SEPT 9TH, 2021
1:00-2:30PM
VIA ZOOM

HEALTHY SNACKS 2.0

LIVE WELL COMMUNITY MARKET PROGRAM

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Center for Community Health
University of California, San Diego

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

Meeting/Community Agreements

Practice "Move up, move back."
Be mindful of your own style to create more equitable participation

Practice self focus.

Respect confidentiality.

Adopt "Both, and."
Adopt an abundance mindset; see multiple truths and voices

Recognize that there are other realities.
Who's not at the table?

Establish & use shared language.

Laugh at jokes!

Practice mindful listening.

Be vulnerable.

Refrain from blaming or shaming self and others.
Recognize structural issues

Ask questions and be curious.

Understand the difference between intent and impact.

Be bold with ideas.

Try it on.
Step outside your comfort zone.

Everyone has the right to pass.

Adopted from San Diego Food System Alliance, 2021

In the work we do and the lives we live in what we call San Diego County...

We acknowledge, honor, and offer our gratitude to the Kumeyaay, Luiseño/Payómkawichum, Cahuilla, and Cupeño/Kuupangaxwichem people and land.

Introductions & Culture Share

WHAT WAS YOUR FAVORITE CHILDHOOD SNACK?

UC San Diego
SCHOOL OF MEDICINE

Center for
Community Health

ucsdcommunityhealth.org

Urban Food Equity

Improve Food Access by Building Upon Existing Neighborhood-Level Food Assets

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.

