



# HEALTHY RETAIL

## UC San Diego Center for Community Health

### WHAT IS HEALTHY RETAIL?

Healthy Retail is a program that aims to improve and promote access to healthy foods throughout San Diego County by working with retailers to increase the availability of fresh and healthy items, redesign spaces to promote healthy foods, and connect with community stakeholders to build a healthier food environment for all San Diego residents.

### HOW HEALTHY RETAIL WORKS

We work at no-cost with each individual store owner or manager to create a set of achievable goals to help you:

1. Attract new shoppers & increase shopper loyalty
2. Successfully sell fresh & healthy foods
3. Improve your store's design
4. Increase your bottom line

### NO-COST SERVICES & CONSULTING

We will work with you to assess your store to find out which services might benefit you the most. Some of our services include:

1. Marketing & merchandising
2. Promote & increase demand for healthy, fresh foods
3. Store design and layout support
4. Connection to local produce growers and distributors
5. Promotion of CalFresh EBT & WIC acceptance
6. Product handling and storage training
7. Promotional events
8. Connection with community stakeholders

### CONTACT

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Visit us at: [ucsdcommunityhealth.org/work/healthy-retail](https://ucsdcommunityhealth.org/work/healthy-retail)

### HOW TO PARTICIPATE

We prioritize stores that serve low-income shoppers. We are currently partnering with small to medium-sized markets that sell fresh produce and/or are interested in stocking and selling a greater variety of healthy foods.

#### STEP 1:

Please call or email to make an appointment for a store visit.

#### STEP 2:

We'll come out to meet you and assess your store to create a set of goals that will help your business. We'll customize a plan that is achievable for your store, helps grow your business, and benefits your shoppers.

#### STEP 3:

Once you've made some improvements to your store, we'll hold a special event to highlight the brand new healthy changes you've made.

#### STEP 4:

We'll continue to communicate regularly to be sure your store stays on track and works towards new healthy changes. Let's get started!

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