



Funded by the County of San Diego and Implemented by UC San Diego, Center for Community Health

COMMUNITY MARKET PROGRAM

The Live Well Community Market Program aims to improve and promote access to healthy foods throughout San Diego County by working with neighborhood markets 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 IT WORKS

We work at no cost with each individual market 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

FREE SERVICES & CONSULTING

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

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

HOW TO PARTICIPATE

We prioritize markets 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 market visit.

STEP 2 We'll come out to meet you and assess your market to create a set of goals that will help your business. We'll customize an achievable plan that helps grow your business and benefits your shoppers.

STEP 3 Once you've made improvements to your market, 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 market stays on track and works towards new healthy changes. Let's get started!

CONTACT

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Visit us at: WWW.UCSDCOMMUNITYHEALTH.ORG

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