HEALTHY SNACKS 2.0
LIVE WELL COMMUNITY MARKET PROGRAM

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Overview

Mini-Training for LWCMP Implementers

- Welcome & Zoom Tips
- Meeting/Community Agreements
- Introductions & Check-in Culture Share
- What's in the Box?
- Live Well Community Market Program
- Healthy Snacks at LWCMP Markets
- Practice!
- Monitoring & Continued TA
- Conclusion: Feedback, Q & A
We acknowledge, honor, and offer our gratitude to the Kumeyaay, Luiseño/Payómkawichum, Cahuilla, and Cupeño/Kuupangaxwichem people and land.

Adopted from San Diego Food System Alliance, 2021
WHAT WAS YOUR FAVORITE CHILDHOOD SNACK?
Support small grocery markets, urban farms, farmers' markets, food pantries, and community members in building an inclusive, equitable, and economically thriving local food landscape.

Center City Market, City Heights, 2019
Funded project of the County of San Diego Health & Human Services Agency. This work supports Live Well San Diego, the County’s vision for a region that is Building Better Health, Living Safely, and Thriving. For CalFresh information, call 2-1-1. Funded by the USDA SNAP, an equal opportunity provider and employer. Visit www.calfreshhealthyliving.org for healthy tips.
Making the Case for Healthy Snacks

Level 1 = Minimum stocking of 6 healthy snacks throughout market

Level 2 = Designated healthy snack zone
As of March 2021, 1 in 3 adults in San Diego County is nutrition insecure.
Risk Factors for Obesity

- Exposure to impulse marketing and strategic placement of unhealthy foods are risk factors for obesity (Cohen, 2012).

- Children may be particularly vulnerable to food environments which they have little control over (Ding, et al., 2012).


Spotted in the grocery aisles this week: Even healthier options are working hard to get kids and parents interested. Seriously, look... flavored coconut water just for kids!
2/3 of Americans say they're snacking at home more during the pandemic.

"Better for you" alternative snacks are in demand, both sweet & savory.

2/3 of Americans also say they wish it were easier to find "better for you" snacks while on the go.

What's most important in buying a healthier/better snack? Consumers say:

- Affordability (90%)
- Variety of flavors/choices (89%)
- Availability of choices with nutritional benefits (86%)
- Convenience (84%)

*Progressive Grocer, Pandemic Has Consumers Snacking Nonstop, October 2020.*
Global healthy snack market is forecasted to reach $98 billion by 2025 (Euromonitor Passport, 2021).

Nuts, seeds, and trail mixes lead, with snack bars second (Mintel, 2021).

- "Clean" labels, sustainability, and functional ingredient claims are current sales drivers.
  - Vegan/no animal ingredients
  - Environmentally friendly packaging
  - High protein
  - No or reduced sugar

Buy in bulk and sell individually (good product testing strategy too!)
- 10 bars = $15.74 ($1.57 ea) as of 9/6/21
- Sell ea for $2.50
- Profit of $9.26 per box or $.93 ea


How might this work in practice for LWCMP Markets?
Healthy Snack Guidelines

- Best choice: Whole, unprocessed foods.
- If processed: Fewer, recognizable ingredients.
- Processed/Packaged:
  - 250 calories or less
  - No added sugar in first 3 ingredients
  - No trans fat
  - Less than 200 mg of sodium (salt)
  - Is it a bar? If yes, it must also have at least 3 grams of fiber.
Let’s Practice!

Choose the Better-for-You Healthier Option

Healthy Snacks Workshop 2019 with LWMP Market Owners & Program Implementers
- Meet all guidelines?
- Which do you think is the better (healthier) option?
- Why?
• Meet all guidelines?
• Which do you think is the better (healthier) option?
• Why?
Meet all guidelines?
Which do you think is the better (healthier) option? Why?
Healthy Snack Zones at LW CMP Markets
Placement & Promotion
Check Out Healthy Retail: Policies that put health on the shelf

- Limit the amount of all storefront advertising
- Maintain clean, attractive premises
- 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!
- Encourage healthy products at the checkout counter
- Encourage WIC and SNAP (food stamps)
- Prohibit tobacco from being sold near schools or other child-oriented places
- 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
- Health on the Go

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www.changelabsolutions.org/childhood-obesity/healthy-food-retail
Monitor & Technical Assistance Tips

- Make, laminate, and post a cheat sheet of products in healthy snack zone for easier restocking. Photos too!
- Laminate and post guidelines, translate as needed.
Monitoring & Technical Assistance Tips Continued

- Check-in weekly.
- Ask if they've seen an increase in healthy snack sales or how often they restock basket. Provide tally sheets as needed.
- Expect to restock merchandizing supplies.
- Set an agreed upon trial period.
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MORE RESOURCES
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Thank you for your time!
Be well.
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