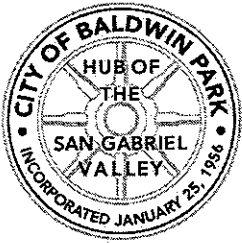


STAFF REPORT

TO: HONORABLE MAYOR AND CITY COUNCILMEMBERS

FROM: MARC CASTAGNOLA, AICP, COMMUNITY DEVELOPMENT MANAGER
AMY L. HARBIN, AICP, CITY PLANNER

DATE: AUGUST 20, 2014

SUBJECT: APPROVAL OF ADMINISTRATIVE POLICY #29 ENTITLED, "HEALTHY CORNER STORE POLICY".

SUMMARY

This report requests City Council approval of a Citywide Healthy Corner Store Policy establishing guiding principles and practices by providing information on healthy marketing strategies, healthy floor plans, healthy food signage, and healthy store settings to promote healthier eating, access to fresh produce and healthier foods, so that existing corner stores contribute to a healthy economy.

FISCAL IMPACT

It is anticipated that the implementation of this policy may have a minimal impact the General Fund in the form of staff time.

RECOMMENDATION

Staff recommends that the City Council adopt Administrative Police #29 entitled "*Healthy Corner Store Policy.*"

BACKGROUND

Over the past seven years the City has strengthened its collaboration with the California Center for Public Health Advocacy (CCPHA), People on the Move (POTM), and the Baldwin Park Resident Advisory Council (BPRAC) through various state and federal grant-funded strategies. These grants have enabled the City to sustain comprehensive efforts aimed at increasing healthy food options and behavioral changes while decreasing unhealthy food options.

Most recently in 2011, the City was awarded a competitive Community Transformation Grant, Healthy Eating Active Living Program Grant (CTG/HEAL) by the Los Angeles County Department of Public Health. These funds are a result of the Federal Affordable Care Act, with a goal to create healthier communities by making healthy living easier and more affordable. In general, the grant funds work related to nutrition, physical activity, and tobacco. A Division of the Los Angeles County Department of Public Health administers and oversees these grant fund to eight (8) grantees, including Baldwin Park. Of the grantees, Baldwin Park is the only jurisdiction working on access to healthy food through this respective grant.

Healthy Selection Campaign

In Baldwin Park, convenience and corner stores outnumber grocery stores and produce vendors 6:1. In order to improve the health of Baldwin Park residents, the City proposes creating incentives for local business to carry

healthy options. This is especially important to impact what children in Baldwin Park consume, and can have a very positive impact on youth (individuals under 18 years of age) health.

In 2007, People on the Move (POTM) conducted a community audit to review advertising practices in grocery, convenience and liquor stores located near schools throughout the city. Results of the audit showed that most of the stores and cash registers visited had some type of food and beverage product advertisement. However, the products advertised were typically alcohol (beer), sweetened drinks, sodas, candy, and chips. According to 25% of store owners or managers, the stores received payment from food companies to ensure product visibility. In most stores, chips, sodas, beer, and candies were displayed at the front of the store, while fruits, vegetables, water, and milk were in the back.

In order to address the community audit findings, the POTM collaborative developed a "*Healthy Selection Campaign*" and partnered with local corner stores to provide healthier products, improve healthy product signage and assist with product placement and attractiveness. The campaign aims to help customers look more closely at the foods they are purchasing to make healthy selections a part of their daily life/routine. Goals for the Healthy Selection Campaign include decreasing the marketing of unhealthy foods, identifying healthy options in stores, increasing purchases of fruit, vegetables, meat, and poultry, and identifying stores willing to convert to healthier store floor plans.

Corner Market Conversion Project

After developing the "*Healthy Selection Campaign*" and partnering with local corner store owners, POTM developed a "Corner Store Conversion Project" to improve the corner market healthy retail environment in Baldwin Park. To date 7 stores are currently participating in this project. However, in 2013, funding through the Community Transformation Grant Healthy Living Active Living (CTG-HEAL) Grant allowed additional data collection from participating store owners and with customers. Store owners expressed challenges including; lack of business resources such as (access to a Chamber of Commerce, business management skills, resources to purchase produce wholesale, and how to advertise/market and handle fresh food). As a result, these small store owners pay a higher cost for healthy products and pass on that expense to customers. In addition, store owners do not have and/or are not familiar with the resources to educate customers on the health benefits of consuming fresh fruits and vegetables.

In an effort to assess the retail food environment in the city, the People on the Move (POTM), youth and residents analyzed participating "*Healthy Selection*" corner markets, liquor stores, and big box markets and performed a corner store assessment using a customer survey tool, prepared by CCPHA. The survey included questions about customer residence, reasons for visiting the store, type of purchase, perception of product quality, healthy snack and beverage preferences and opportunity for sales, and transportation to stores. The results of this assessment are contained in the *Baldwin Park CTG Community Report, dated September 2013*.

In addition, CCPHA in partnership with City staff continued working relationships with participating corner market stores in Baldwin Park. Corner markets participating in the "*Healthy Selection*" program, provides an opportunity for businesses to contribute positively to community health needs, engage in training opportunities, and institutionalize offering healthy foods and beverages. Corner market managers and employees stated that competition from well-established, food outlet stores made it difficult to carry healthier food items. In essence, corner stores depend on unhealthy food items, ethnic-specific food, and produce for financial stability. Corner store employees and managers stated that customers must have prior knowledge about healthy food items, the

“Healthy Selection” Program, and workshops in order to empower the community about living a healthy lifestyle through healthy nutrition and education.

CTG Baldwin Park Community Report

From January 2014 to April 2014, a sample of (58) adults and (17) youth customers in Baldwin Park were given an “Access to Healthy Food Survey” at corner markets and community events. Survey recipients prioritized changes they wanted to see in local corner markets. More than half of the adult customers (31 customers) and 7 youth customers stated that increasing access to fresh fruits and vegetables in corner stores is a priority, followed by:

- Increase in-store signage promoting healthy food options (28 adults/9 youth)
- Increase visibility of Healthy Selection products (26 adults/9 youth)
- Increase healthy beverages of 100% juice (21 adults/9 youth)

The majority of youth (13 youth) expressed the need for more education about the benefits of healthy foods. Youth expressed the following: increased variety of produce, healthy marketing, and creative ways of selling healthy food products in corner stores.

Based on stakeholder interviews, past work, and data collected to date, CCPHA staff and CTG partners (City of Baldwin, Baldwin Park Unified School District, and County of Los Angeles Department of Public Health) recommend the following goals and associated recommendations to further the Healthy Retail Corner Store Policy project as a whole:

Goal 1: Institutionalize the “Healthy Selection” Program in the City of Baldwin Park to improve product placement of healthy food and beverage options, decrease unhealthy food marketing and support healthy advertising in stores city-wide.

Goal 2: Develop healthy market guidelines which would include:

- Healthy floor plan standards
- Healthy Check-out lane/Counter display standards
- Increase visibility of healthy selection products offered to increase sales.
- Increase healthy beverage products to increase healthy beverage sales.
- Recommendations for fresh produce availability and quality standards
- Site/Façade Improvements
- Signage Standards for healthy foods and beverages
- Incentives and pricing strategies
- Funding to support stores in guideline compliance
- Customized trainings/workshops

Goal 3: Create a Healthy Corner Store Taskforce to identify opportunities for stores to expand their business model. This taskforce would:

- Identified need for policy
- Identified goals and objectives
- Solicited input for the policy language

- Developed language for the policy
- Developed an Action Plan
- Guided the process of the policy passage (Implementation, Enforcement and Monitoring/Evaluation)

Healthy Corner Market Policy

The Healthy Corner Market Policy (Attachment #2) includes recommendations discussed above and includes details on the following:

1. Improvement of product placement of healthy food and beverage options to decrease unhealthy food marketing, and support healthy food marketing in stores citywide through the continuation of the “*Healthy Selection*” Program.
2. Develop and provide Healthy Floor Plan guidelines to program participants as necessary.
3. Development of a Healthy Corner Store Taskforce to implement and guide the program.