Rema Halal Foods, El Cajon, 2017

LIVE WELL SAN DIEGO COMMUNITY MARKET PROGRAM

CalFresh HEALTHY LIVING

COMMUNITY MARKETS

LIVE WELL COMMUNITY MARKET PROGRAM

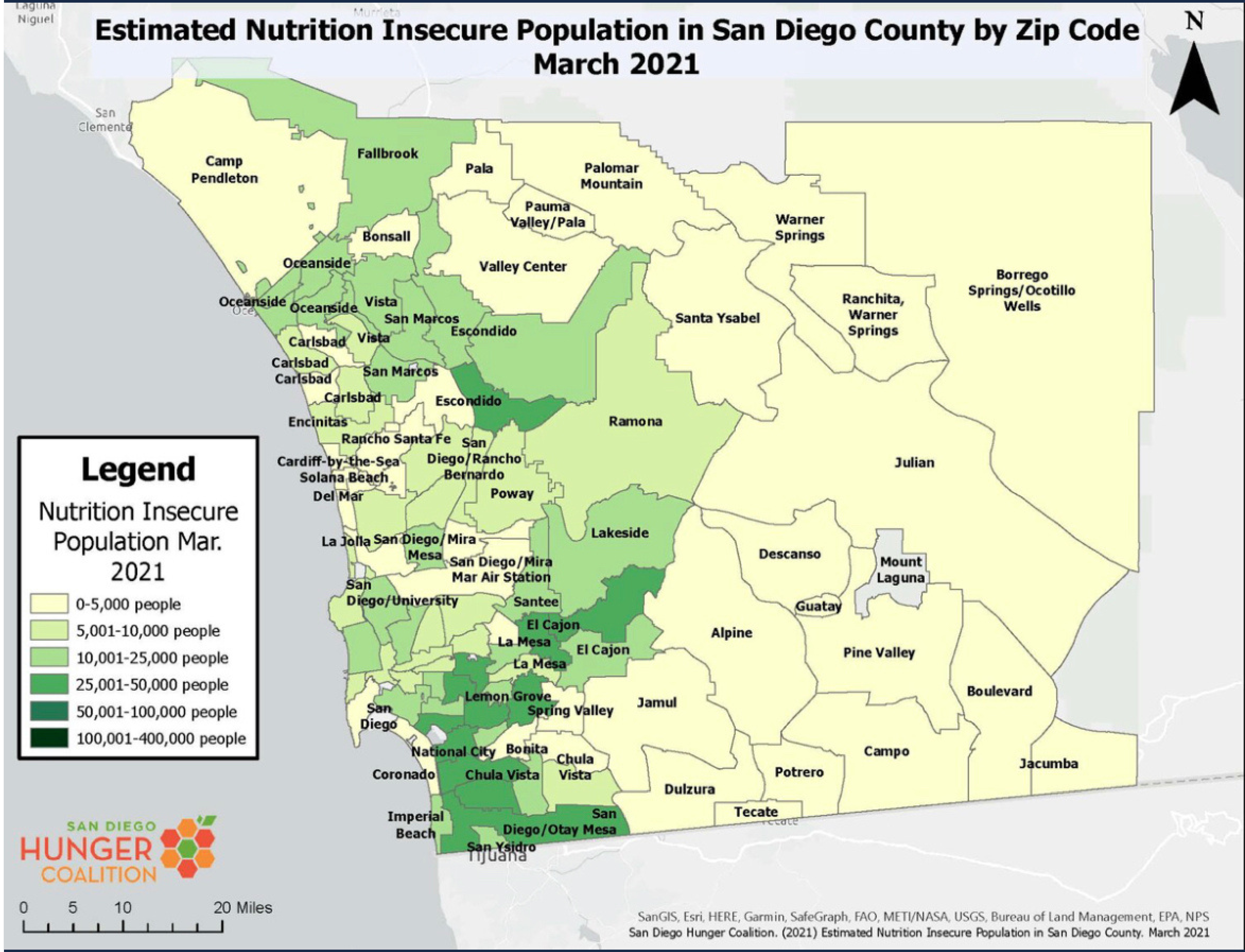
Making the Case for Healthy Snacks

Level 1 = Minimum stocking of 6 healthy snacks throughout market

Level 2 = Designated healthy snack zone

Nutrition Insecurity

As of March 2021, 1 in 3 adults in San Diego County is nutrition insecure



Risk Factors for Obesity

Anyone starting with this counter?

- 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).

Cohen DA, Babey SH. "Contextual Influences on Eating Behaviors: Heuristic Processing and Dietary Choices." Obesity Reviews 2012a, vol. 13, pp. 766-779.

Ding D, Sallis JF, Norman GJ, Saelens BE, Harris SK, Kerr J, Rosenberg D, Durant N, Glanz K. "Community Food Environment, Home Food Environment, and Fruit and Vegetable Intake of Children and Adolescents." Journal of Nutrition Education and Behavior 2012, vol. 44, pp. 634-638.

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!

Healthy Snacks Are Trending

- 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.

Profit Potential

How might this work in practice for LWCMP Markets?

