Healthy Retail
San Francisco
Healthy Retail SF- Structure

HRSF Advisory Committee

OEWD & SFDPH Staff

Small Business Development Center

Store Redesign- Healthy Food Consultants
  Sutti Associates
  Larry Burcia & Scott Shaffer

Business Operations Consultants
  Gabriela Sapp & Others

Community Engagement Consultants
  Jessica Estrada, TLHCSC & SEFA
Outreach
Existing Partnerships
Information Sessions
Interest Forms
Assessments
IDP
Implementation
Evaluation

SEFA SOUTHEAST FOOD ACCESS
SEFA Overview • SEFA Profiles • Food Access • Urban Ag • Policy • News •

Improving Food Access
Increasing availability of healthy and fresh foods

Access to healthy food is a basic human right. SEFA is a coalition that works to ensure that healthy, fresh, sustainable, and affordable food is accessible to all residents of Bayview Hunters Point. SEFA focuses on the whole food system with an emphasis on retail food access, urban agriculture and raising awareness about food and food systems.

Tenderloin Healthy Corner Store Coalition
COMMUNITY GATHERING about Healthy Retail & Food Access in the Tenderloin
204 Turb Community Room

Thursday July 11th, 2013 from 4pm – 6pm

Feel free to contact the TLHSCC program at 415-771-2600 ext. 104.
Outreach
Assessments
IDP

What is it?
Elements
Structure
Implementation
Evaluation

Community Engagement
CFAs

Branding, shelf talkers, signs etc.
Market Research, Community Surveys
Build relationships (residents, cbos, faith orgs, schools etc)
Monitor adherence to Standards
Shadow & assist with store redesign
Report card & ongoing TA
Promotional events and activities
Taste testing, cooking demos
Health promotion in/out store
Build demand (marketing campaigns, media, pro community ads)
Marketing materials: store & neighborhood specific
Launches

Redesign & Physical Environment
Consultant & CFAs

Store design, layout
Schematics and product placement
Inventory and merchandising needs
Equipment
Façade Improvements
Signage: pricing & shelf talkers
American’s with Disabilities (ADA)
Art and Murals

Business Operations
OEWD and Consultants

Business Model/Plan Development
Produce distribution & Maintenance
Sourcing of healthy product
Tax and Debt Planning
Credit Building
Access to capital
Lease assistance
Point of Sale (POS) Systems

HRSF Framework
Details Work in the 3 Areas
Ana’s Market

Outreach
Assessments
IDP
What is it?
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New schematic (store layout) Store reset

Owner training (seminars in Spanish: business planning, basic bookkeeping, QuickBooks)

Remove alcohol, tobacco, and sugary beverage ads; put up healthy posters, wobblers, price tags

Store launch, media outreach, pre/post photos

Store standards assessment, feedback packets

Purchase recommendations

Report card visits

Marketing activities

Customer surveys
**Ana’s Market**  
**Individual Development Plan**  
**June 2014**

**Contact:**  
Thelma Orozco/Bayardo Talavera  
105 Broad Street, San Francisco, CA 94112  
415-337-9435  
bayardotalavera@yahoo.com

**Lead Consultants:** Gabriela Sapp and Larry Brucia

To build on your commitment and partnership with the City of San Francisco, the Healthy Retail SF team is providing you with this customized Individual Development Plan (IDP) for your small business. The plan sets forth measurable and attainable goals that you created through your answers to the business assessment and conversations with the Small Business Development Center (SBDC) Sutti Associates, and Community Food Advocates. It is important to keep in mind that each action taken and completed, will help guide your business to achieve sustainability and create a healthier community. You are the lead in all activities and partners have been identified to help you implement activities.

The purpose of Healthy RetailSF program is to increase access to healthy food options in low income communities by providing individualized technical assistance to corner stores and addressing concerns around community health and well-being. The overall goal is that retailers remain healthy food retailers for an ongoing period.

