



HEALTHY SNACKS WORKSHOP

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

Elle Mari, M.Sc., Director
Kate Mahoney, MPH, Project Manager
Urban Food Environments
Center for Community Health
University of California, San Diego

A photograph of a community market program. In the foreground, a young woman with dark hair in two braids, wearing a grey t-shirt, smiles at the camera. Behind her, another woman wearing a blue hijab and glasses looks on. In the background, other people are visible, some wearing yellow wristbands, engaged in painting a wall with green and white patterns. The scene is outdoors and appears to be a community activity.

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.



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?**

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

YOUR MARKETS HELP PEOPLE IN

**LOW-INCOME & LOW
FOOD ACCESS NEIGHBORHOODS**



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

- **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



- **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?



OR



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

PRODUCT EXAMPLES

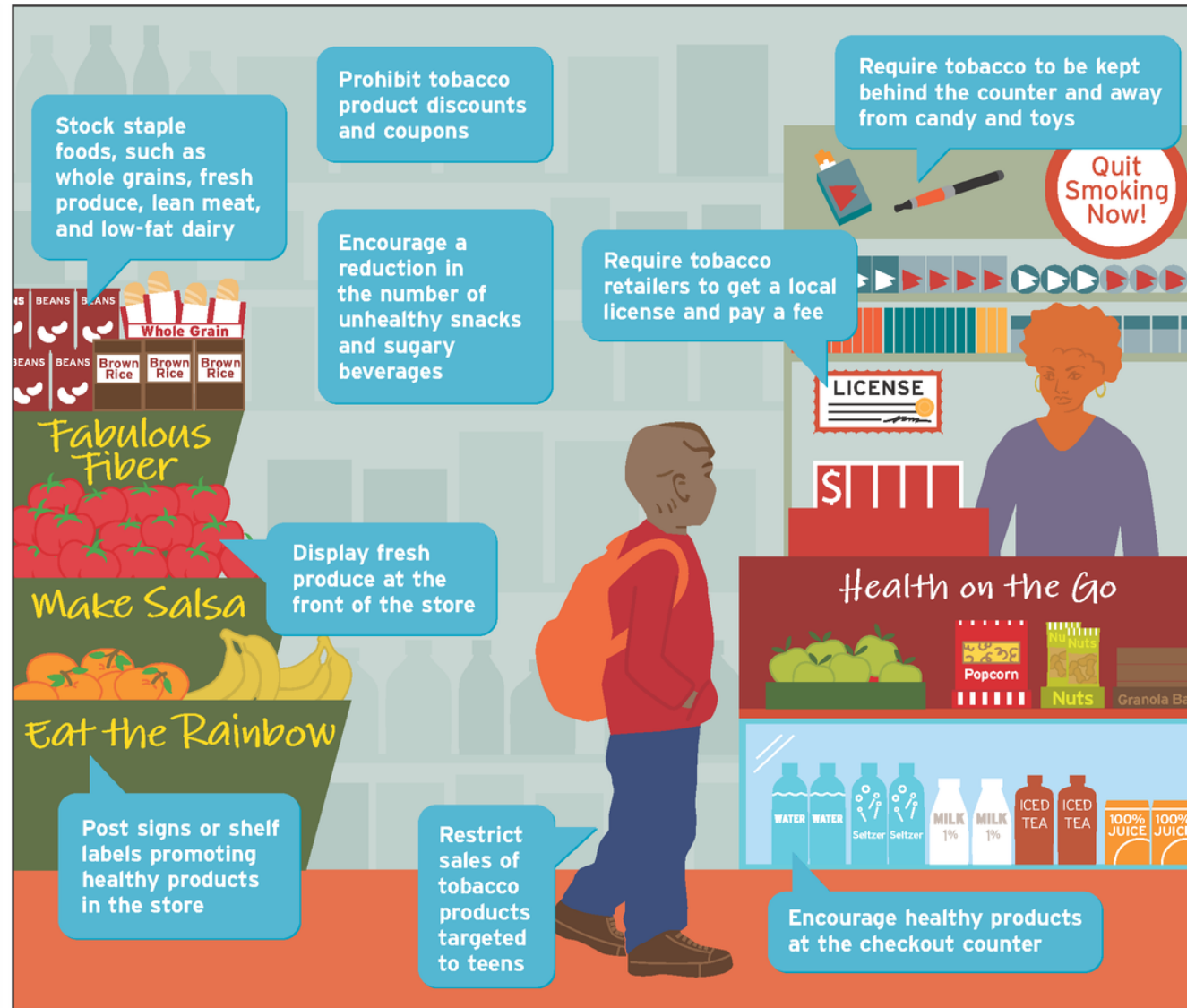
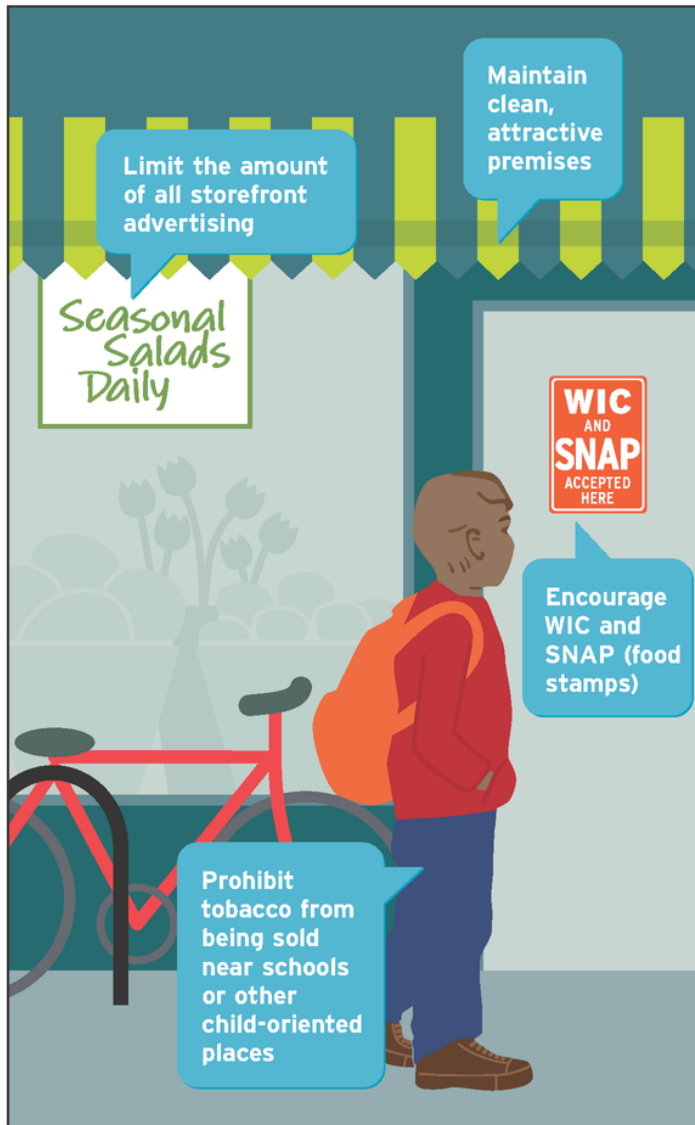
LET'S PRACTICE! **(AND TASTE TEST!)**

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



BUILD YOUR OWN DISPLAY

LET'S PRACTICE!

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



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!

Elle Mari & Kate Mahoney

Center for Community Health

University of California, San Diego

emari@ucsd.edu

c2mahoney@ucsd.edu

ucsdcommunityhealth.org

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.