

Grocery Store - School Partnerships

Cross-Promoting Fruits and Vegetables

- a Win-Win Strategy



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Eat your Veggies!

Fruits and
vegetables are
essential for good
health. But...

<5% of children ages 4-8
meet national **vegetable**
recommendations





**Fruit and vegetable
consumption is lowest
among low-income
households**



USDA's

FRESH

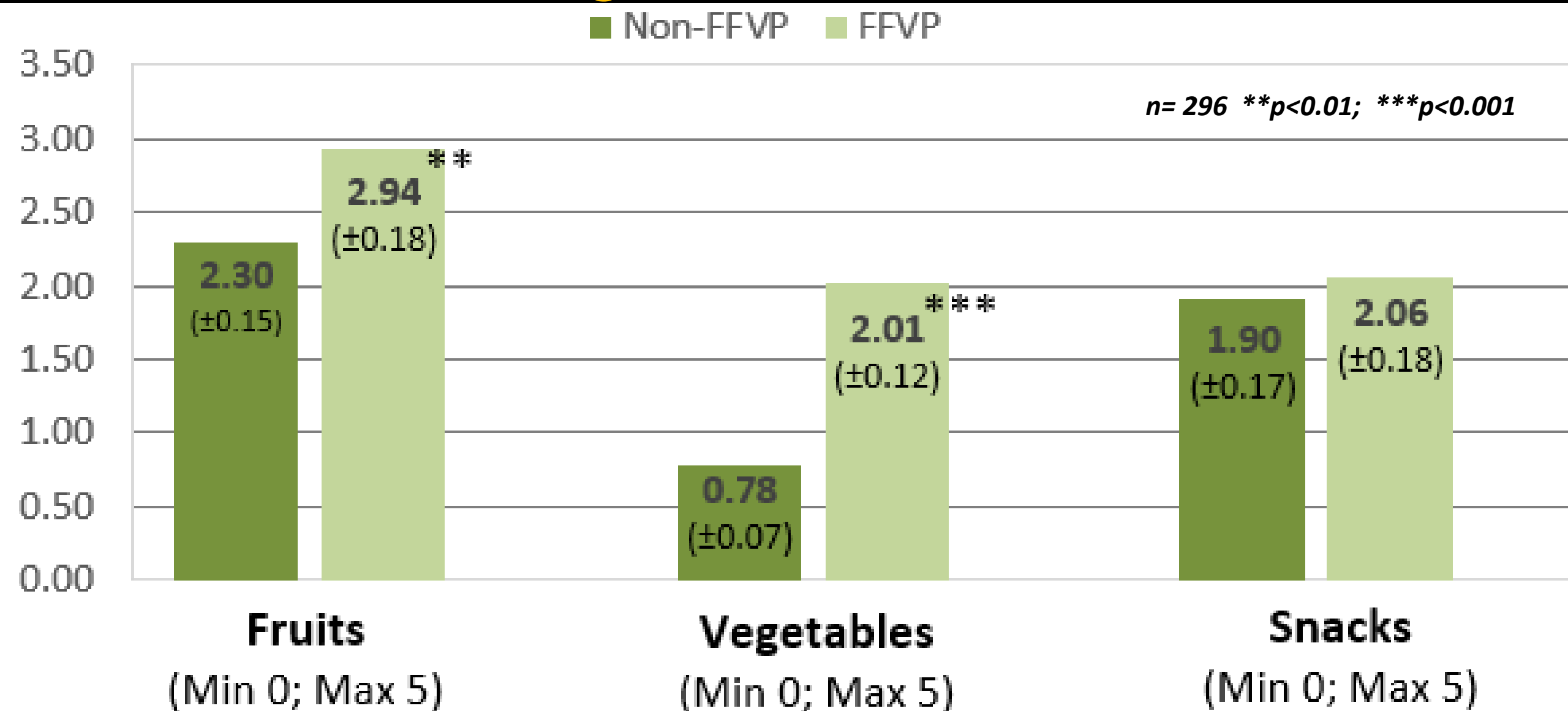
**FRUIT &
VEGETABLE**

PROGRAM

Can school food programs have a reach beyond schools?



FFVP Children Made More Requests for Fruits and Vegetables at the Store (Mean \pm SE)



FFVP children also reported

- Higher **preference** for fresh fruits and vegetables
- Higher **self-efficacy** to ask for healthier foods at home
- Higher **consumption** of fruits and vegetables



School-based interventions increase ***access*** to fresh fruits/vegetables, and may increase ***demand*** for healthy food ***outside*** the school setting.



Can we **amplify** the effect of FFVP.
Is the “**nag factor**” at work?

How do **FFVP schools** and nearby **grocery stores** feel about developing partnerships to promote fruits and vegetables?



**WE ASKED THE EXPERTS: STORE / PRODUCE
MANAGERS AND SCHOOL PERSONNEL**



Initial Impressions

- A partnership would be a good idea
- A partnership would be easy to implement

“That’d be a really easy collaboration honestly. Because with the [FFVP] menu already set for the month – and you just kind of look at the zip code area of who the FFVP school is and which grocery stores are around there and you just send them the materials.”

