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## HEALTHY SNACKS WORKSHOP

# LEARN HOW TO STOCK, DISPLAY, PROMOTE, & SELL HEALTHY SNACKS

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LIVE WELL COMMUNITY MARKET PROGRAM

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Improve and promote access to healthy affordable foods, increase availability of fresh produce, redesign markets, and connect with community stakeholders to build a healthier food environment in San Diego.

We've worked with 24 markets since 2015.



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## AGENDA

# OVERVIEW

- Introductions
- Why Stock & Promote Healthy Snacks?
- What Qualifies as a Healthy Snack?
  - Criteria/Guidelines/Rules
  - Product Examples
  - Activity
- Placement & Marketing
  - Activity
- Conclusion: Review & Q + A

# WHY STOCK & PROMOTE HEALTHY SNACKS AT YOUR MARKET?

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Let's talk about food access,  
health, and profit!

YOUR MARKETS HELP PEOPLE IN  
**LOW-INCOME & LOW  
FOOD ACCESS NEIGHBORHOODS**

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## CITY HEIGHTS

- 64% of households are low-income
- 27.8% are food insecure (more than double county avg)
- 14.1% of households receive SNAP EBT/CalFresh
- 36.6% of adult pop. experience obesity (24.1% county avg)

## SOUTHEASTERN

- Low-income households experience more food insecurity (16.7% to 6.7% county avg)
- Multiple low-income & low food access neighborhoods\* (further than 1 mi from full service supermarket)
- 14.2% of households receive SNAP EBT/CalFresh

## NATIONAL CITY

- Over one third of National City residents experience obesity
- Multiple low-income & low food access neighborhoods\*
- 14.9% of households receive SNAP EBT/CalFresh
- Median household income is only \$40,732 (2014)

## BAD MARKETING



- Impulse marketing & strategic placement of unhealthy foods are **risk factors for obesity** (Cohen & Babey, 2012)
- **Children may be particularly vulnerable** to food environments they cannot control (Ding et al., 2012)



## PROFIT POTENTIAL

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- **Americans eat over 1,000 "snack-oriented convenience foods" each year** (Progressive Grocer, 2013)
  - #1 increase in sales are health bars (\$633M/yr)
  - Produce (fruit/veg) snacks have gone up by 5%
- **Health claims/messages are driving sales in all snack categories** (Nielsen, 2017)
- **Buy bulk & sell individually**, example: Rx Bars
  - Purchase for \$21/12 pack (\$1.67 ea)
  - Sell for \$2.50 ea
  - Profit = \$.83 ea or \$9.96 per box



# WHAT'S A HEALTHY SNACK? HEALTHY SNACK GUIDELINES



# GUIDELINES

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- **Best choice: whole, unprocessed foods.**
- If processed, **fewer (recognizable) ingredients are better!**
- For processed/packaged snacks:
  - 250 calories or less
  - No added sugar in first 3 ingredients
  - No trans fat
  - Less than 200 mg of sodium (salt)
  - Is it a granola bar? If yes, it must also have at least 3 grams of fiber.

# WHAT ABOUT BEVERAGES?



Serving Size	8 fl oz (240mL)
Amount Per Serving	
Calories	90
Calories from fat	0
Total Fat	0g
Saturated Fat	0g
Trans Fat	0g
Cholesterol	0mg
Sodium	10mg
Total Carbohydrate	25g
Dietary Fiber	0g
Sugar	24g
Protein	0g
Vitamin A	0%
Vitamin C	25%
Calcium	0%
Iron	0%
* Percent Daily Values are base on a 2,000 calorie di	



- **Water**
- Unsweetened iced-tea
- 100% juice



OR



PRODUCT EXAMPLES

**LET'S PRACTICE!**  
**(AND TASTE TEST!)**

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Which snack is the better (healthier)  
option?

# PLACEMENT & PROMOTION

How and where would you put healthy snack options in your market to make sure they sell?

# Check Out Healthy Retail: Policies that put health on the shelf

Limit the amount of all storefront advertising

Maintain clean, attractive premises

Encourage WIC and SNAP (food stamps)

Prohibit tobacco from being sold near schools or other child-oriented places

Stock staple foods, such as whole grains, fresh produce, lean meat, and low-fat dairy

Prohibit tobacco product discounts and coupons

Encourage a reduction in the number of unhealthy snacks and sugary beverages

Require tobacco to be kept behind the counter and away from candy and toys

Require tobacco retailers to get a local license and pay a fee

Quit Smoking Now!

LICENSE

Display fresh produce at the front of the store

Post signs or shelf labels promoting healthy products in the store

Restrict sales of tobacco products targeted to teens

Encourage healthy products at the checkout counter

Seasonal Salads Daily

WIC AND SNAP ACCEPTED HERE

Beans, Whole Grain, Brown Rice

Fabulous Fiber

Make Salsa

Eat the Rainbow

Health on the Go

Popcorn, Nuts, Granola Bar

Water, Seltzer, Milk, Iced Tea, 100% Juice

**BUILD YOUR OWN DISPLAY**  
**LET'S PRACTICE!**

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Where/how would you place and promote healthy snacks at your market?



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## REVIEW

# QUESTIONS & ANSWERS (WIN A PRIZE!)

1. What is **one** reason to stock healthy snacks?
2. What are the top **two** guidelines?
3. **Where** could you put a healthy snack section **at your market?**
4. Which snacks here **would you like to stock & sell?**

## Questions?



# THANK YOU!

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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, an equal opportunity provider and employer.