

# Healthy Foods, Healthy Stores, Healthy Communities

## Why Do Healthy Food Options Matter to Small Retailers?

Retail stores provide convenient locations for residents to shop for food. Often located near schools, parks, and other community gathering places, neighborhood stores are accessible to many in the community. Because they can greatly influence the eating habits of their customers, small retailers are in a unique position to enhance access to healthy foods for people who live, work, and play in their communities.



## What Can Small Retailers Gain from Offering Healthy Options?

Customers are *demanding healthier* items. Small retailers, such as you, run food stores where neighbors frequent. *Meeting your customers' demands will ensure consistent and reliable business.* Not to mention, stores providing healthier options have a competitive edge over other stores! Even if you have made healthy changes in the past, *here is why you should work with us now:*

- Our community is part of a *new effort* where businesses, worksites, and schools across New York are *working together* to create an environment that fosters *health* and *economic vitality*.
- This five-year initiative called Creating Healthy and Communities will be receiving media attention that will lead to *increased community awareness* and an *opportunity to collaborate with others*—you can be seen as a *community partner*!
- Given the increasing demand for healthy foods, your participation could *attract new customers* (while keeping the old ones).
- Healthy foods can yield *higher profit margins*.
- As a participating small retailer, you will *receive resources and support at no cost*.



## Your Involvement Is Important to Our Community!

Introducing new inventory can be daunting, but as a community partner in this statewide initiative, here are some ways we can help:

- Information and *training* on how to purchase, price, stock, and market healthy and convenient options
- *Equipment and materials* (e.g., cooler, shelving) to stock healthy items
- *Assistance* in improving store layout for storage and display
- *Linkages* to community organizations like schools, worksites, and hospitals
- *Advertisement* and *promotional* materials (e.g., shelf signs, posters, logos)
- *Information* about increasing *food affordability* through WIC and food stamps
- Small *business development* (e.g., joint purchasing)



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