~District 500

Benefits

- Increased Sales
- Community relations
- Extending the reach of FFVP



Increased Sales:

“If we see an increase in produce [sales], we usually see an increase in meat [sales], as well. It’s just because the way Hispanic families, they cook from – usually from scratch. So you’re gonna take your potatoes, you’re gonna take your squash, you’re usually gonna be cooking something that requires some kind of a meat, some kind of a protein.”

Barriers

- Promoting pricey produce
- Time/Labor
- Approvals and permissions
- Lack of communication
- Difficulty procuring items
- Getting kids to try new foods



Barriers: Promoting pricey produce

“Starfruit isn’t cheap nor is passionfruit. Some of those items that, they loved it at [school] and it was great and it was neat and new, but when they get to the store and one little passionfruit costs them \$3.99, it’s never gonna go past what they tasted at school, in most neighborhoods, not just our lower-incomes, either.”

~Store 609

Motivations

- Improved health of children
- Want to help community
- Expand the impact of FFVP
- Being a low-burden partnership



Motivation: Improved health outcomes in children

“What would motivate us? To me, being a father, it’s just seeing kids eat healthier. I see parents buying junk food galore, and then, they’re wondering why some of the kids are heavy set, and we struggle as a nation with proper nutrition.”

~Store 603



Strategies

Connecting with partners

Leveraging existing resources

Communication

Seasonal produce

Targeting parents

Menu of options

In-store marketing strategies

Leveraging existing resources

“Well, we actually have the business advisory team and **I know that the gal** – the president of Fry’s is involved in that. . . One avenue to go through is maybe get that contact from our business advisory team. And kind of go through that avenue because they already now kind of have a **relationship** with the district.”

~District 100

Targeting parents

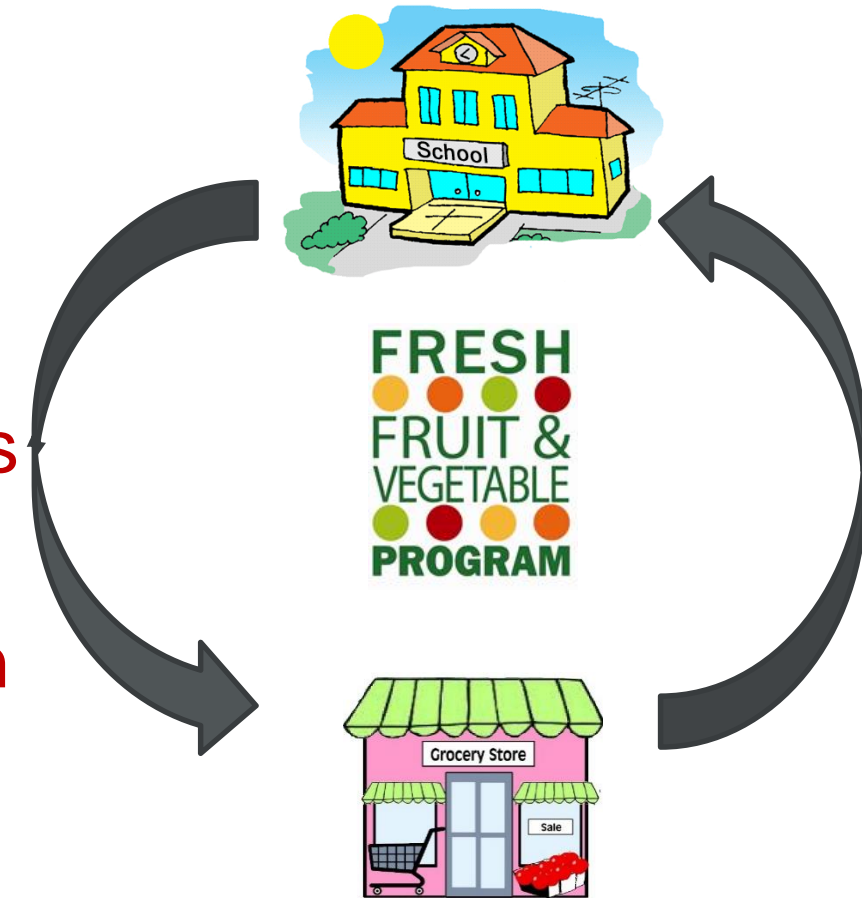
“Something to **incentivize the parents** to go because I mean you can tell the kids about this all day and they go home and their parents don’t have any money to go to the store. Nothing’s gonna happen so. I think you’d definitely have to have a buy-in for the parents.”

~School 201T

Future Directions

Design and Implement a Pilot Program.

- ❖ Engage key stakeholders
- ❖ Identify and establish roles
- ❖ Develop sustainable communication strategies
- ❖ Measure partnership impact
- ❖ Develop best practice strategies for expansion





You can try it **NOW!**

- Identify schools in your communities that participate in the FFVP
- Develop a **partnership** between schools and stores
- **Promote FFVP produce** in stores
- Let us help our children **eat healthy!**



Thank You!

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