

MOUNTAINwise



A STORY WORTH SHARING. PEOPLE WORTH PRESERVING.

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Presenters:

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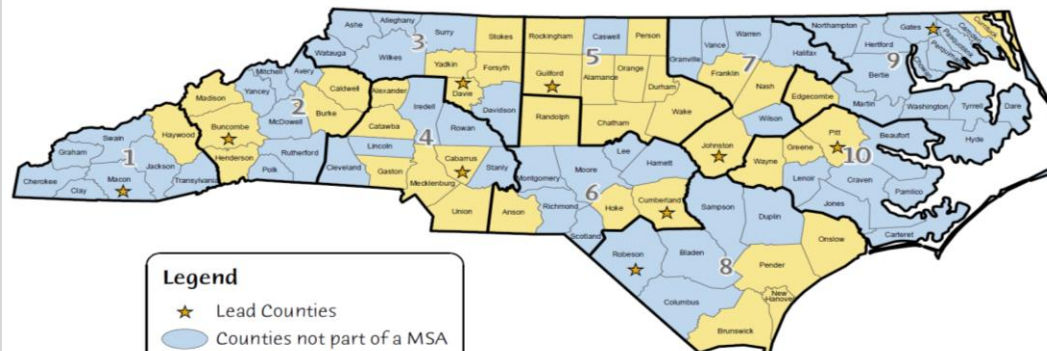
Mandi Carringer

MountainWise Intervention Lead
(Worksite/Faith Lead)

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How it began...a project of the NC Community Transformation Grant

- 12 Priority Areas that focused on healthy eating, active living, tobacco-free living
- Most of the evidence-base was in an urban setting
 - Healthy Corner Stores in Philadelphia and Baltimore
 - Smoke-free Multi Unit Housing in cities with large apartment complexes
 - Health Considerations in Comprehensive plans





Snapshot of Region 1, Southwest NC

- Rural (largest population appx. 58,000, smallest appx. 8,500)
- Economically distressed Tier 1 & 2 Counties
- High Rates of Unemployment
- High poverty rate
- Poor Health Outcomes
- Plentiful natural resources



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**HEALTHY
EATING**

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The Reality:

- Region of self-reliance & independence
- Living off the Land
- Farming, gardening, canning, etc. are ingrained in culture & history
- Still, average Region 1 residents eat **under 3 servings of fruits & vegetables** per day (2012 PRC Community Health Needs Assessment)

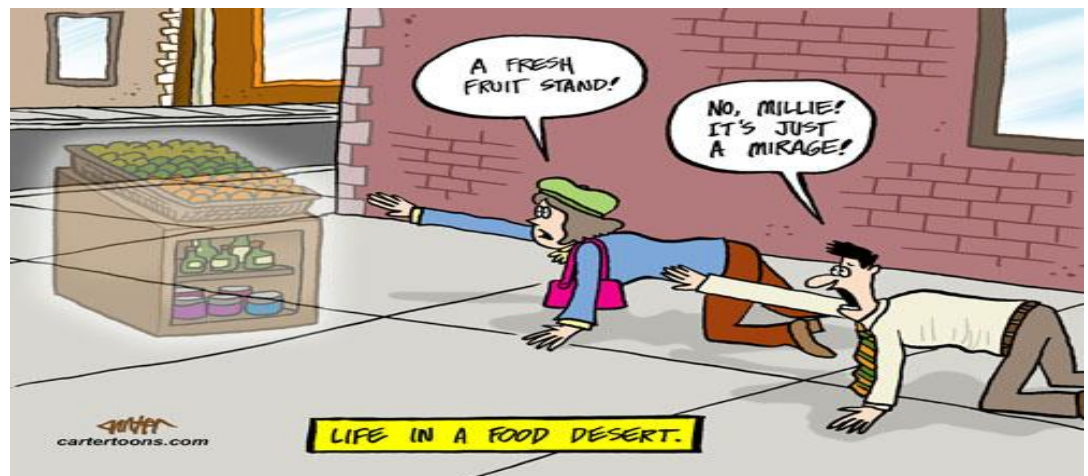
Possible solutions:

- Increasing or enhancing the number of local farmers markets, roadside stands, mobile markets, CSAs, etc.
- **Increasing the number of corner stores that offer healthier options**

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Region 1 Food Access:

