



**LIVE WELL  
SAN DIEGO**  
**COMMUNITY  
MARKET  
PROGRAM**

The *Live Well Community Market Program* aims to improve and promote access to affordable healthy foods in San Diego County by working with small neighborhood markets to increase fresh produce inventory, redesign spaces to promote healthier options, and connect with community stakeholders to build a better food environment for all people in San Diego.

## 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 and increase shopper loyalty
2. Successfully stock and sell fresh produce
3. Improve your market's layout and design
4. Increase your profit margin on healthy foods

## FREE SERVICES & CONSULTING

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

1. Marketing and merchandising
2. Promote and 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 and WIC acceptance
6. Produce handling and storage training
7. Promotional events
8. Shopper surveys to inform changes
9. Connection with community stakeholders and additional free business resources

[UCSDCOMMUNITYHEALTH.ORG/WORK/  
LIVEWELLCOMMUNITYMARKETPROGRAM](http://UCSDCOMMUNITYHEALTH.ORG/WORK/LIVEWELLCOMMUNITYMARKETPROGRAM)

## HOW TO PARTICIPATE

We prioritize markets that serve low-income shoppers in underserved neighborhoods. We focus on providing assistance to small markets that sell fresh produce and/or are interested in stocking and selling a variety of healthy food and beverage options.

**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 create 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 is successful in meeting your goals.

## CONTACT

**Elle Mari, MSc., Director**  
Urban Food Environments  
619.681.0655 | [emari@ucsd.edu](mailto:emari@ucsd.edu)

The *Live Well Community Market Program* is a program of *Live Well San Diego: Healthy Works* and implemented by University of California, San Diego Center for Community Health. This work supports *Live Well San Diego*, the County vision for a region that is Building Better Health, Living Safely, and Thriving. Funded by the USDA SNAP-Ed, an equal opportunity provider and employer, with additional program funding from the UC Global Food Initiative.