



Living off the land

- Rural region of self-reliance & independence
- Farming, gardening, canning, etc. are ingrained in culture & history
- Still, average Region 1 residents eat only **2 servings** of fruits & vegetables per day (2012 PRC Community Health Needs Assessment)

Possible solutions

- Increasing or enhancing the number of local farmers markets, roadside stands, mobile markets, CSAs, etc.
- Increasing the number of corner stores that offer healthier food & beverage options
- Incorporating food systems into local planning efforts



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Healthy Corner Store Initiative

Increase the number of corner stores that offer healthier food & beverage options, with a special emphasis on locally sourced produce

Funders: Past and Present

- NC Community Transformation Grant Project
- Local funding from the Community Foundation of WNC
- NC ODHDP Grant

Partners: The Many Faces of Success

• MountainWise	• Community Organizations
• NC State and Local Health Departments	• University Nutrition Departments
• Farmers & Growers	• YES!
• NC Cooperative Extension	• The Food Trust
• HT Hackney Co.	• WNC Food Policy Council
• Interested Corner Stores	

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✓ Stock healthy foods & beverages
✓ Actively promotes healthy foods & beverages
✓ May decrease promotion of tobacco & alcohol

Mountainmarkets works like this:

Your store
stocks Healthy
Foods...



Mountainwise
helps you sell them!
(sage, shelling, etc. one-on-one time with a marketer)

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MountainMarkets in Action



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MAKE A WISE CHOICE FOR YOUR STORE.
BECOMING A **MOUNTAINmarket**

- Increase sales and profit margins.
- Increase customer satisfaction.
- Strengthen connections with local farmers and your local economy.

When you make a choice to stock healthy food options in your store, MountainWise will help you by connecting you with a distributor and providing marketing solutions for your store.



WHY MAKE THE WISE CHOICE? In addition to the positive benefits to your store, there are significant reasons to begin offering healthy food options.

- Food deserts are areas in our neighborhoods that lack fresh fruits, vegetables, and other healthy food choices. Convenience stores are often the primary source for groceries in these areas.
- People who live where healthy foods and beverages are easy to find are more likely to have lower risk of disease.
- There is a growing demand for healthy, convenient, and high-quality foods.
- When your store becomes a MountainMarket, you help to not only connect local farmers to the broader economy, you help connect your community to healthy food choices.

IF YOU'RE INTERESTED IN PARTNERING WITH MOUNTAINWISE AND LOCAL PRODUCERS TO BRING FRESH, HEALTHY OPTIONS TO YOUR STORE, PLEASE CONTACT US.

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MountainWise
mountainwise.org
808.349.2466

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1. FRESH. HEALTHY. INSIDE. PEOPLE WHOSE DECISIONS. WWW.MOUNTAINWISE.ORG




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Lessons Learned

- Clear communication about expectations
- Flexibility
- One size doesn't fit all!
- Address issues as they arise
- Determine solutions as needed
- Keep the store owner interested and engaged
- Choke points in supply delivery
- Respect store owner's time
- There are many partners out there, don't go at it alone!

☒ Problem
☒ Opportunity



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Questions?

Thank you!

Mandi Carringer
Intervention Lead, MountainWise
mandi@mountainwise.org
www.mountainwise.org

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