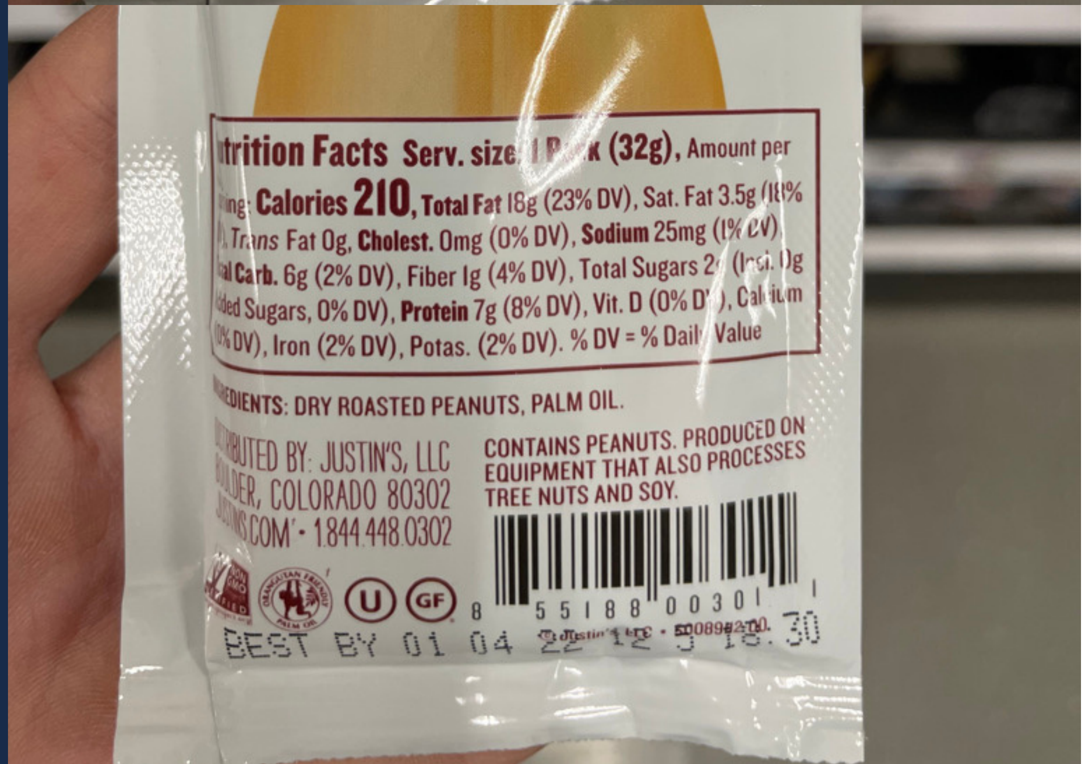
- Global healthy snack market is forecasted to reach $98 billion by 2025 (Euromonitor Passport, 2021).
- Nuts, seeds, and trail mixes lead, with snack bars second (Mintel, 2021).
  - "Clean" labels, sustainability, and functional ingredient claims are current sales drivers.
    - Vegan/no animal ingredients
    - Environmentally friendly packaging
    - High protein
    - No or reduced sugar