- WNC residents consume on average 2 servings of fruit and vegetables per day
- Many of our residents live in a food desert
- Low access to healthy food = High incidence of obesity-related diseases
- High access to healthy food outlets = Higher consumption of healthy food





Healthy Corner Store Initiative (2012-2016) Increase the number of corner stores that offer healthier food & beverage options, with a special emphasis on locally sourced produce

Funders: Past and Present

- NC Community Transformation Grant Project
- Community Foundation of WNC
- NC ODHDSP Grant

Partners: The Many Faces of Success

- State and Local Health Departments
- Farmers & Growers
- NC Cooperative Extension
- HT Hackney Co.
- Interested Corner Stores
- Youth Empowered Solutions
- WNC Food Policy Council

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- ✓ Stock healthy foods & beverages
- ✓ Actively promotes healthy foods & beverages
- ✓ May decrease promotion of tobacco & alcohol

MOUNTAINmarkets works like this:

Your store
stocks Healthy
Foods...



MOUNTAINwise
helps you sell them!

(signage, shelving, ads, one-on-one time with a marketer)

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MOUNTAINmarkets HEALTHY CHOICES. STORE INSPIRATION.

THE MOUNTAINWISE

STORE ITEM LIST

FRESH & NATURAL

MOUNTAINmarkets works like this:

Your store stocks Healthy Foods... **MOUNTAINWISE** helps you sell them!

Large display sets you on the right with a market!

The more you stock, and promote, the more Mountainwise can help you. Mountainwise can provide shelving, signage, aids, and promotion to make your store a MountainMarket.

We don't think it will make a positive difference to your bottom line!

BETTER. DELICIOUS. BREAD. MOUNTAINWISE.ORG

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JOIN US!

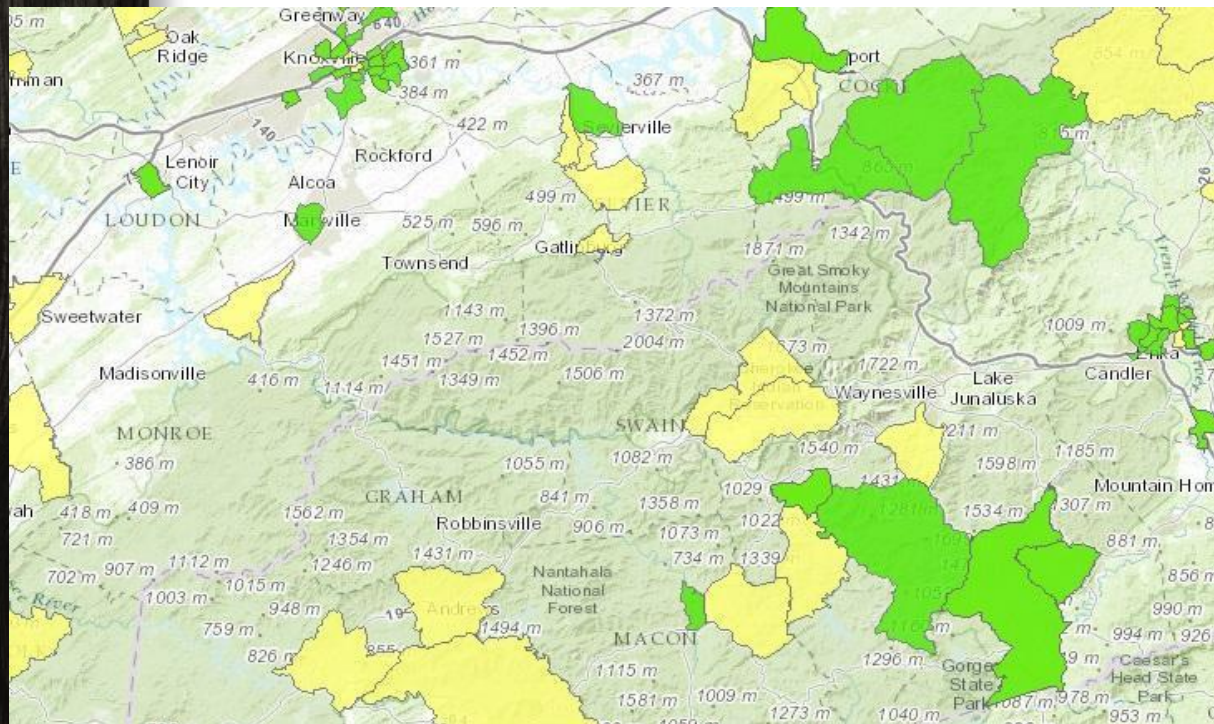
*Work with local partners to determine stores to approach about initiative