This is a voluntary program in which both small retailers (small scale corner stores) as well as larger retailers (small to medium markets) can chose to participate. The policy provides three (3) tiers (Platinum, Gold and Silver) in which program participants can meet and/or aspire to. All voluntary program participants’ must complete Standard #1, and then may choose from a variety of other standards on the list. In total, there are fifteen (15) different standards which participants can chose to meet (Page 2 of Attachment #2).

1. Tier 1 (**Platinum**) must choose a minimum of 6 standards in addition to Standard 1.
2. Tier 2 (**Gold**) must choose a minimum of 4 standards in addition to Standard 1.
3. Tier 3 (**Silver**) must choose a minimum of 2 standards in addition to Standard 1.

Participants in the program agree to sell healthy foods and create a healthy store environment. In order to be eligible for incentives, store owners shall comply with their selected standards in the respective tier for a minimum of sixty (60) days and enter into a good faith agreement with the City. Types of stores exempt from this policy include specialty food stores, service stations and grocery and big-box stores.

In addition to the tiers and their respective standards, performance measures, implementation measures, a listing of potential incentives, staff training, and expectations for actively seeking grant funding are also included in the policy.

ALTERNATIVES

Should the City Council choose not to adopt this policy, the City would be in violation of the CTG/HEAL Grant Scope of Work, to implement Goal #1 of the Grant which is to “*Develop and implement a city-based, centralized Baldwin Park Corner Market Incentive Program with 3 to 5 small and medium pilot corner markets to increase their availability of fruits, vegetables, and other healthy foods...*’ as non-adoption of the policy would significantly impact the relationship between the City and Los Angeles County for future grant opportunities.

ATTACHMENTS

- #1, CTG Baldwin Park Community Report, dated July, 2014
- #2, Healthy Corner Store Policy (Administrative Policy #029)

ATTACHMENT #1
CTG BALDWIN PARK COMMUNITY REPORT,
DATED JULY 2014

Baldwin Park Community Report

***TERM ONE SUMMARY of FINDINGS:
Local Farmers' Market Field Trip, Resident Questionnaires &
Healthy Selections Program Analysis***

July 2014



Because health doesn't just happen

Table of Contents

- 1. COMMUNITY REPORT PURPOSE & METHODOLOGY 3**
 - DATA COLLECTION..... 3
 - METHODOLOGY 4
- 2. HEALTHY SELECTIONS PROGRAM ANALYSIS..... 6**
 - METHODOLOGY SPECIFICS..... 6
 - DATA LIMITATIONS 6
 - SUMMARY OF FINDINGS..... 7
 - ACTION TAKEN SINCE SURVEYS..... 7
 - IDENTIFIED NEEDS..... 7
- 3. BALDWIN PARK RESIDENT PERCEPTION OF FARMER'S MARKETS 8**
 - ACCESSIBILITY QUESTIONNAIRES (TAKEN AT ANNUAL "CONCERTS IN THE PARK" SERIES & BP RAC MEETINGS)..... 9
 - ACCESSIBILITY QUESTIONNAIRE FINDINGS..... 9
 - ACCESSIBILITY QUESTIONNAIRE-BASED RECOMMENDATIONS..... 9
- 4. FARMER'S MARKET FIELD TRIPS 10**
 - SUBSEQUENT SURVEYS 10
 - SURVEY SUMMARY 10
- 6. BENEFIT TRANSACTION PROCESSES: BELOW ARE EXPLANATIONS OF HOW AN EBT TRANSACTION CAN BE PROCESSED..... 11**
- 7. FARMER'S MARKET RESIDENT RECOMMENDATIONS 12**
- APPENDIX..... 16**
 - FARMERS' MARKET ACCESSIBILITY QUESTIONNAIRE SUMMARY 19
 - FARMERS' MARKET TOUR TRIP DOCUMENTS 21
 - TRIP AGENDA, DIRECTIONS & BUS INVOICE 21
 - TRIP SCRIPT..... 21
 - "WHAT IS A CERTIFIED FARMERS' MARKET" HANDOUT..... 21
 - "ORGANIC & PESTICIDE FREE...NOT SO FAST" HANDOUT..... 21
 - "SHOPPING TIPS" HANDOUT 21
 - LEGAL WAIVER EXAMPLE & ALL SIGNED COPIES..... 21
 - SIGNED GIFT RECEIPTS..... 21
 - FARMERS' MARKET QUESTIONNAIRE EXAMPLE & RESPONSES BY LOCATION..... 21
 - KAISER PERMANENTE FARMERS' MARKET QUESTIONNAIRE SUMMARY 22
 - PASADENA VICTORY PARK FARMERS' MARKET QUESTIONNAIRE SUMMARY 23
 - LA CANADA FLINTRIDGE FARMERS' MARKET QUESTIONNAIRE SUMMARY 24
 - WALNUT (MT. SAC) FARMERS' MARKET QUESTIONNAIRE SUMMARY 26
- 8. FARMER'S MARKET MODEL POLICY "FROM THE GROUND UP" .. ERROR! BOOKMARK NOT DEFINED.**

1. COMMUNITY REPORT PURPOSE & METHODOLOGY

The City of Baldwin Park, California Center for Public Health Advocacy (CCPHA), and Baldwin Park Unified School District (BPUSD), with funding and guidance from the Los Angeles County Department of Public Health, have launched a multi-year Health Eating Active Living or "HEAL" initiative to: improve and expand access to healthy food by implementing a corner market incentive program, improve and expand existing farmers market in Baldwin Park, and to enhance school based stakeholders involved with nutrition services to expand nutrition education.

According to the "Obesity and Related Mortality in Los Angeles County Report," by the Los Angeles County Department of Public Health, Baldwin Park is in the top quartile for both adult and childhood obesity, with an adult obesity rate of 29.4% (in 2007), and childhood obesity rate of 28.7% (in 2008). According to the US Census, State and County Quick Facts (2010), out of an estimated 75,940 people in Baldwin Park, 15.9% live at or below the poverty level. To better assist in framing the community needs assessment, a breakdown of the city's population is essential in assigning appropriate recommendations. According to the US Census, State and County Quick Facts, Baldwin Park's population is 80.1% Latino, 14.3% Asian/Pacific Islander, 4.3% White (not Hispanic), and 1.2% African-American.

DATA COLLECTION

This Baldwin Park Community Report is designed to address the HEAL initiative's second goal:

Improve and expand the capacity of existing farmers market to serve more residents and youth in underserved areas of Baldwin Park by implementing systems to accept CalFresh Electronic Benefit Transfer (EBT) cards for payments and developing evidence-based public health strategies that will promote and/or protect farmers markets.

Through participation of interested Baldwin Park residents, CCPHA used paper-based data collection tools (both qualitative and quantitative) to conduct a community-based needs assessment regarding perception of the existing farmers' market in Baldwin Park. The needs assessment focuses on expanding the capacity of farmers' markets to serve more residents in underserved areas of Baldwin Park, and assists in efforts to develop a comprehensive plan to improve healthy food options in corner markets in the city.

The purpose of gathering data related to this initiative is to provide a foundation for future research in developing recommendations to improve, expand, and create a viable environment for farmers' market vendors and community residents. The city of Baldwin Park hosts a farmers' market at the Kaiser Permanente medical facility every other Friday (7:30 am – 12:30 pm). Kaiser Permanente does not advertise or promote the farmers' market to the general public in Baldwin Park due to the limited vendor capacity, limited accessibility and parking restrictions; therefore, the market primarily serves employees and patients that visit the facility.

