail Program Resource Summary



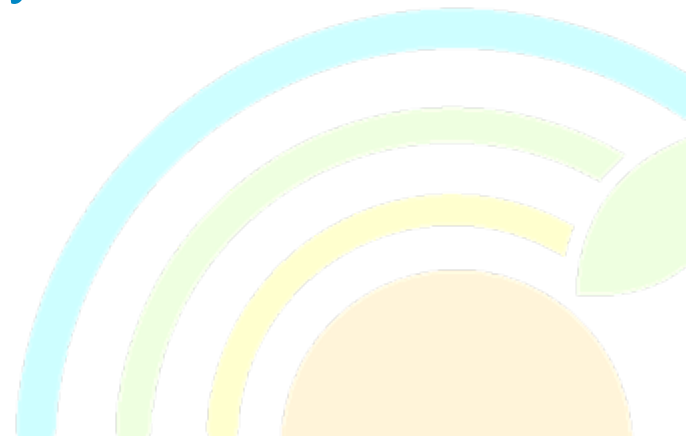
## Staff Training Tools

- Retailer Education Kit
- Retail Intervention Study
- Food Demonstration Kit
- Food Demonstration Prep Sheets
- Store Tour Guide
- Retailer Partnership Building Guidelines Manual
- Produce Quick Tips



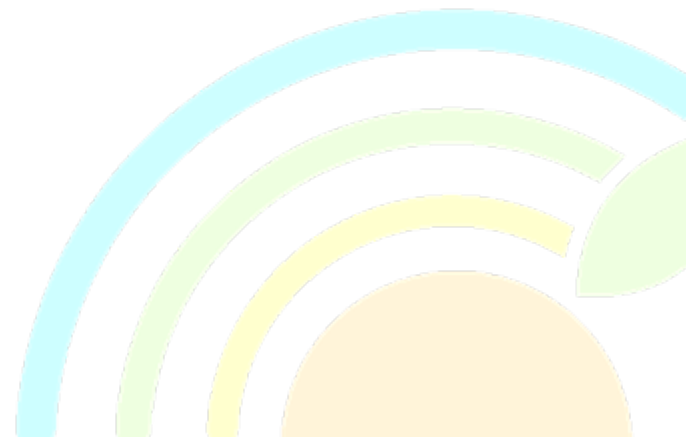
# Education Tools

- Harvest of the Month Flyer
- Recipes
- Produce Handling Guide
- Slide Guides
- Fruit and Vegetable Empowerment Brochures
- Fruit and Vegetable Community Toolbox
- Merchandising Materials



# Other Resources

- Regional Retail Specialists
- Retailer Education Kit
- Retail Intervention Study
- Fruit and Vegetable Promotion Action Team Calls



**Questions?**

