

nplan | NATIONAL POLICY & LEADERSHIP NETWORK TO PREVENT CHILDHOOD OBESITY

ADDRESSING THE DISTRIBUTION CHALLENGE




Recorded on
October 22, 2014

ChangeLab Solutions






Hi

Rio Holaday
Policy Analyst

Phebe Gibson
Project Coordinator

ChangeLab Solutions

Hello!

Rio Holaday
Policy Analyst

Phebe Gibson
Project Coordinator

DISCLAIMER

The information provided in this discussion is for informational purposes only, and does not constitute legal advice. ChangeLab Solutions does not enter into attorney-client relationships.

ChangeLab Solutions is a non-partisan, nonprofit organization that educates and informs the public through objective, non-partisan analysis, study, and/or research. The primary purpose of this discussion is to address legal and/or policy options to improve public health. There is no intent to reflect a view on specific legislation.

© 2014 ChangeLab Solutions

AGENDA

- Distribution challenges and strategies
- **Interview:** A distributor’s perspective
- **Interview:** Effective strategies for working with distributors





Olivia Blanchflower
Greenmarket Co. • Grow NYC



Rhonda Walsh



Craig Willingham

Shop Healthy NYC • New York City Department of Health and Mental Hygiene

Distribution challenges and promising strategies



Presented by
Rio Holaday, MPH
Policy Analyst



Production

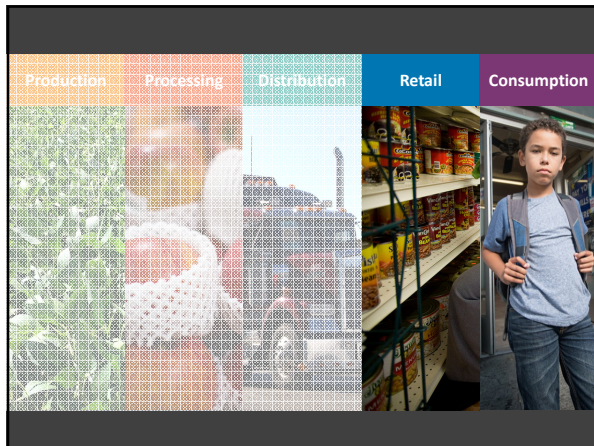
Processing

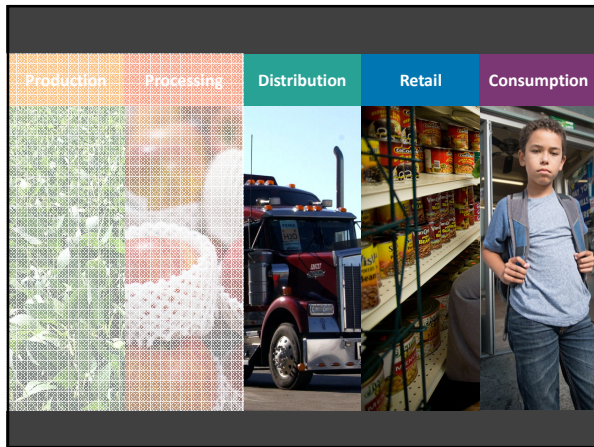
Distribution

Retail

Consumption









Poll question:

What's the distribution challenge facing your community?

Poll here

Improve store owner knowledge

Produce distributors in the Greater Kansas City area

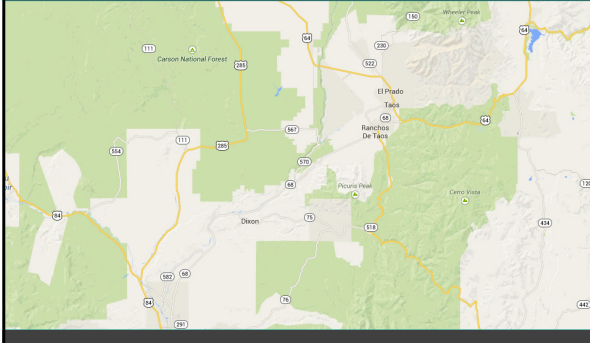
C & C Produce
Phone: 816.251-4425
Website: <http://candcproduce.com>
Location: North Kansas City, Mo.
Service Area: Kansas City (Metro) will go to other areas for an increased price.
Types of products: Wide variety of fresh produce.
Produce availability: All year round, some local products available in summer.
How to order: One day in advance, various contact methods.
Minimum order amount: \$100 with delivery, no minimum with self delivery.
Break cases: No.
Delivery option: Yes, but only with \$100 minimum order.
Additional fees/charges: No additional fees or fuel surcharges.