With our goal of expanding public access and/or number of farmer's market, the following questions guided the research:

1. What factors must be considered in developing a plan to attract low-income consumers to a local farmers' market?

2. What are recommendations for the Southland Farmers' Market Association?
3. How can collaboration between Kaiser Permanente, Southland Farmers' Market Association, the City of Baldwin Park, and community groups in Baldwin Park increase?

METHODOLOGY

Data collection included gathering quantitative and qualitative information through:

- Assessment of the Baldwin Park Healthy Selections program
- Surveys administered during a farmer's market field trip
- Questionnaires at Baldwin Park "Concerts in the Park" events
- Questionnaires administered at Baldwin Park Resident Advisory Committee meetings
- Meetings with Kaiser Permanente, Southland Farmers' Market Association, Baldwin Park Resident Advisory Council Advocates, and Healthy Selection Ambassadors

After the data collection period, a strengths, weaknesses, opportunities, and threats (SWOT) analysis was prepared in order to inform a plan to improve the food environment in Baldwin Park. To provide a benchmark, advocates assessed farmers' markets in neighboring communities to gather additional perspectives on availability, affordability, variety, quantity, and quality of healthy food and beverage selections.

**HEALTHY SELECTION
PROGRAM ANALYSIS**

DRAFT

2. HEALTHY SELECTIONS PROGRAM ANALYSIS

CCPHA's 2007 report *Searching for Healthy Food: The Food Landscape in California Cities and Counties* provides a context for the need for programs in Baldwin Park. California had more than four times as many fast-food restaurants and convenience stores as supermarkets and produce vendors in 2005. This rate is seven to one in Baldwin Park, which is significantly higher than the state average. The study also found a 5.2% increased incidence of obesity among students that attend school within one block of a fast-food restaurant compared with students that have fast-food restaurants a quarter mile or more away. Coupled with the presence of these food establishments is the increased presence of food and beverage marketing. Increases in food and beverage marketing have a significant impact on children's food choices and have been linked to increases in children's consumption of unhealthy food. Considering this data, it is necessary to develop a comprehensive approach aimed to increase healthy food options and decrease unhealthy food options to create environmental conditions conducive to healthier eating and active living.

"People on the Move" is a community collaborative working to prevent obesity and diabetes in Baldwin Park. The collaborative (developed through funding from the California Endowment, The Robert Wood Johnson Foundation, and RENEW Los Angeles County) advocates for changes in local and state policies that will improve the food and physical activity environment in Baldwin Park. One aspect of the collaborative was designating a team of "resident ambassadors" to audit local corner stores, interacting with store managers as advocate representatives for healthier options. The ambassadors conducted store audits in August 2013 to review advertising practices in eight local market, convenience and/or liquor stores near Baldwin Park schools.

METHODOLOGY SPECIFICS

In an effort to assess the retail food environment in Baldwin Park, People on the Move, youth and residents analyzed participating "Healthy Selection" stores, using a corner store assessment customer survey tool. Surveys were administered at eight different locations: five markets, one liquor store, and two convenience stores.

1. La Blanquita Market
2. Olive Square Market
3. Mercado Los Compadres
4. El Mambi Market
5. Mercado del Pueblo
6. M & I Liquor
7. 7-Eleven (Maine Ave.)
8. 7-Eleven (Bess Ave.)

One hundred sixty (160) surveys were collected from customers at these eight stores. A copy of the survey is included in the appendix. The survey gathered the following information:

- Where customers live
- Reasons for visiting the store
- Customers' food and beverage purchases
- Perception of product quality

DATA LIMITATIONS

Although each of the stores surveyed in this analysis were referred to as "corner stores," two were convenience stores and one was a liquor store. Two of the stores included in this analysis are "Seven Eleven" stores, which is a widely recognized national chain convenience store. Although overall findings were grouped, data outcomes of each store should not be compared against each other given the differences that exist among stores.

SUMMARY OF FINDINGS

The audit demonstrated that most of the stores had prominently placed food and beverage product advertisement. The products advertised were typically alcohol (beer), sweetened drinks, sodas, candy, and chips. According to 25% of store owners or managers, the stores received payment from product companies to ensure product visibility. In most stores, chips, sodas, beer, and candies were placed up front, while fruits, vegetables, water, and milk were placed in the back of the store. Resident comments included:

- Price is considered to be the most important factor for people shopping at these stores.
- Most people frequenting these stores are Baldwin Park residents.
- Almost half of all customers surveyed shop six or more times per month at the same store.
- The item most frequently purchased is a beverage, followed by vegetables, fruit and meat.
- Approximately one of every three customers rates store products as being very good.
- Nearly three of four customers said that they would purchase healthier snacks if available.
- Nearly two of three customers said that they would purchase healthier beverages if available.
- Almost 90% of customers said that they did not experience difficulty getting to the store.
- Approximately one of every three customers (37%) said that they normally get to the store by walking.
- 43.1% of customers have never visited Whole Foods, Trader Joe's, Fresh n' Easy, Pavilions, or Gelsons.

ACTION TAKEN SINCE SURVEYS

In order to address the audit findings, the resident collaborative developed a "Healthy Selection" campaign and partnered with local grocery stores to work together to ensure stores provided and prominently identified healthier food and beverage options. "Healthy Selection" is noted in stickers and signs that help the community identify products that comply with California Laws SB12 and SB 965 (specifically those with minimal salt, fat and sugar).

The campaign aims to help consumers look more closely at the foods they are buying to make healthy selections a part of their daily life. The data from the surveys will also be used to provide store owners and managers with customized store profiles in an effort to help them better understand their store's challenges and opportunities, and to provide recommendations in line with the citywide corner market incentive program.

IDENTIFIED NEEDS

The data identified the following needs for the Corner Market Incentive Program:

1. Institutionalize the "Healthy Selection" Program in the City of Baldwin Park to improve product placement of healthy food and beverage options, decrease unhealthy food marketing and support healthy advertising in store and city wide
2. Partial or full conversion of one store
3. Expand existing healthy floor plan guideline program to include:
 - Developing Healthy Check-out lane / Counter display standards
 - Improved product quality standards
 - Increase visibility of healthy selection products offered to increase sales (*70% of the customers said they would buy healthier snacks if available*)
 - Increase healthy beverage products offered (*61% of the customers said they would buy healthier beverages if available*)
4. Creation of Healthy Retail Development Taskforce to identify opportunities for stores to expand their business model

FARMERS' MARKET: DATA, FINDINGS & RECOMMENDATIONS

3. RESIDENT PERCEPTIONS OF FARMERS' MARKETS

We used the following survey tools to assess resident perceptions of existing farmers' markets:

1. Accessibility questionnaires administered at annual "Concerts in the Park" series
2. Accessibility questionnaires administered at Baldwin Park Resident Advisory Committee meeting
3. Farmers' Market Field Trip Surveys

ACCESSIBILITY QUESTIONNAIRES

Morgan Park is the main city-operated public park situated in the heart of Downtown Baldwin Park. The park is located near shopping centers and businesses and also houses an auditorium, open amphitheater and field known to host large crowds of residents at a variety of events. The annual summer "Concerts in the Park" series is a true staple in the city, - drawing large crowds of diverse residents - and high traffic through a variety of booths. This setting allows for CCPHA staff and volunteers to distribute surveys to a large number of residents. A survey booth was set up at three consecutive concert nights in July 2013 to understand the general public's perception of farmers' markets and specifically, the Kaiser Permanente farmers' market. A total of 59 surveys were collected. ***Note: Due to reduced funding, the concert schedule was modified, causing for a decrease in total attendance overall.*

In order to assess the well-established neighboring markets, a second round of surveys were conducted with the Baldwin Park Resident Advisory Council (BPRAC) over the course of several monthly meetings.