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Approach:

- Assess food access points in each county-
USDA food desert tool



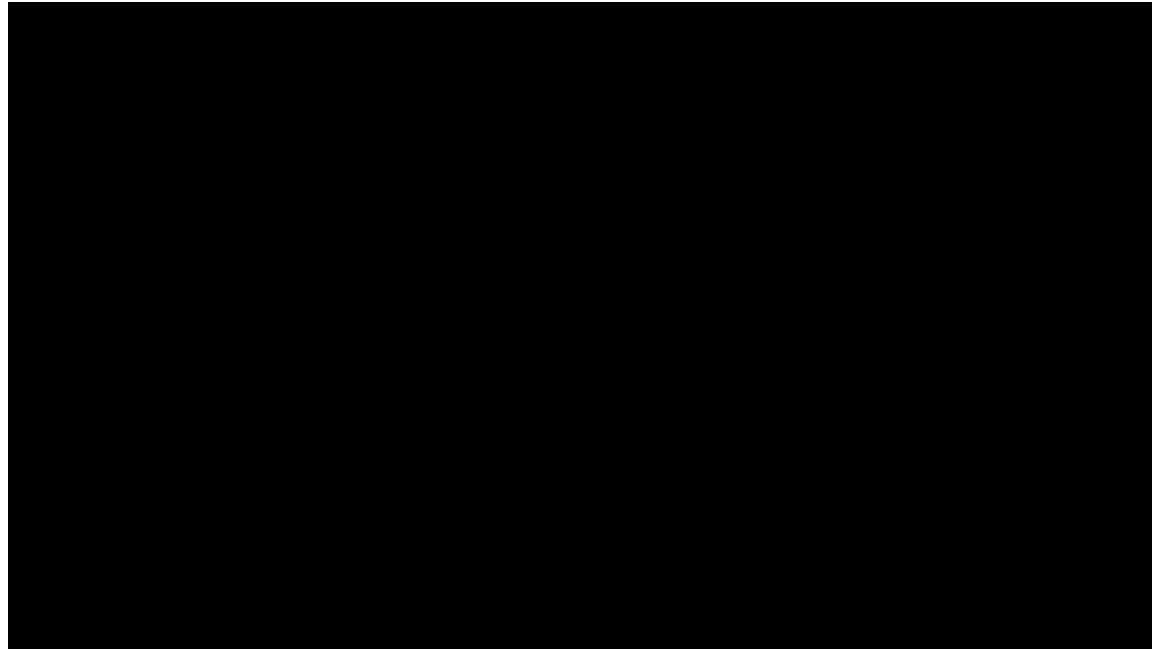
Key

Green: Food Desert
(LI census tract + >10
miles to supermarket)
Yellow: Low Access to
Vehicles (LI census
tract + LVI)



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Caney Fork General Store



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*Provide Technical Assistance and Evaluation as needed





BANANA WALNUT OATMEAL

Yield: 4 servings
Serving size: 1/4 recipe

Ingredients:

- 2/3 cups milk (Nonfat, dry)
- 1 pinch salt
- 2 3/4 cups water
- 2 cups quick oats
- 2 banana (very ripe, mashed)
- 2 tablespoons maple syrup
- 2 tablespoons walnuts (chopped)

Directions:

1. In a small saucepan, combine reconstituted non-fat dry milk, salt, and additional water. Heat over medium heat until steaming hot, but not boiling.
2. Add oats and cook, stirring until creamy, 1 to 2 minutes.
3. Remove the pan from heat and stir in mashed banana and maple syrup. Divide between 4 bowls, garnish with walnuts, and serve.

Notes:
You can substitute 2 cups water for 2 cups skim milk for the reconstituted non-fat dry milk.

Cost:

- Per recipe: \$2.10
- Per serving: \$0.53





Source: United States Department of Agriculture, USDA Collection of Nonfat Dry Milk (NDM) Recipes

MOUNTAINmarkets merchandising tips

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Use color. Make sure that displays are colorful and complement other items. Use different colors to attract customer's eyes.

Keep baskets looking full. Pile products high and to the front of baskets. Lift products higher by using false bottoms, paper bags or other stuffing.