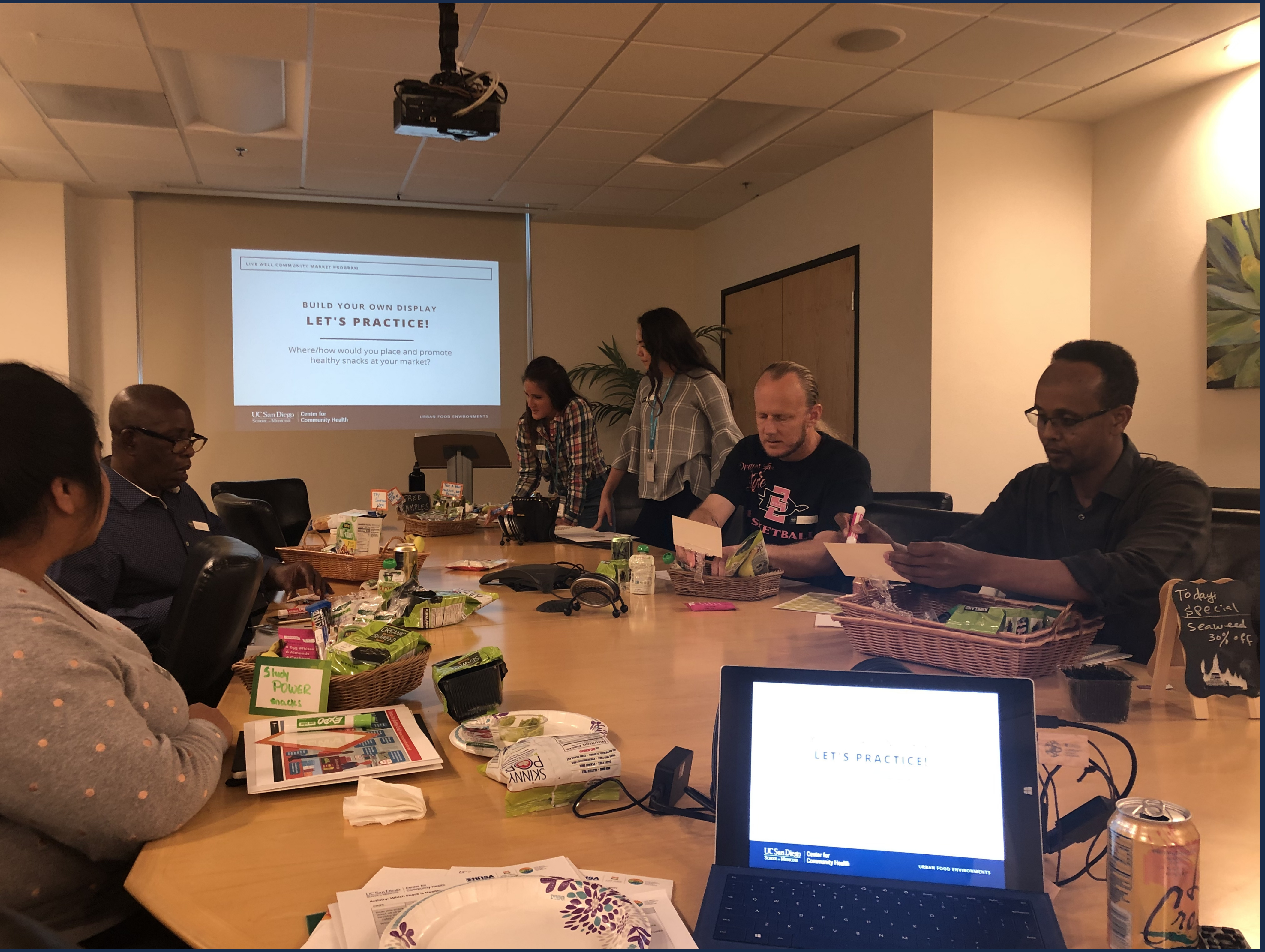
- Buy in bulk and sell individually (good product testing strategy too!)
- 10 bars = $15.74 ($1.57 ea) as of 9/6/21
- Sell ea for $2.50
- Profit of $9.26 per box or $.93 ea

Euromonitor Passport, Health & Wellness Savoury Snacks, Sweet Biscuits, Snack Bars & Fruit Snacks, accessed March 2021.
Mintel, Global New Product Databasee, March 2021.
Mintel. Trending Flavors and Ingredients in Snacks - US, March 2021.

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.





Healthy Snacks Workshop 2019 with LWCMP Market Owners & Program Implementers

Let's Practice!

Choose the Better-for-You Healthier Option

CATEGORY:
CHIPS - SALTY-CRUNCHY

- Meet all guidelines?
- Which do you think is the better (healthier) option?
- Why?