<table>
<thead>
<tr>
<th>Goal</th>
<th>Objective</th>
<th>Activities</th>
<th>Completion Date</th>
<th>Lead</th>
<th>Budget</th>
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</thead>
<tbody>
<tr>
<td>Design and physically prepare store for healthy food retailing.</td>
<td>Design more linear and square footage space in the store for healthy merchandise.</td>
<td>Measure the footprint of the store, locations of equipment/fixtures. Visit Ana’s Market to measure the space availability and current set up.</td>
<td>May 15-30, 2014 2 weeks</td>
<td>Sutti</td>
<td>$560.00</td>
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<tr>
<td>Complete a new schematic design (layout) of the store. Use AutoCAD to develop the design and suggest a new layout.</td>
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<td>May 30- June 30, 2014 2 weeks</td>
<td>Sutti</td>
<td>$560.00</td>
</tr>
<tr>
<td>Review the schematic and make adjustments (if any) with the owner of the store.</td>
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<td>June 13th – Early July, 2014 1 week</td>
<td>Sutti, Antonio,</td>
<td>$200.00</td>
</tr>
</tbody>
</table>
Deliverables: What the Store Commits to...

- **Food**
- **Alcohol & Tobacco**
- **Security, Loitering, Access**
- **Product & Produce Quality Maintenance**
Signing the IDP at Ana’s
Outreach
Assessments
IDP

What is it?
Elements
Structure

Implementation
Evaluation

**Community Engagement**
CFAs

- Branding, shelf talkers, signs etc.
- Market Research, Community Surveys
- Build relationships (residents, cbos, faith orgs, schools etc)
- Monitor adherence to Standards
- Shadow & assist with store redesign
- Report card & ongoing TA
- Promotional events and activities
- Taste testing, cooking demos
- Health promotion in/out store
- Build demand (marketing campaigns, media, pro community ads)
- Marketing materials: store & neighborhood specific
- Launches

**Redesign & Physical Environment**
Consultant & CFAs

- Store design, layout
- Schematics and product placement
- Inventory and merchandising needs
- Equipment
- Façade Improvements
- Signage: pricing & shelf talkers
- American’s with Disabilities (ADA)
- Art and Murals

**Business Operations**
OEWD and Consultants

- Business Model/Plan Development
- Produce distribution & Maintenance
- Sourcing of healthy product
- Tax and Debt Planning
- Credit Building
- Access to capital
- Lease assistance
- Point of Sale (POS) Systems
Business Operations

(Five Goals)

- Decrease Business Risk
- Increase Business Fundamentals
- Obtain Capital
- Develop Produce Handling & Merchandising Skills
- Connect with the Wholesale Produce Market
Develop Produce Handling & Merchandising

- Produce Handling Workshops
- Merchandising Training (1 on 1)
- Workshop on Sourcing
- Visit Wholesale Produce Market
Outreach
Assessments
IDP
Implementation
Ana’s Market
Business Operations
Physical
Community Marketing

Connecting with the Wholesale Produce Market
Outreach Assessments IDP

Implementation

Ana’s Market Business Operations Physical Community Marketing Evaluation

Change the Physical Environment Store Redesign: Before & After

[Map and image of a store before and after redesign]
Ana’s Market

Outreach
Assessments
IDP
Implementation
Ana’s Market
Business Operations
Physical
Community Marketing
Milestones
Evaluation

BEFORE

AFTER
Outreach
Assessments
IDP
Implementation
Ana’s Market
Business Operations
Physical
Community Marketing
Evaluation

In-store signage

TOMATOES

PEACHES

BELL PEPPERS

WHOLE GRAINS

“Whole” ingredients provide good energy, digestion, and blood sugar levels.

for healthy weight
Outreach
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IDP
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Ana’s Market
Business Operations
Physical
Community Marketing
Evaluation

In-store signage
Marketing and Outreach

Flyering
Taste Testing
Outreach to Agencies
Door hangers
Store coupons/promotions
Shelf talkers/wobblers
Customer surveys
HR Seal of Approval/Decal
Food correspondent articles
Store launches
& media outreach
Posters with Public Health messages
Store aesthetics (deliboard/posters/murals)
Community Engagement
Customer/Community Survey

RESIDENT SURVEY
Ann’s Market (Broad & Plymouth) has been chosen to participate in a special “re-design” program and will soon begin offering additional food products. Please fill out this survey to help the program and store owners better serve your food and beverage purchasing needs in the neighborhood. Your responses will remain anonymous.