ACCESSIBILITY QUESTIONNAIRE FINDINGS

Analysis of survey data found that the majority of survey respondents shop at traditional food outlets instead of farmers' markets. Residents cited the infrequent occurrence of farmers' markets, product pricing, limited meat selection, limited parking availability, and the inability to use EBT benefits as barriers to shopping at farmers' markets.

ACCESSIBILITY QUESTIONNAIRE-BASED RECOMMENDATIONS

An analysis of the survey suggested the following recommendations:

- Develop a comprehensive plan to establish farmers' markets that will attract residents in Baldwin Park
- Schedule farmers' markets during weekend and weekday time slots that accommodate work schedules
- Offer a greater diversity of products
- Increase farmers' markets availability and usability for residents to increase visibility in the community
- Relocate farmers' market to open areas visible from the street
- Address product pricing in order to increase affordability for low-income and community residents
- Create a marketing campaign to target and attract members of the community (e.g. newspaper ads, flyers, council meetings, farmers' market campaign)
- Increase designated parking at the existing Kaiser Permanente farmers' market
- Use existing resources to promote a community bus/shuttle to transport residents to the farmers' markets during peak hours

4. FARMER'S MARKET FIELD TRIPS

In order to compare the Baldwin Park farmers' markets with other well-established farmers' markets, CCPHA organized a multi-market tour with 20 Baldwin Park residents, providing each attendee a \$20 Visa gift card and a survey at each location. The tour included visiting the following markets:

1. La Canada, CA
2. Pasadena Victory Park, CA
3. Walnut (Mount Sac College), CA
4. Kaiser Permanente Farmers' Market (Baldwin Park, CA)

SUBSEQUENT SURVEYS

The actual survey and response are included in the appendix. The survey asked residents questions regarding:

- general observations
- product pricing
- produce offerings
- accessibility
- convenience
- atmosphere

SURVEY SUMMARY

Residents noted that each of the four farmers' markets offered a customer-friendly ambiance, and that market vendors were very professional. In addition, the residents commented that they found each market provided a plethora of free samples and crafts for children in attendance. Specifically, the survey yielded the following:

- The Kaiser Permanente Farmers' Market time of operation (Fridays from 7:30 Am to 12:30 PM) is not convenient for residents. It conflicts with job schedules and is during the school day.
- Residents attributed poor attendance to a lack of awareness (likely due to limited advertising)
- The Kaiser Permanente farmers' market is the only venue that provides cooking demonstrations
- Parents remarked that they would participate in a peer-led approach to disseminate the information and knowledge obtained from their farmers' market tour.
- Majority of participating residents are WIC and EBT recipients. They were unaware that markets accept these benefits or that additional incentives may be available (e.g. market match-like program at the Pasadena Farmers' Market and EBT acceptance at Pasadena and Kaiser locations).
- Residents stated that the Pasadena Victory Park farmers' market is in close proximity of designated public parking, which makes attending easier; however, there is a lack of public transportation to all the markets.
- Most residents reported that the prices of market merchandise were close to, if not equal to, local neighborhood food stores.
- The majority of residents noted that fruits, vegetables, breads and dairy products were of "very good" and "excellent" quality

Table 1.1a demonstrates the local farmers' market visited and what type of programs they currently operate.

FARMERS' MARKET LOCATION	DAY LOCATION HOURS	ACCEPTS EBT	ACCEPTS WIC	MARKET MATCH PROGRAM (With EBT)
Baldwin Park	Kaiser Permanente quad, Every other Friday, 7:30am- 1pm	YES	YES	
La Canada	Local Park parking lot	YES		

Pasadena	Victory Park parking lot	YES	YES	YES
Walnut	Mt. SAC parking Lot			

5. FARMERS' MARKETS ACCEPT BENEFITS

- Women Infants and Children (WIC)-Farmers' Market Nutrition Program (FMNP)**
 In Los Angeles County, there are 79 farmers' markets that participate in WIC-FMNP that allows WIC recipients to purchase fruits, vegetables and cut herbs at farmers' markets. Participating markets must be WIC Certified Farmers' Market with a WIC Certified Market Manager. Once a year, the State calls local WIC agencies advising them to mail Farmers Market vouchers to WIC recipients. The agency then mails the vouchers to the family, who can use them at a WIC certified farmers' market. If there's an issue receiving credit for the vouchers, there are WIC information booths available at the farmers' market.
- Electronic Benefit Transfer (EBT) Farmers' Market Program**
 In order to participate in the EBT Farmers' Market Program, a market must be authorized by the USDA Food and Nutrition Service (FNS) to accept Supplemental Nutrition Assistance Program (SNAP) benefits. Most EBT farmers' markets use "scrip," which is currency in the form of paper or tokens (wooden or plastic) in denominations of \$.50 and/or \$1.00, designed to be unique to each market. From a central location at the farmers' market, EBT cardholders can use their EBT cards to purchase scrip, and then use it to purchase CalFresh-eligible items at the market. At the end of the day, farmers are reimbursed by the market for the amount of scrip they have received. A farmers' market must have its scrip approved by the FNS before the market can participate in the Farmers' Market Program.
- Pasadena Market Match Program**
 People who receive Cal Fresh (food stamps), WIC, and Social Security/Disability benefits qualify to receive an extra \$5 to \$10 voucher weekly or monthly at participating farmers' markets. The number of vouchers is fixed, so vouchers are dispersed until they run out. Recipients of farmers' market vouchers can purchase fruits, vegetables and various nuts from certified growers. At the end of the market, farmers' turn vouchers they received to the Market Manager in exchange for cash. People interested in joining the program can visit the information booth at any participating farmers' market to receive their vouchers.

6. BENEFIT TRANSACTION PROCESSES: Below are explanations of how an EBT transaction can be processed:

- Wired point-of-sale (POS) Equipment**
 Standard wired POS equipment is provided by the State and is available to all California retailers authorized by the the USDA Food and Nutrition Service (FNS) to accept SNAP/Cal Fresh benefits. Wired POS equipment requires an electrical outlet and an analog telephone line.
- Wireless POS Device**
 This is a mobile version of the standard wired POS equipment, and does not require a telephone line or an electrical outlet to process EBT transactions. If a farmers' market does not have access to a telephone line or electrical outlet at the market, they may be issued a wireless POS device instead. Because a wireless device is more costly than a wired device, the deployment of a wireless POS device to a market must be approved by the California Department of Social Services (CDSS).
- Paper Manual Vouchers**
 A manual voucher is a small paper form that is completed by the market and the EBT cardholder. It includes the food benefit transaction amount, the market's name and the USDA Food and Nutrition Service (FNS) number, cardholder's name & EBT card number. The voucher is signed by both the market & the cardholder.

The market's cashier calls a toll-free telephone number to verify the funds are available in the EBT cardholder's account & is given an authorization number, which is written on the voucher. A hold is placed on the EBT cardholder's food benefit account for the amount of the transaction. Markets have 15 calendar days to mail vouchers to Xerox State & Local Solutions, Inc. for reimbursement. Markets equipped with electronic POS equipment that use manual vouchers must clear each voucher on the POS equipment within 15 calendar days of the authorization.

7. FARMER'S MARKET TOUR RESIDENT RECOMMENDATIONS

Residents recommended expanding the existing farmers' market, and establishing a second location. Residents also explained that they would welcome health inspectors at future Baldwin Park farmers' market events, in order to ensure that products being sold comply with established codes for food safety. They would like to see cooking demonstrations implemented as well.