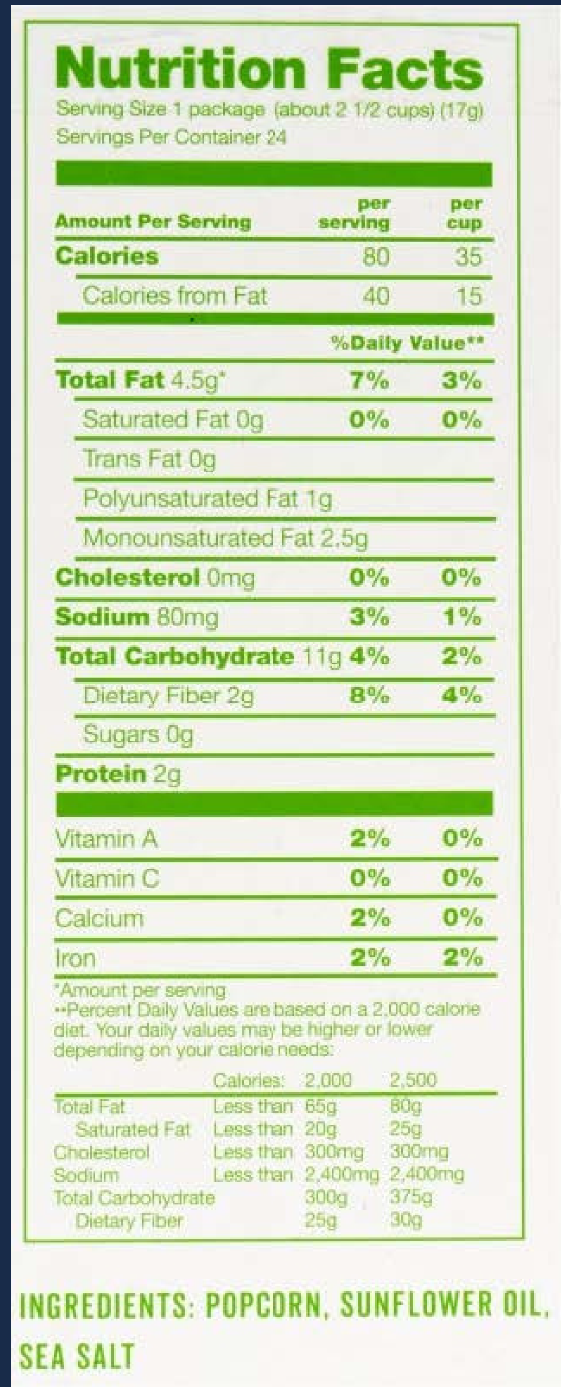
Nutrition Facts
8 servings per container
Serving size About 16 chips (28g)

Amount per serving	
Calories	**150**
	% Daily Value*
Total Fat 9g	11%
Saturated Fat 1.5g	6%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 90mg	4%
Total Carbohydrate 17g	6%
Dietary Fiber 1g	5%
Total Sugars less than 1g	
Protein 2g	
Vitamin D 0mcg	0%
Calcium 10mg	0%
Iron 0.6mg	2%
Potassium 380mg	8%
Vitamin C	6%

Not a significant source of added sugars.

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Ingredients: Potatoes, Vegetable Oil (Sunflower, and/or Canola Oil), and Sea Salt.



Nutrition Facts
Serving Size 1 package (about 2 1/2 cups) (17g)
Servings Per Container 24

Amount Per Serving	per serving	per cup
Calories	80	35
Calories from Fat	40	15
	%Daily Value**	
Total Fat 4.5g*	7%	3%
Saturated Fat 0g	0%	0%
Trans Fat 0g		
Polyunsaturated Fat 1g		
Monounsaturated Fat 2.5g		
Cholesterol 0mg	0%	0%
Sodium 80mg	3%	1%
Total Carbohydrate 11g	4%	2%
Dietary Fiber 2g	8%	4%
Sugars 0g		
Protein 2g		
Vitamin A	2%	0%
Vitamin C	0%	0%
Calcium	2%	0%
Iron	2%	2%