Demographics
Age: [ ] [ ] [ ] [ ] [ ]
Gender: [ ] [ ]
What are the Cross Streets of your Residence?
What language(s) do you speak at home? [ ] [ ]
Household Size: [ ] [ ] [ ] How many children (under 18)? [ ] [ ] [ ]

Shopping Habits
1. Where do you shop for your groceries? Please check all that apply and specify the name of the store.
   - [ ] Chain supermarkets, name(s):
   - [ ] Neighborhood Market/Convenient store, name(s):
   - [ ] Farmers’ markets, which one(s):
   - [ ] Other:
2. How often do you shop for groceries?
   - [ ] Never
   - [ ] 1x month
   - [ ] 2x a month
   - [ ] Every Week
   - [ ] 2x a Week
   - [ ] Almost Everyday
   - [ ] At a neighborhood market/convenient store?
3. Have you ever shopped at Ann’s Market (103 Broadway Street, between Plymouth & Capitol)?
   - [ ] Yes
   - [ ] No
   - I don’t know
   - I’ve heard of Ann’s, but have never shopped there
4. How would you rate this store, on average, compared to other stores you shop at?
   - 1 = This store is the best
   - 2 = Good
   - 3 = Fine
   - 4 = Okay
   - 5 = Not so good
   - 6 = Poor
   - 7 = Very poor
   - 8 = Worst
   - 9 = Terrible
   - 10 = Horrible
5. What would you like to see at Ann’s Market for you to shop more often?
   - [ ] Accept EBT
   - [ ] Accept WIC
   - [ ] Lower prices
   - [ ] Coupons/Discounts/Rewards
   - [ ] Larger variety of meat & poultry
   - [ ] Physical changes in the store (cleanliness, look of the store)
   - [ ] Better Customer Service
   - [ ] Better organization of products
   - [ ] Other:

CONTINUE ON BACK SIDE

Market or Food Options in Your Neighborhood

健康食品

Phone Number: [ ] [ ] [ ] [ ] [ ]
Email: [ ] [ ] [ ] [ ]

I’m interested in: [ ] Healthy Retail/Ann’s Market
[ ] Beuatinization Projects
[ ] Neighborhood Projects
(check all that apply)
HealthyRetailSF Decal

Come in for NEW Healthy Products at Ana’s Market!

Nuevos Productos Saludables! 我們出售健康食品！
Store Launch / Grand Re-Opening Events
# SEFA Corner Store MONTHLY Progress Report

<table>
<thead>
<tr>
<th>Store name:</th>
<th>FG Point:</th>
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## Healthy Retail Goal
Score each of the following from 1-5

### Food

1. Stock low fat or skim milk: Include a lactose-free or non-dairy option if possible.
2. Has at least 2 varieties of high-fiber cereal: Cereal with >10% DV of fiber/serving. Ideally, this cereal is also low-sugar (<7 g/serving).
3. Has 100% whole wheat bread
4. Has at least 2 types of frozen vegetables/fruit: Frozen veggies and fruit with no added fat or sugar
5. Has 5 options of fresh fruit available: Top quality, not including lemons and limes
6. Has 5 options of fresh vegetables available: Top quality, not including potatoes and onions. At least one vegetable must be a dark leafy green (not including iceberg lettuce).
7. Stocks at least one type of dried whole grain such as brown rice, oatmeal, etc.
8. Reduced presence of candy at the checkout counter: Goal is to remove 30% of candy items away from checkout counter, either by reducing stock or moving to a less visible location
9. Variety of non-sugar sweetened beverages available (water, 100% juice, unsweetened teas, etc.)
10. Healthy food items above are well merchandised: Healthier food products in high visibility locations throughout the store, with easy-to-read signage and eye-level placement, such as healthier snacks next to checkout stands and water at eye level in the beverage coolers.

### Alcohol & Tobacco
Ana’s Evaluation

Tracking Sales: POS

• October: increase 4%
• November: increase 3%
• December-Jan: increase 23%
• Establish POS System
Fresh Produce Delivery Model

• Regular produce delivery, via refrigerated truck

• Produce expert: hands on management of produce

• First year “risk free”

• Shared profit to sustain this social enterprise & benefit store in exchange for space.

• Option to take over produce management as part of 3 year commitment.
Questions?

Program Staff Contact Information:

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