One key finding from the surveys and farmers' markets field trip is that a lack of information and awareness exists among residents about farmers' markets. Several residents stated that prior to visiting the market, they had perceived farmers' markets products to be overpriced, and did not know that vendors accept and welcome WIC and EBT recipients. When asked if they would continue shopping at the farmers' markets in the future, unanimously, the group said "yes."

In addition, residents expressed interest in a Market Match program, offered in conjunction with the EBT program. The program allows for an increase in purchasing power, by providing a certain match in dollars for EBT recipients. Residents were very excited that they could use this match to purchase organic produce.

People who receive Cal Fresh (food stamps), WIC, and Social Security/Disability benefits qualify to receive an extra \$5 to \$10 voucher weekly or monthly at participating farmers' markets. The number of vouchers is fixed, so vouchers are dispersed until they run out. Recipients of farmers' market vouchers can purchase fruits, vegetables and various nuts from certified growers. At the end of the market, farmers' turn vouchers they received to the Market Manager in exchange for cash. People interested in joining the program can visit the information booth at any participating farmers' market to receive their vouchers.

People who receive Cal Fresh (food stamps), WIC, and Social Security/Disability benefits qualify to receive an extra \$5 to \$10 voucher weekly or monthly at participating farmers' markets. The number of vouchers is fixed, so vouchers are dispersed until they run out. Recipients of farmers' market vouchers can purchase fruits, vegetables and various nuts from certified growers. At the end of the market, farmers' turn vouchers they received to the Market Manager in exchange for cash. People interested in joining the program can visit the information booth at any participating farmers' market to receive their vouchers.

8. FARMERS MARKET CONSOLIDATED IDENTIFIED NEEDS

The following are key needs that can help inform the farmers' market initiative as part of the HEAL grant, and future work undertaken by the City and community partners.

- 1. Identify local resources and funding opportunities for expanding public transportation to farmers' markets.** For example, the City can explore expanding the Baldwin Park Pumpkin and Teal Lines, or partnering with Metro and/or Kaiser to create a shuttle.

2. **Expand community awareness** about the Kaiser Permanente Farmers' Market and the existing financial incentives for EBT eligible participants to utilize this market as a source for purchasing organic fruits and vegetables that may not be accessible in traditional supermarkets.
3. **Identify funding sources (including grants) to support programs such as Market Match** will enhance families' purchasing power with EBT cards at farmers' markets.
4. Consider **alternative sites** for additional farmers' markets in the community that are centrally located and open to the public, including at:
 - Schools
 - Clinic (FQHC)
 - Governmental Organizations (CDPH)
 - Retailers (Mall parking Lots)
 - Worksites
 - WIC
 - Cal Fresh Offices
 - Day Care Centers
5. **Outreach to Cal Fresh recipients in the community.** For example, the City and community partners could partner with Social Services to include farmers' market and Market Match information in mailings to Cal Fresh recipients.
6. Distribute information about farmers' markets by **tabling at community events**, such as health fairs, festivals and other community-based events.
7. **Provide nutrition education classes** at schools, community centers, senior centers and other community-based sites.
8. **Engage children in grades K-12** in Kaiser Permanente Farmers' Market with the goal of teaching lifelong habits for learning about food systems and healthy eating. For example, the City of Baldwin Park Community Services and Recreation Department, Baldwin Park Unified School District and Kaiser Permanente Educational Outreach Department could develop summer programs that incorporate farmers' market field trips.
9. **Identify policy solutions** to support and promote the future development of farmers' markets. ChangeLab Solutions' publication, *"From the Ground Up": Land Use Policies to Protect and Promote Farmers Markets*, identified methods for local governments to promote access to fresh produce, support local farmers, create community gathering places, and revitalize neighborhoods by supporting farmers' markets.

The guide provides an overview of farmers' market policy issues and community-tested best practices to create more farmers' market opportunities and to ensure their long-term viability. The model policy cited below was taken from the guide.

Zoning ordinances create detailed guidelines for where different uses (like houses, shops, and offices) can occur, and how buildings and urban space should be designed. A **zoning code ordinance** that establishes farmers' markets as an allowed use in specific zones eliminates the need for a permit and increases the land available for markets. It can also help to protect existing markets in the allowed use area. In addition to reducing regulatory barriers, local governments can streamline the process for obtaining permits. One effect of planning could be to allow the municipality to prioritize markets in appropriate sites (such as near a school, a town center, or public transportation, or in neighborhoods without a fresh produce outlet) and to plan for new markets.

- City of X: Example of Ordinance: Certified Farmers' Markets: (Ordinance Amending Ch. 20, 2012) The market must operate a redemption program for, Cal Fresh Electronic Benefits Transfers, as well as federal Farmers' Market Nutrition Program coupons (both through the Special Supplemental Nutrition Program for Women, Infants and Children as well as the Seniors Farmers' Market Nutrition Program).
- City of Y: Example of Zoning Code: 20.80.265 Location requirements Certified Farmers' Markets including Small Certified Farmers' Markets, located in residential zoning districts are allowed to operate only at school sites, library sites, community center sites, or church/religious assembly sites

10. Create a Permit Program for Produce Cart Vendors to create a streamlined permit program for "produce cart vendors," retailers who sell only fresh, uncut fruits and vegetables from a mobile cart, much like a produce stand on wheels. The ordinance sets forth the requirement for vendors, the rules for vending, and a range of incentives a local government may provide to encourage vendors to sell in neighborhoods that lack other sources of fresh produce. Giving vendors priority considerations when applying for a permit, discount rates on permit fees, access to small business loans with low interest rates, as well as small business counseling and technical assistance, are some of the incentives suggested in the model ordinance.

RECOMMENDATIONS

In order to explore the recommendations above, CCPHA will work with the Baldwin Park Resident Advisory Council (BRPAC) leaders to debrief on findings and recommendations as well as present findings from the Farmers' Market summary report to additional Baldwin Park Resident Advisory Council members, the People on the Move Collaborative, CTG BP Partners (City of Baldwin Park, Baldwin Park Unified School District) and the Technical Advisory Committee (TAC) that is being developed to support the sustainability of farmers' market efforts in Baldwin Park. CCPHA will present findings from this report to Southland Farmers' Market Association and Kaiser Permanente Farmers' Market Managers. We will also focus our efforts on coordinating with City of Baldwin Park leadership to discuss how to move forward appropriately.

DRAFT

APPENDIX

DRAFT

FARMERS' MARKET ACCESSIBILITY QUESTIONNAIRE (English)

1. Do you know what a farmers' market is? Y__ N__
2. Are there enough held in your community? Y__ N__
3. Have you ever shopped at the farmers' market at Kaiser Permanente?
4. Please answer the following questions about your local farmers' market:
 - a) When is it held? M__ T__ W__ TH__ Fri__ Sat__ Sun__
 What time: _____ Where: _____
 - b) When and where (church site, school site, park, library parking lot, other) would be best for your local farmers' market to take place?
 - c) How did you find out about your local farmers' market?
5. Are there certain foods that you need but are difficult to get at your local farmers' market?
6. Are foods priced reasonably at your local farmers' markets? Yes__ No__
7. How would you rate the quality of the *fresh food* you buy at the farmers' market? (1=worst, 5=Best)

Fruits	1	2	3	4	5
Vegetables	1	2	3	4	5
Meats	1	2	3	4	5
Breads	1	2	3	4	5
Dairy Products	1	2	3	4	5

8. How do you get to your farmers' market? (Mark all that apply)

Carpooling	Bike	Bus	Walk	Taxi	Car	Other:
------------	------	-----	------	------	-----	--------

9. How long does it usually take to get to the farmers' market? (One-way) Do you wish it were closer?
10. Is there adequate parking? Yes__ No__
11. Where do you buy most of your groceries? (if not at your local farmers' market) Why?
12. How can your local farmers' markets be improved? What would make it easier for you to come?