*Amount per serving
**Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

INGREDIENTS: POPCORN, SUNFLOWER OIL, SEA SALT

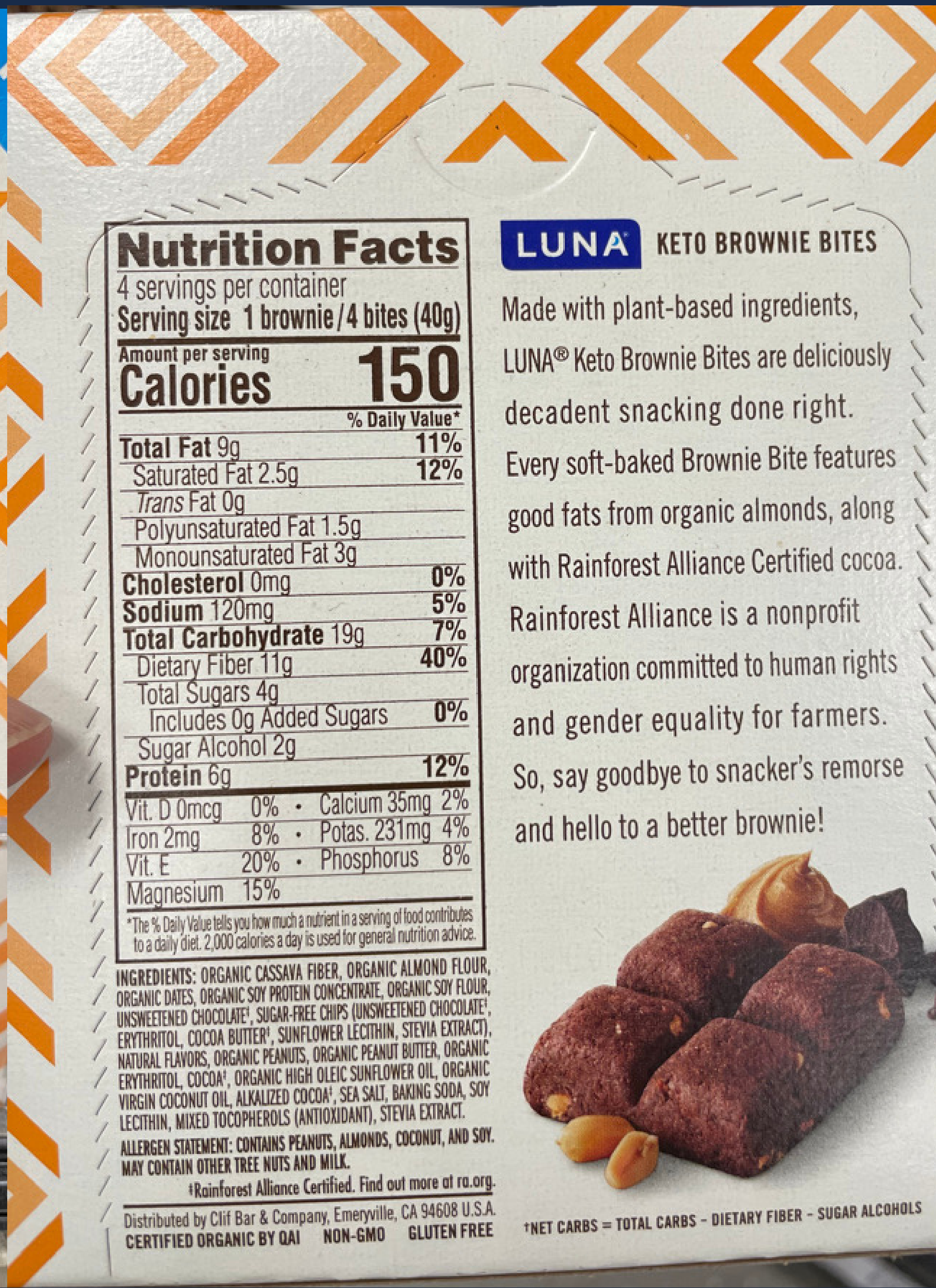
CATEGORY:
SQUEEZEES (KID TARGETED YOGURT - PUREED F/V)

- Meet all guidelines?
- Which do you think is the better (healthier) option?
- Why?

CATEGORY:

