

# HEALTHY RETAIL IN SF

## BUILDING HEALTHY CORNER STORES AND HEALTHY COMMUNITIES

Healthy Retail SF and its partners provide interested small business owners with the tools and resources they need, along with focused attention from experts, to develop a business model that allows them to introduce and integrate healthy food options. Our ultimate goals are to increase access to healthy food, engage local residents in the decision making processes, reduce unhealthy influences, strengthen communities and strengthen economic development and job creation. Healthy Retail SF relies on a collaboration of private, public and community partnerships to promote healthy eating in San Francisco neighborhoods that need it the most.



### REDESIGNING STORE PHYSICAL ENVIRONMENT & BUSINESS MODEL

- Store Re-design & Layout
- Equipment
- Facade Improvement
- Sourcing of Healthy Products
- Point of Sale Systems
- Signage
- Arts & Murals
- Business Model Development
- Merchant Training



SAN FRANCISCO WHOLESALE PRODUCE MARKET



Devotes at least 35% of selling area to fresh produce, whole grains, lean proteins, and low-fat dairy products; no more than 20% to tobacco and alcohol products, and; satisfies the minimum wage requirements

### REDESIGNED STORES

- Amigo's Market
- Daldas Grocery
- Fox Market
- Mid City Market
- Radman's Produce Market
- Ana's Market
- Friendly Market
- Lee's Market
- Palou Market



### DRIVING COMMUNITY DEMAND OF HEALTHY FOODS

- Free Produce Vouchers
- Promotional Events & Activities
- Store Tours
- Taste Testing & Cooking Demos
- Health Promotion
- Marketing Materials
- Market Research & Community Surveys



# HEALTHY RETAIL IN SF: CITY AND COMMUNITY PARTNERSHIPS



The San Francisco Department of Public Health (SFPDH) partners with the Office of Economic Workforce Development in leading and implementing Healthy Retail SF (HRSF). SFPDH's main work is focused on community engagement, supporting community coalitions, and resident food leaders to promote healthy eating.



[sftobaccofree.org](http://sftobaccofree.org)

SFPDH's Tobacco Free Project envisions a tobacco-free city. SFPDH supports Healthy Retail SF through staff, resources and technical assistance in de-normalizing unhealthy products like tobacco and supporting access to healthy, fresh, affordable food.



[bit.ly/feelinggoodproj](http://bit.ly/feelinggoodproj)

SFPDH's Feeling Good Project creates partnerships so that low-income families are empowered to eat and drink healthy through nutrition education. They carry out community food assessments and engage with community partners to develop and implement nutrition interventions in HRSF stores and other corner stores.



[healthytl.org](http://healthytl.org)

The Tenderloin Healthy Corner Store Coalition's resident Food Justice Leaders (FJLS) serve as liaisons between the community, store owners, and city agencies in partnership with HRSF. FJLS help maintain produce sections, conduct community surveys as well as in depth store assessments, and promote each store to the residents of the Tenderloin.



[shapeupsf.org](http://shapeupsf.org)

Shape Up SF convenes and supports partners to increase opportunities to eat healthy foods and move more. They support Healthy Southeast Coalition work in the Bayview by collaborating with San Francisco Wholesale Produce Market, the Bayview YMCA, Eat SF, Bayview Heal Zone and other non-profits to make healthy eating the easy choice.



Bayview Heal Zone Food Guardians provide support to HRSF store owners in the Bayview before during and after store redesign. They also engage the community residents to shop and visit stores by offering taste testing at stores.



[oewd.org](http://oewd.org)  
[investsf.org](http://investsf.org)



The Invest in Neighborhoods Initiative is a division of the Office of Economic Workforce Development (OEWd) and partners with SFPDH in leading and implementing Healthy Retail SF. Invest in Neighborhoods works to improve and enhance neighborhood commercial corridors by providing technical and support services to small businesses and by creating economic opportunities for residents of the City's low- and moderate-income neighborhoods. Through a grant program called SF Shines, HRSF stores are able to transform the interior and exterior of the storefronts to accommodate healthy produce while realigning the store's business model for long-term sustainability.



[sfsbdc.org](http://sfsbdc.org)

The Small Business Development Center of San Francisco provides technical support to Healthy Retail SF stores, such as implementing a Point of Sale system to track sales.



[suttiassoc.com](http://suttiassoc.com)

Sutti Associates provides expertise and assistance in the physical transformation of Healthy Retail SF stores by developing store design and layout, equipment, schematics and product placement.



[sfproduce.org](http://sfproduce.org)

San Francisco Wholesale Produce Market links community to fresh produce in the San Francisco Bay Area. SFWPM distributes high quality affordable produce as well as providing technical assistance to participating stores.



[eatsfvoucher.org](http://eatsfvoucher.org)

EatSF is a healthy food voucher program, providing free fruit and vegetable vouchers to San Francisco's low-income residents. With more customers buying fresh produce, HRSF stores and other vendors are encouraged to increase the variety and quality of the fresh fruits and vegetables they offer, benefitting everyone in the neighborhood.



[18reasons.org](http://18reasons.org)

18 Reasons supports HRSF by showing community residents that they can eat healthy on a budget. They lead store tours of HRSF stores, empowering community members to stretch their food dollar.



[openrecoverysf.org](http://openrecoverysf.org)

Center for Open Recovery supports HRSF and initiatives that can create and sustain recovery ready communities through policy, community outreach and education, youth environmental prevention and many collaborative efforts.