Rotate produce daily. Use baskets to pile and protect fruits and vegetables. Empty baskets can be used as filler.

REMNERS

- Items that may expire quickly should be shown just below eye level.
- Heavier items should be on the bottom shelves.
- Keep bags handy to make it easy to add additional items.
- Display your produce with the provided MountainWise MountainMarkets signage.
- Use local, in-season produce when possible

Be sure to refrigerate items such as apples at night to lengthen their shelf life during the day.

Ethylene is a gas released by fruits and vegetables. This gas will speed up the ripening of a product. Don not display ethylene sensitive items along with items that produce ethylene.

OTHER IDEAS

- Stock complimentary items together. For example, stock peanut butter next to apples
- Use small bags to create snack kits. Use one price to sell these items as a "kit."
- Have a suggested recipe each month, such as a baked apple recipe or banana bread recipe

WHY IS MERCHANDISING IMPORTANT?

- Displays full of fresh produce work to attract customers. Sales increase and product waste decreases.
- There are more choices than ever before. The average time it takes for a customer to walk in, purchase an item, and depart is between 3 to 4 minutes. (NAACS Speed Metrics Research, 2002) Attractive displays are very important to the selling of fresh products.
- Merchandising is about understanding the way customers shop. Positioning yourself to increase sales includes using this knowledge to effectively create an environment that is attractive, welcoming, and appealing.
- Whether selling to a local audience or to a customer that is simply passing through, creative merchandising can make the difference in selling a product, or having it sit on a shelf.
- Engaging and inspiring shoppers encourage them to buy more of the products you want them to buy. Merchandising increases profit margins and a return on the space, while maximizing square footage impact.

MountainWise, Hackney partner in healthy food initiative

Apr 23, 2015



Through a public-private partnership aimed at improving public health and the local food economy, finding healthy food options just got a lot easier. MountainWise, a regional public health partnership among the eight western county health departments, and H.T. Hackney Distribution, a wholesale grocery distributor based in Knoxville, Tennessee, with an office in Waynesville, are working together to bring fresh, healthy local food options to corner stores in Western North Carolina.

Corner stores are known as quick, convenient places to access



MountainWise, Hackney bring healthy food options to local convenience stores

By Laura Hassebrock | Jun 01, 2015



Finding healthy food options can be difficult when you're on the go, but thanks to a partnership between MountainWise and H.T. Hackney Distribution, it just got a little easier for Haywood residents.

Over the past year, select corner stores throughout Western North Carolina have been undergoing changes to promote the introduction of healthy food options and fresh produce in their convenience store through the Mountain Markets initiative.

There are now over 25 stores in Western North Carolina that are participating in this initiative, four of which are in Haywood County. These four stores are Soco Grocery and Meat

FRESH. LOCAL. YOURS.

Visit one of these **MOUNTAINmarkets** near you for healthy, local options.

To learn how your store can offer healthier options, visit Hackney Distribution's website at hthackney.com or call 828.456.8692.

For more info on healthy living, visit MOUNTAINwise.org

Challenges & Solutions

- Hackney partnership not sustainable, owners dropping out, demand not there for healthy foods (Work with Hackney in NE to learn about success with produce)
- Store owners may not have necessary skills or resources to stock fresh items (merchandising guide, sell healthy guide, recipe cards, equipment)
- Difficulty stocking right amount of produce to prevent reduce spoilage (Continue applying for coolers for corner stores, offer ugly produce at half price- conversation not received well by owners when telling them how to price produce)

Challenges & Solutions Continued

- Consistency with farmer delivery and production year round (Provide preservation incentives as part of our newsletter)
- Demand not there yet
- Building trust with store owner, getting owner engaged in purpose behind project (Hackney will work with owners, increased sales will engage them)
- Owners declining TA, educational materials or suggestions
- Lack of time to prepare foods (Provide recipe cards with simple ingredients)
- Grant funds not sustainable, need ownership with community partners

Lessons Learned

- Clear communication about expectations of store owner- All agreed to evaluation/TA from Mt.Wise through Hackney
- Flexibility: Can be a very formal process, or very informal
- One size doesn't fit all!
- Address issues as they arise and expect them with an open/creative mind
- Determine solutions as needed
- Keep the store owner interested and engaged: How to do so is to be continued...
- Choke points in supply delivery
- Respect store owner's time
- Healthy grocery items sell better than snacks
- Continue to seek new solutions



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Questions?

Thank you!



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