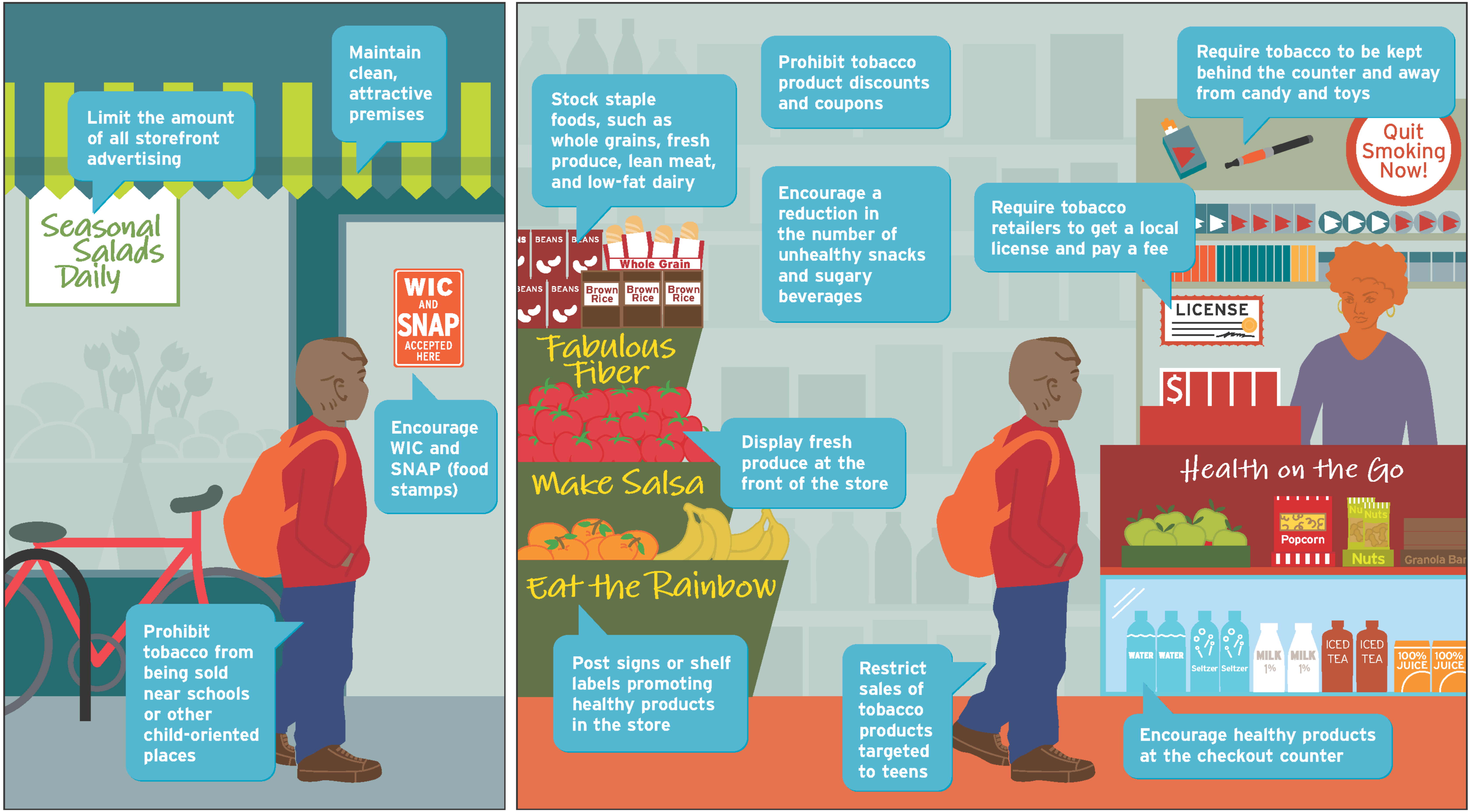
BARS (PROTEIN PROMOTED)

- Meet all guidelines?
- Which do you think is the better (healthier) option?
- Why?



Healthy Snack Zones at LWCMP Markets
Placement & Promotion

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



ChangeLab Solutions

www.changelabsolutions.org/childhood-obesity/healthy-food-retail

Support for this document was provided by a grant from The California Endowment.

Monitoring & 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.

Workshop Summary

Q & A

ELLE MARI & NGHI DANG

Urban Food Equity

CONTACTS

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MORE RESOURCES

ucsdcommunityhealth.org/work/livewellcommunitymarketprogram/

Thank you for your time!

Be well.

Fresh Garden Market, Mt Hope, San Diego, 2017

UC San Diego SCHOOL OF MEDICINE | Center for Community Health

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