



# St. Louis Healthy Corner Store Project

Closing the Food Gap by Working with Small Food Retailers



**RISE || Community Development & Food Access**

**03.28.14**









# Fresh Starts Community Garden











# **Metropolitan Village Garden**









# St. Louis Healthy Corner Store Project

- Key partners
  - University of Missouri Extension
  - City of St. Louis Departments of Health & Public Safety
  - St. Louis Development Corporation
  - Mentor Team (*grocery professionals*)
- Founded in 2011
- Funded in part by Missouri Foundation for Health and the Missouri Department of Health and Senior Services





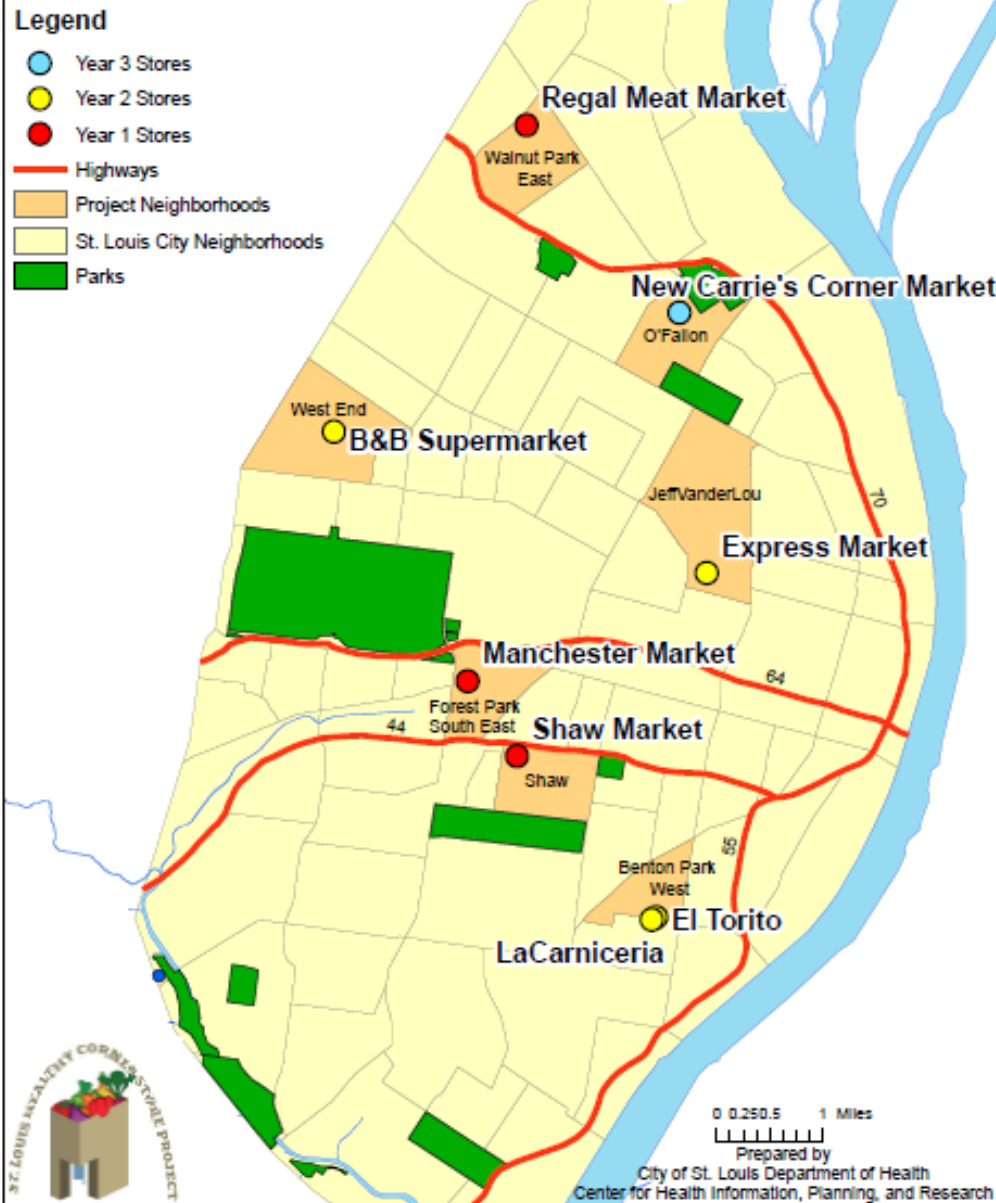
## Addressing Supply & Demand through Nomination Process

- Important to build demand before increasing supply
- Nomination requires identification of **community partner (demand)** and **store (supply)**
- Nomination shows community will support the store's efforts
- Currently accepting nominations!

### Selection criteria:

- Community profile
- Health indicators
- Store capacity
- Interviews with store owner and community partner

### St. Louis Healthy Corner Store Project Participating Stores and Neighborhoods





# Increasing Access with Supply

- Participating stores have averaged a 25% increase in healthy inventory after one year (project goal was a 5% increase/store)
- One-on-one technical assistance with a mentor (grocery professional)
- Receive the *St. Louis Healthy Corner Store Resource Guidebook*
- Assistance with collecting customer feedback
- Receive limited store supplies





# Building Demand through Education In the Store & Community

- Point-of-decision prompts (*see photo below*) and nutrition education posters hung at each store
- 8 taste-tests per store; over 400 customers have sampled recipes
- Nutrition education classes required as part of program; co-hosted by community partner





# Creating Demand through Community Partnerships



Each community partner has access to \$1,500 to plan community events and support nutrition education classes





**Fresh Starts  
Community Garden  
Annual Candlelight  
Dinner in the  
Garden**







## For more information

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