CUESTIONARIO DE ACCESIBILIDAD A MERCADOS AL AIRE LIBRE (Español)

1. ¿Usted sabe qué es un mercado al aire libre? Sí ___ No ___
2. ¿Hay suficientes en su comunidad? Sí ___ No ___
3. ¿Alguna vez ha comprado alimentos en el Mercado al Aire Libre en Kaiser Permanente?
4. Por favor conteste las siguientes preguntas sobre el mercado al aire libre de su comunidad:
 - a) ¿Cuándo lo tienen? M ___ T ___ W ___ Th ___ Fri ___ Sat ___ Sun ___

Horario

Dónde:

- b) ¿Cuándo y dónde (iglesia, escuela, parque, estacionamiento de la biblioteca, otro) sería mejor tener el mercado al aire libre de su comunidad?
 - c) ¿Cómo se enteró del mercado al aire libre de su comunidad?
5. ¿Hay algunos alimentos que necesita pero son difíciles de obtener en el mercado al aire libre de su comunidad?
6. ¿Son los precios del mercado al aire libre de su comunidad razonables? Sí ___ No ___
7. ¿Cómo calificaría la calidad de los alimentos frescos que compra en el mercado al aire libre?
(1=peor, 5=mejor)

Frutas	1	2	3	4	5
Verduras	1	2	3	4	5
Carnes	1	2	3	4	5
Pan/granos	1	2	3	4	5
Productos lácteos	1	2	3	4	5

8. ¿Cómo llega al mercado al aire libre de su comunidad?

Compartiendo automóvil	Bicicleta	autobús	Taxi	Caminando	Automóvil(suyo)	Otra: ___
---------------------------	-----------	---------	------	-----------	-----------------	-----------

9. Cuánto tiempo dura para llegar al mercado al aire libre? (Ida) ¿Quisiera que estuviese más cerca?
10. ¿Hay estacionamiento adecuado? Sí ___ No ___
11. ¿Dónde compra la mayoría de sus alimentos? (Si no es en el mercado al aire libre de su comunidad) ¿Por qué?
12. ¿Cómo se podría mejorar el mercado al aire libre de su comunidad? ¿Qué se puede hacer para que usted pudiera llegar con facilidad?

FARMERS' MARKET ACCESSIBILITY QUESTIONNAIRE SUMMARY

Farmers Market Accessibility Questionnaire Results

Do you know what a farmers market is?

Yes	55
No	4

Are there enough farmers markets in your community?

Yes	47
No	11
Unanswered	1

Is there adequate parking?

yes	40
no	14
unanswered	5

Have you ever shopped at the Kaiser Permanente farmer's market?

Yes	25
No *	26
unanswered	8

Where does your local farmers market take place? What time?

answered time/day	18
answered day only	22
did not know	19

*Have attend farmers markets in: West Covina, Walnut, Covina, Pasadena

How do you get to your farmers market?

car	22	car or walk	4
walk	10	bus or walk	2
bus	7	carpool or walk	1
carpool	3	taxi	1
bike	2		

How long does it usually take to get to the farmers market (one way)?

5-10 mins	14
15-20 mins	15
25-30mins	9
1 hour/plus	3
unanswered	18

How would you rate freshness of food? (5=Best to 1=worst)

	5 Rating	4 Rating	3 Rating	2 Rating	1Rating
Fruits	33	11	4	3	3
Vegetables	32	9	8	1	3
Meats	19	10	3	7	17
Breads	24	13	5	2	9
Dairy Products	18	10	6	3	10

Where do you buy most of your groceries? (If not at your local farmers' market) Why?

Many of the survey participants go to large chain food carriers and super markets as their main source of groceries. (Food for Less, Superior, Fresh & Easy, Vallarta, Costco, Wal-Mart) Reasons given for shopping at the grocery stores included

- Few farmers' markets in their city
- Lower prices
- Larger meat selection
- Fresher fruits, vegetables, and meats.
- Convenience
- Easier access to parking
- EBT acceptance

Are there certain foods that you need but find it difficult to get at your local farmers' market? 37 of the 59 participants were satisfied with the selection at their local farmers' market. Of those that expressed dissatisfaction in the farmers' markets selection answers varied:

- Fruits and vegetables (peaches, squash)
- Organic fruits and vegetables
- Milk
- More bread variety
- Honey
- More meats
- Funnel cake
- Spaghetti
- Taquerias

How can your local farmers' markets be improved? What would make it easier for you to come?

Half of the participants did not respond to the question, for those that did suggestions included:

- Provide a farmers' market: many participants come from cities that do not have them
- Provide more farmers' markets, spread them across the city for improved accessibility
- Schedule the farmers' markets more often, two or three times a week if possible
- More food variety, more variety in vendor selection
- Publicize & advertise more since many are unaware of their local farmers' market details
- Locating the farmers' market in a public area and not a hospital
- Lower prices
- Adjusting the times and days of the farmers' market, putting it on the weekends
- Placing an ad in the newspaper or providing more fliers to the community
- Provide better parking
- Advocate for a community bus/shuttle that goes directly to the farmers' market

When and where would be best for your local farmers' market to take place?

Most participants answered: Parks and on the weekends.

FARMERS' MARKET TOUR TRIP DOCUMENTS

- Trip Agenda, Directions & Bus Invoice
- Trip Script
- "What is a Certified Farmers' Market" Handout
- "Organic & Pesticide Free...Not so Fast" Handout
- "Shopping Tips" Handout
- Legal Waiver Example & all Signed copies
- Signed Gift Receipts
- Farmers' Market Questionnaire Example & Responses by Location

KAISER PERMANENTE FARMERS' MARKET QUESTIONNAIRE SUMMARY

General information about Kaiser Permanente Farmers' Market

The market is held every other Friday from 7:30 am – 12:30 pm at Kaiser Permanente, 1011 Baldwin Park Blvd. Baldwin Park.

Parking: 3 of 4 participants agree that adequate parking exists, 1 did not agree

Pricing: 4 of 4 participants reported reasonable prices/comparable to those in their grocery stores
Overall Experience: 4 of 4 participants had a positive experience.

Comments included:

- The Farmers' Market had a relaxed and friendly atmosphere, which made it good experiences. There was a variety of products especially organic fruits and vegetable. Being at the farmers' market made me want to go to more farmers' markets.
- Liked it, the vendors were very helpful and they even help you pick the best fruit for you. -It was a bit small but it had everything you need.
- Participants liked: vendors samples, reasonable prices, that there were no unhealthy vendors,& good quality of produce

Are there any programs that you liked that you would want in Baldwin Park : Cooking demos

During our visit there was a USDA inspector while walking around. The residents liked that it showed they were keeping up with codes.

People with EBT's reserve a token to pay with but they do not have a market match program but are open to looking in to it.