Larson Fruit & Vegetable
Phone: 816.222-0380
Website: None
Location: Independence, Mo.
Service Area: Independence, Mo.
Types of products: Wide variety of fresh produce.
Produce availability: All year round, some local products available in summer.
How to order: Same day orders, contact via phone.
Minimum order amount: \$200
Break cases: No.
Delivery option: No.
Additional fees/charges: \$6 fuel surcharge.

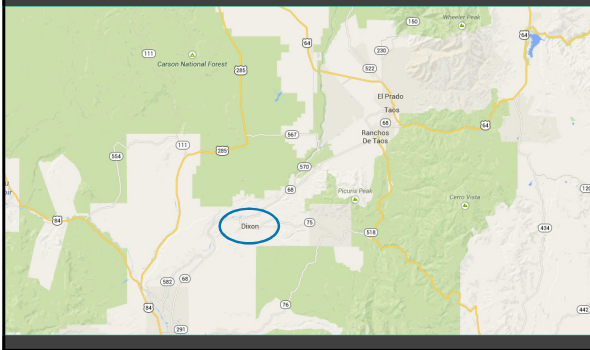
Healthy Center Store Resource Guide 18



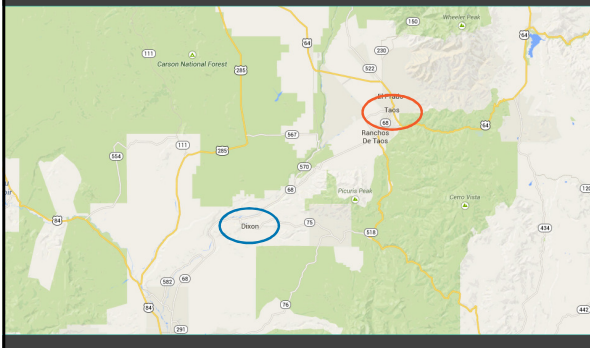
Work within the **existing** system



Work within the **existing** system



Work within the **existing** system



Create **new**
distribution
systems



A distributor's
perspective



ChangeLab Solutions
Late & policy innovation for the common good.



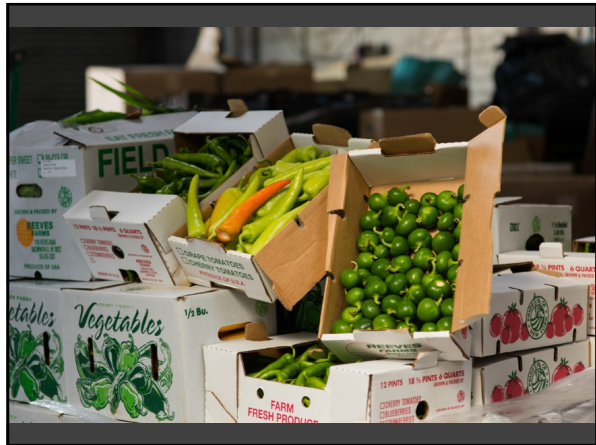
GREENMARKET CO.

