Stronger together

HEALTHY NEIGHBORHOOD MARKET NETWORK

EMPOWERING LOCAL CORNER STORE OWNERS TO BE HEALTHY FOOD RETAILERS
Builds the capacity of neighborhood market owners to operate as successful healthy food retailers in under-served communities
People living in Los Angeles do not usually have access to affordable fresh fruits and vegetables.

Fast food restaurants in low-income and communities of color compared to 42% in affluent, white neighborhoods.

Cases of diabetes among African American and Latino communities compared to 7.1% white.
**SOLUTION:** TRAINING AND TECHNICAL ASSISTANCE TO SMALL BUSINESS OWNERS SO THEY CAN:

- Grow their business and improve their store
- Attract new customers and cater to the local community
- Successfully vend healthy food products
- Grow within their industry and grow their community network
Convenience stores in the City of Los Angeles offer limited healthy food options or none at all.

CLIENTS: NEIGHBORHOOD STORES IN LOS ANGELES

1,300 Small corner stores in City of Los Angeles

28% Convenience stores in the City of Los Angeles offer limited healthy food options or none at all.
LEVELS OF TECHNICAL ASSISTANCE

Light (up to 3-4 months)

Medium (up to 6 months)

Transformation (up to 12 months)
OUR MODEL

CURRICULUM SERIES FOR RETAILERS

- Customer Service
- Healthy Inventory
- Merchandising & Display
- Pricing and Profitability
- Produce Management
- Social Media
- Store Layout and Design
- Marketing
- EBT/WIC
OUR MODEL (Cont.)

Provide program and marketing supplies

Store Owner Leadership Development

HNMN Training with Industry Professionals
SAMPLE TRAININGS

WIC AND EBT APPLICATION PROCESS - MARCH 2018

90% of participants who attended submitted WIC and/or EBT vendor application.

SOCIAL MEDIA FOR SMALL CORNER STORES - MARCH 2017

80% of participants increased their use of social media

Train store owners on the process of becoming EBT/WIC vendor certified.

Train store owners on how to use social media to increase store visibility.
PROGRAM RESULTS

Since 2016

51
Store owners completed the HNMN Program

124%
On average produce revenue increased

+$200,000
Total of leveraged financing: Corporate donation; Freshworks Grant Funding; Community fundraising; Partner contribution

6
Transformation Projects

$1,453.40
Average Profit Increase a week for healthy food options

100%
Store owners who said their healthy sales retail increased.
PRODUCE PROFIT INCREASE FOR STORES (2017-2018)

- Placita Market: 200.0%
- La Oaxaqueña: 381.0%
- Family Discount Store: 162.5%
- Bellamar Market: 8.5%
- Lupitas Market: 80.0%
- Hank’s Mini Market: 46.7%

HEALTHY GROCERY ITEMS INCREASE FOR STORES (2017-2018)

- Increased
- Stayed the same
- Decreased
PROGRAM OUTCOMES
HANK’S MINI MARKET
(Transformation)
3301 W Florence Ave. Los Angeles, CA 90043
BEFORE AND AFTER: GROCERY DISPLAY AND REFRIGERATION SECTION
SAM’S CORNER MARKET

(Transformation)

2001 W. 6th Street Los Angeles, CA 90057

EXTERIOR AND FAÇADE CHANGES
LUPITA’S MARKET
(Light TA)
1401 W. 3rd Street
Los Angeles, CA 90017

Expanded produce inventory from 1-2 types to 5-7 types of produce

Healthy Neighborhood Market Network
Average produce revenue increased from $100 to $202.5 a week.
“Customers have been telling me that they really notice the difference with the track signage at the back of the store with the produce. They see how I am investing in the store and really appreciate the changes.” Maximiliano, Placita Market

“Thank's to the shelving strategy that you taught us, customers think that we are stocking the store more little by little. I didn't really think they notice, but they do and are glad we are stocking the store. I am learning that stocking it correctly really makes a difference.” Irene, Emma’s Meat Market

“The trainings that you provide are very informative and I would totally recommend them to future attendees.” Irene, Emma’s Meat Market