PASADENA VICTORY PARK FARMERS' MARKET QUESTIONNAIRE SUMMARY

1. The Pasadena Certified Farmers' Market is held on Saturday at Victory Park in Pasadena CA.
2. **PRICES:** 12 out of the 19 people said that prices are reasonable, 5 people disagreed. Comments:
 - Prices are substantially lower than at supermarkets. Plant prices are also lower in comparison to Home Depot.
 - Organic: The prices are reasonable given that they are organic. Fresh, organic is worth it.
 - Participants wished there were more in each package.
 - It is cheaper to buy multiples of produce or by the pound – Good Deals.
 - Organic and quality foods are better if it is priced a little higher.
 - The price is a bit too high compared to the stores at Baldwin Park super markets.
 - Too expensive for their budget

3.		1	2	3	4	5	N/A	Blank
	Fruits	1			3	14		
	Vegetable	1		2	3	12		
	Meats	1	1	2	2	3	4	5
	Breads	1		1	3	11		2
	Dairy Products	1	1	1	3	5	4	3

4. How do you feel about your experience at the farmers' markets? Good or Bad? And Why?

- Great, a variety of fruit & vegetables
- Nice, price & quality are comparable
- Despite its size, there are samples & enough vendor variety. All very fresh.
- It felt good- a caring atmosphere
- Good, vendors are very informative, friendly, and care for buyers needs
- Good, lots of samples & tasty fruit

5. What did you like the most and least?

MOST	Clean	Friendly vendors	Available vendors	Vendors offer recipe suggestions
	Samples	Variety of organic	Vendors answer q's	Variety of Plants & Olive Oil sold
	Quality	Well organized	Open air atmosphere	Pesticide free
LEAST	Too crowded	More trash cans throughout market		
	The prices	Trash Dispenser was close to samples		

6. Would you like this type of farmers' market in Baldwin Park?

Everyone said yes, and one resident said that it's nice to be outdoors instead of being in a crowded grocery store.

7. Do you think that the prices at the farmers' markets compares to price in your neighborhoods?

- 8 people said no they do not compare do the price at the farmers' are too high
- 3 people yes the do compare to the store price.
- 6 people believe the prices are higher but the quality and the care for produce makes up for that
- 1 person said not that at the framers market in BP is higher than Pasadena.

8. Are there any programs that you liked that you would want in BP?

- Nutrition educations for youth
- Cooking demos/classes
- Crafts section for little kids
- Organic Farming

LA CANADA FLINTRIDGE FARMERS' MARKET QUESTIONNAIRE SUMMARY

1. La Canada Flintridge Farmers' Market takes place every Saturday from 9am – 1pm at Memorial Park in La Canada, 1346 Foothill Blvd.
2. PARKING: 7 out of 17 participants agree that adequate parking exists, 8 disagreed. 2 didn't reply.
3. PRICES: 13 of 17 participants reported reasonable prices, 4 participants reported unreasonable prices

4	1	2	3	4	5	N/A	Blank
Fruits		1	1	1	13		1
Vegetable			2		14		1
Meats		2		1	10	1	3
Breads			1	4	10		1
Dairy Products				2	12	1	2

4. 15 out of 17 participants felt good about their experience Some of their likes:

- Positive shopping experience
- Fresh & Organic products
- Liked the atmosphere
- Good prices
- Helpful vendors
- Circular set up of vendors
- Many samples
- Fresh products, smell good and have good color
- Variety of artists, jewelry, meat, prepared food, plants/flowers
- Gourmet food
- Homemade clothing
- Variety of ethnic foods (Mediterranen)

5. OTHER COMMENTS:

- I think that the location could be a little larger.
- There wasn't anything special about this farmers' market. It didn't really have variety.
- It wasn't a great market. It could be because of the location.
- Lack of trash cans to dispose the sampling trash.

6. Would this be the type of farmers' market you would like to see in Baldwin Park? 9 participants would like to see this type in Baldwin Park. If the prices were lower. They would like a variety of ethnic vendors.

7. Do you think overall that the prices at this farmers' market compare to prices in your neighborhood stores? Two participants believed the prices were comparable. One believed there is no comparing the prices because the quantity is different in the Farmers' Market than the stores in BP. However, more believed that it was more costly here. But one participant felt it was worth it because the entire product is better and organic, and one at the store they are older and come from far away.

8. Are there any programs that you liked that you would want in Baldwin Parks? (Cooking Demos, Nutrition education, etc.)

- Cooking demos & classes
- Entertainment
- Getting a CSA account(s) with local farmers' that can provide monthly packages at a decent cost

- I would like to bring Novy Ranches to promote better treated, grass feed animals because they will have less fat and better quality meat.
- Nutrition for kids
- Everything available for all ages including music!

DRAFT

WALNUT (MT. SAC) FARMERS' MARKET QUESTIONNAIRE SUMMARY

1. Jack Newe's Farmers' Market is held on Saturday at Mt. SAC Parking Lot. There's excess parking.
2. **PRICE:** 15 out of the 19 people said that the price is reasonable. Two disagreed, one replied.
- 3.

	1	2	3	4	5	N/A	Blank
Fruits	1		2	6	9		
Vegetable	1		4	2	11		
Meats	2	1		1		6	8
Breads	1	1	3	5	5	2	1
Dairy Products	1		3	2	2	5	5

4. **How do you feel about your experience at the farmers' markets? Good or Bad? And Why?**

POSITIVE RESPONSE: Vendors were informative and lowered prices towards the end of the day. Residents liked the craft booth and the available seating for food consumption and the music.
 OTHER COMMENTS: There was not much to buy, limited variety, very small.

5. **Would you like this type of farmers' market in Baldwin Park?**

Most participants agreed, but a few said they would prefer a greater selection

6. **Do you think that prices at the farmers' markets compares to price in your neighborhoods?**

- a. 6 people said no they do not compare do the price at the farmers' are too high
- b. 10 people yes the do compare to the store price.
- c. 2 people did not answer

7. **Are there any programs that you liked that you would want in BP?**

- Nutrition educations for youth
- Organic Farming lessons
- Crafts section for little kids
- Everything and anything we can get
- Cooking Demos

DRAFT

**ATTACHMENT #2
HEALTHY CORNER STORE POLICY
(ADMINISTRATIVE POLICY #029)**

<p align="center"><u>City of Baldwin Park</u></p> <p align="center">Administrative Policy # 029</p>	<p align="center"><u>Date:</u> Approved by: City Council 8/20/14</p>
<p align="center"><u>SUBJECT:</u></p> <p align="center">Healthy Corner Store Policy</p>	<p align="center">Authority:</p> <p align="center">Community Development Department</p> <hr/> <p align="center">Mayor, Manuel Lozano</p>

The objective of this policy is to establish guiding principles and practices so that existing corner stores contribute to a healthy economy by providing healthy marketing strategies, floor plans to promote healthy food promotion and marketing. Healthy food signage, attractive store façade and store settings to promote healthier eating and access to healthier foods.

The City of Baldwin Park, with the establishment of this policy, will:

1. Improve product placement of healthy food and beverage options, decrease unhealthy food marketing, and support healthy food marketing in stores citywide through the continuation and institutionalization of the "Healthy Selection" Program; and
2. Develop healthy floor plan guidelines; and
3. Develop a Healthy Corner Store Taskforce to guide the program and implementation of the Policy.

PROGRAM PROVISIONS:

Participants of the Healthy Corner Store Program must offer for sale food for home preparation and consumption, on a continuous basis and fall under the following classifications:

- **Category (1)** includes small corner stores, defined as a small scale store carrying food and beverage items with at least one refrigeration unit and at least one cash register.
- **Category (2)** includes markets, defined as a small-to-medium scale market carrying food and beverage items with at least one or more refrigeration unit, a fresh produce area, and at least one cash register.

Participants agree to sell healthy foods and create a healthy store environment. The following are provisions for participation and potential incentives: (good faith agreement). Exempt stores include specialty food stores, service stations, grocery, and big-box stores.

Healthy Floor Plan Guidelines:

Tiers:

The standards are divided into three tiers. The following standards are based from evidence-based models: ChangeLab Solutions, The Food Trust, and Policy Link, and insights into how a healthy store should appear. In developing these standards, we balanced both nutritional and feasibility considerations. For many small stores, these model standards will require minor changes to their inventory and business practices.