**MISSION
DRIVEN
FOOD**

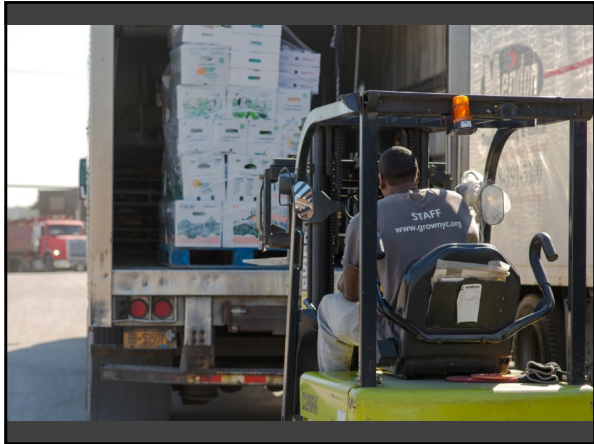
Fresh From GrowNYC

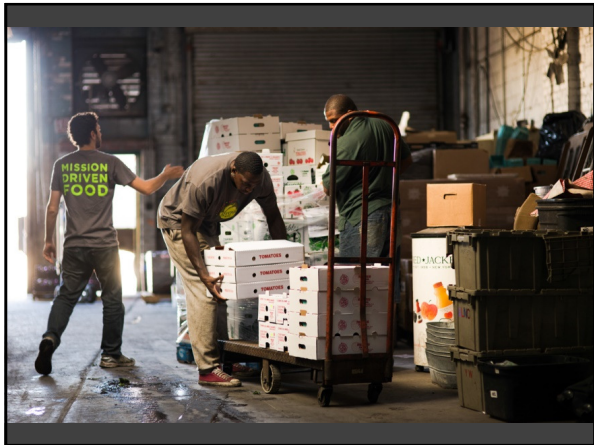














Effective strategies for working with distributors



Shop Healthy NYC!

Shop Healthy NYC



Shop Healthy NYC!

Shop Healthy NYC aims to increase access to healthy food and partner with residents and organizations to support sustainable food retail change in their communities.



Three Pronged Approach

Shop Healthy NYC is a neighborhood-based approach that simultaneously addresses supply and demand



Increased neighborhood access to healthy food



Distributor Work Strategy

Identify Target Retailers
Investigate Retailers' Purchasing Habits and Challenges
Identify High-Impact Suppliers



Distributor Work Strategy

Identify Existing Healthy Products and Develop a Logo
Develop a List of Supplier Interventions

Sample "Asks" of Suppliers/Distributors	
Develop order forms	Create an order form for healthy foods or highlight healthy foods on an existing form.
Create advertisements	Include information on healthier items in a printed circular or through other mailings or advertisements.
Develop a sell sheet	Create a one-page, image-based sell sheet for retailers that showcases healthy items.
Offer discounts	Offer a discount on or create coupons for selected healthy items.
Provide samples of new items	Provide promotional quantities of healthier alternatives to existing products (e.g., baked chips) for a buy-one-get-one (BOGO) sales campaign.
Post marketing materials	Display educational shelf talkers, magnets or other signage to promote healthier items in aisles.
Provide information on your initiative	Host an information table about the initiative to encourage retailers to participate. Provide samples of healthy items as an incentive to draw retailers to your table.



Success Story Krasdale

Created five in-store 10-second Shop Healthy NYC ads

Assisted in gathering NFP information

Provided access to sales staff

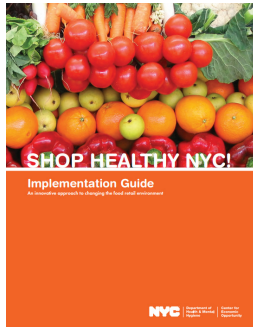
Facilitated access to sales date to assess impact



34

Resources

1. [Shop Healthy Implementation Guide](#)
2. [How to Adopt a Shop Toolkit](#)
3. Go to [NYC.GOV](#) and search Shop Healthy



35



Thank you!

Rhonda Walsh
Craig Willingham

rjohnso7@health.nyc.gov
cwillingham@health.nyc.gov







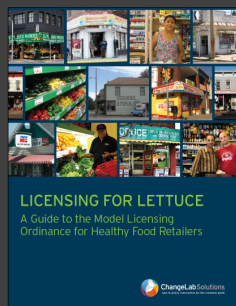
Questions?



Learn about the distribution system!

www.changelabsolutions.org

Learn how a licensing ordinance for healthy food retailer works!



www.changelabsolutions.org

2014 NPLAN Retail Webinar Series

- March 18:** Healthy Food Retail 101: Strategies for Changing the Food Retail Environment
- April 22:** Soup to Nuts: Designing a Healthy Food Retail Program
- May 20:** Going for Green: Finding Federal Funding
- Sept. 23:** Healthy Food Retail in Rural Communities
- Oct. 21:** Addressing the Distribution Challenge
- Nov. 18:** Policy Options for Healthy Food Retail



nplan

NATIONAL POLICY & LEGAL ASSOCIATION INITIATIVE
TO PROMOTE AFFORDABLE ENERGY

Thank you!

Rio Holaday
rholaday@changelabsolutions.org

Phebe Gibson
pgibson@changelabsolutions.org



ChangeLabSolutions
