



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 helping small neighborhood food markets increase fresh produce inventory and redesign retail spaces to promote healthier options for shoppers.

HOW IT WORKS

We are a publicly funded program and offer our services for free. We will help you set and reach achievable goals so you can:

1. Attract new shoppers and increase shopper loyalty.
2. Stock and sell fresh produce and other healthy foods.
3. Improve your market's layout and design.

FREE SERVICES & SUPPORT

We will work with you to assess your market to determine which services will be of most benefit to your business. 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 farmers and produce distributors
5. Promotion of CalFresh EBT and WIC acceptance
6. Produce handling and storage training
7. Shopper surveying to inform changes
8. Assistance in applications for business grants
9. Connection to other free business services

HOW TO PARTICIPATE

We work with food markets located in low-income neighborhoods. We provide assistance to retailers 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 visit your market and help you develop a plan to make healthy changes for your business.

STEP 3: We'll give you resources and training to help you make healthy changes.

STEP 4: We'll continue to communicate regularly to help you stay on track to achieve your market's goals.



CONTACT

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