Participating stores will be evaluated by the Healthy Selection Taskforce to determine compliance. Standards are listed below. Participating stores shall comply with its respective tier for a minimum of 30 days to be eligible to receive incentives. Standards are listed below.

Tier 1 (**Platinum**) shall choose a minimum of 6 standards in addition to Standard 1.

Tier 2 (**Gold**) shall choose a minimum of 4 standards in addition to Standard 1.

Tier 3 (**Silver**) shall choose a minimum of 2 standards in addition to Standard 1.

Standards: (Standard #1 is required for all tiers)

1. Regularly stock:

- Fresh Fruits and vegetables (prioritize locally grown, organic, fresh and in season, canned and or frozen when fresh produce is not available)
- *Healthy beverages (i.e. 100% fruit juice and water)
- *Healthy snacks(i.e. pretzels and granola bars)

*Defined as: **Food to improve or maintain health.** Food that is considered to be more beneficial to health than ordinary foods, especially products that are organically grown or without chemical additives (Genetically Modified Organisms—GMO's).

2. Develop healthy floor plan standards

- a. A minimum of 50% devoted of FAR (floor area ratio) specifically designated to food) containing fresh and healthy foods, including fruits and vegetables

- i. Provide at least three varieties of qualifying, non-expired or spoiled, food in each of the following four staple healthy selection groups, with at least five varieties of perishable food in the first category and at least two varieties of perishable food in all subsequent categories:

1. Vegetables (excluding all onions, white potatoes, and herbs) and three different varieties of canned and/or frozen vegetables with no added salt or fat.
2. Fruit (excluding lemons or limes, all other citrus, ok) and three different varieties of canned and/or frozen fruit with no added sugar.

3. Meat, poultry, fish and/or vegetable proteins (canned beans with no added salt or fat and one variety of nut butter (e.g. peanut butter, almond butter) with no added sugar.
4. Grain (100% whole grains)
5. Dairy products and/or dairy substitutes (stock at least one type of low-fat or skim milk with no added sugar and/or one plant-derived milk (i.e., almond, soy) and at least one variety of low-fat or no-fat cheese or yogurt (with no more than 15 grams of sugar per serving)
- b. A minimum of 50% of beverage refrigeration units devoted to healthy beverage options.
- c. Convenient access to produce and visibility. Produce must not be displayed in torn or tattered boxes or on the floor. Produce must not be rotten, moldy, spoiled, bruised or wilted.
3. *Health Zone Area*: Dedicate a specific area in front of the store or at check-out lane
 - a. *Healthy Checkout* lane including but not limited to:
 - i. candy-free check out areas
 - ii. no advertising of alcohol and cigarettes in check-out lane
 - iii. remove tobacco products from *Healthy Checkout* lane and/or from plain view in check-out isles
 - iv. offer at least two healthier snack options
 1. Shall contain less than or equal to 200 calories per serving
 2. Shall contain less than or no more than 7 grams of fat, 2 grams of saturated fat, 15 grams of sugar, and 200 mg of sodium per serving.
 3. Health snack options shall not have sugar or high-fructose corn syrup listed as the first ingredient.
4. The corner store shall provide and maintain a minimum of 30% of overall store shelf space for healthy products.
5. Corner store shall increase interior educational information by posting two signs that contain information on the benefits of fruits and vegetables.
6. Replace a minimum of two alcohol and tobacco posters with at least two educational and/or healthy corner market signs from the County of Los Angeles Department of Public Health – Tobacco Control and Prevention Program.
7. Compliance with existing signage requirements; including but not limited to exterior pole signs/monuments, business license, Tobacco Retail Licensing, temporary signage, wall signage, window signage, etc.
8. Corner store shall accept Food Stamps / EBT.
9. Offer one sale, coupon, or other discount per month on any product as defined above that meets program standards.
10. Price one bottled water option below the price of all other beverages of the same volume. Display this low-price bottled water option at eye level in refrigerator.
11. Display healthy advertising and minimize (Minimum of 40%) exterior signage promoting alcohol, cigarettes, etc.
12. Display *Healthy Selection* shelf talkers and boards on healthy food and beverages.
13. Respond to customer requests for products.

14. Keep food fresh and food displays clean.
15. Business License maintenance on joining.

PERFORMANCE MEASURES:

The City will designate a point of contact to evaluate this Healthy Corner Store Program using the following performance measures based on the information received from BPRAC who will conduct bi-weekly appraisals/assessments/inspections of corner store participants:

1. Increased visibility and marketing of "Healthy Selection" products to qualified products
2. Increased variety of fruit and vegetables
3. Increased variety of healthy beverages (water, beverages with no added sugar, and 100% juice)
4. Increased Floor Area Ratio devoted to healthy food (minimum 50% of the floor area devoted to the display of healthy food)
5. Presence of Healthy Food Zone and or Healthy checkout or register (at one or more register)
6. Adherence to provisions

The City in collaboration with the Healthy Selection Taskforce will identify private-public funds and create a methodology to collect data related to these performance measures.

IMPLEMENTATION:

(A) *Healthy Corner Store Taskforce:* The Taskforce will include members of the Baldwin Park Resident Advisory Committee (BPRAC). The Taskforce will also include representatives from local non-profit organizations (e.g. Kaiser Permanente's Educational Outreach Program, Women, Infants, and Children (WIC). and other interested youth and residents. This Taskforce will meet bi-monthly and provide a written report to members of the Healthy Selection Taskforce.

(B) *Inventory:* The City will maintain a comprehensive inventory of all corner stores participating in the program and quarterly communication to ensure integration into program. Healthy Selection Taskforce will update and maintain ongoing communication with City.

(C) *Incentives/Resources:* The City will provide ongoing assistance and support with adherence to aforementioned Healthy Corner Store Program provisions. City will provide support to participating stores including:

- **Platinum Tier 1:** In addition to incentives from Tiers 2 and 3. Stores will Receive:
 - Baskets for non-refrigerated produce or other healthy products;
 - Publicity and promotion in BP NOW newsletter;
 - Highlights on a marquee (e.g. Morgan Park reader board); and
 - Citywide bus shelter advertisements.

- **Gold Tier 2:** In addition to incentives from Tier 3. Stores will receive:
 - Public recognition in a display box at City Hall;
 - Expedite processing of city licenses for business; and
 - Free advertising on Baldwin Park Public Access Cable TV channel.

- **Silver Tier 3:** Stores will receive:
 - Healthy Selection Toolkit (fresh produce handling, healthy food marketing, healthy product checklist, wholesale vendors, and basic nutrition education);
 - Graffiti Removal;
 - Assistance with the Revolving Loan Fund (RLF) Commercial Loan Program and (low interest loans to make store improvements or invest in equipment); and
 - Complimentary collateral (Healthy Selection signage) for use within the store.

(E) **City Staff Training:** The City in collaboration with the Healthy Selection Taskforce will train pertinent city staff on the content of the Healthy Corner Store Program provisions and best practices for implementing the policy.

(F) **Coordination:** The City will utilize inter-departmental project coordination with Healthy Selection Taskforce to promote the Healthy Corner Store Program.

(G) **Healthy Selection Informational Folder:** The City in collaboration with the Healthy Selection Taskforce will create and adopt Healthy Selection materials that will be provided to participating stores which will include information on suggested products, nutritional facts, merchandising tips, customer's relations, promotions, etc.

(H) **Funding:** The City in collaboration with the California Center for Public Health Advocacy will actively seek private-public sources of appropriate funding to sustain the *Healthy Selection Program*. In addition, pursue private-public funding for corner stores to help meet the provisions, make appropriate improvements, and evaluate program efforts.