Retail Partnerships:
WIC-Only Stores & Good Food Advocates

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HOTM 200

- Modeled after The California Department of Public Health’s *Harvest of the Month* Program

- May 2009 - Local food giveaways

- October 2009 - Local food giveaways & purchases

- Educational materials:
  - Farmer of the Month baseball cards
  - HOTM materials
  - Newsletters, recipes, nutrition facts, food handling suggestions
Program Goals

1) Promote the sale of locally grown fruits and vegetables

2) Increase WIC-Only customers’ access to local, fresh and healthy foods

3) Serve as an education and marketing campaign for fresh locally grown fruits and vegetables

4) Establish a framework or template for integrating locally grown foods into WIC-Only and/or retail settings through new sales and/or marketing mechanisms
Why WIC-Only?

- 671 WIC-Only stores in CA
- Represent 16% of total authorized WIC vendors
- Redeem 40% of all WIC vouchers =
  - $308,000,000.00 million dollars in food purchases
- Retail chains
  - Ability to expand beyond the pilot and/or a single site
- Infrastructure & resources
- Potential impact on local farm economy
Why HOTM?

- Simplifies food ordering & food handling process in stores
- Effective education & marketing tool
  - Recurring program
  - Interactive advertising
  - Encourages dialogue among consumers and administrators
  - Encourages the consumption of fresh food
- Well established school program; potential for cross promotion
Players & Roles

- Store owners:
  - Prime Time Nutrition
  - Mothers Nutritional Center
  - Fiesta Plaza
  - Nutrition Fundamental

- Non-Profit; UEPI

- Benevolent Brokers; Cooseman Shipping & Worldwide Produce

- Farmers; Local producers
Store Constraints

- Limited green grocery infrastructure
- Small store format
- No certified food handlers on premise
  - All food must be pre-packed
- $2.00 dollar cap for product giveaways
- Typical requirements of fresh product
  - Sized correctly
  - Sized consistently
  - Fresh
- Taste tests were prohibited, now allowed
Implementation: May to November

Local Food:

- Bought/sold 28,370 pounds of local food
- $15,626 dollars in sales
- About $0.55 cents per pound wholesale

- Organic Fuji Apples
- Pixie Tangerines
- Watermelons
- No-spray O’Henry Peaches
- Super 45 Cantaloupes
- Zucchinis
- Avocados
Food Safety & Product Mix

- HOTM 200 qualifications for producers.
- Require typical business licenses and insurance for operating a farm and/or food business; nothing additional.
- Fruits and vegetables only, try to cater to diverse populations.
- More branded and pre-packed local products.
- No scheduled planting or forward contracting involved.
Implementation: May to November

Delivery of Local Foods

- Pick up at the farm by store trucks
- Cross docked- farmers delivered and storeowners picked up at LA Terminal Market
- Purchased at LA Terminal Market from a store
- Picked up at farm pack house by storeowner trucks

Then...

- Storeowners send food to processor, pick up from processor and then deliver to store sites
Farm & Food Terms

- Farmers set terms of sale
  - Price
  - Payment cycle

- Stores pay farmers and/or stores directly for product
  - UEPI does not pay for food or fund food purchases

- UEPI approaches growers to participate in the program
  - Trying to establish a annual calendar of farmers & food products to create consistency and predictability
Implementation: May to November

Education and Outreach Materials

- Farmer of the Month Profile
- Farmer of the Month Baseball cards
- HOTM materials
  - Parent newsletter
  - Community newsletter
  - Recipes
  - Nutrition fact sheets
Farmer of the Month

April Farmer of the Month

This month PRIME TIME NUTRITION is starting a pilot Harvest of the Month program featuring fresh and local foods to select stores. Each month your WIR-only stores will give away fresh, local & health foods for you to enjoy. We will provide these handouts so you can learn about where your new PRIME TIME NUTRITION foods are grown!

This month your PIXIE TANGARINES have come from Ojai Pixie Growers!

Meet the Farmers

Who: The Ojai Pixie Growers.

Where: Ojai, California.

What: The Ojai Pixie Growers is a group of 38 farmers who grow, pack and sell delicious pixie tangerines.

They work together to grow enough fruit for WIR-only stores and other outlets so you can enjoy these yummy fruits.

Pixie tangerines are available for only 5 months a year from February to June.

...Let’s learn more...

Why are Pixie Tangerines so good for you?

They have lots of Vitamin C, fiber and are low in calories. Read their nutrition label and learn more...

Why are Pixie Tangerines so good for you?

They are also sweet, easy to peel and seedless!

A pixie is also a magical creature that likes to cause trouble... Tinkerbell is a pixie!

CHANGE IS COMING...

In October you can use Cash Value Vouchers to buy fresh & local foods at Prime Time Nutrition stores!

We want to share our NEW fresh local foods with you!
Come in and enjoy our local food give-aways from now until October 2009.

Plus free:
- Recipes
- Farmer profiles
- Community Newsletters

What is LOCAL food?

Local food is food that is grown close to home. It is typically grown by a small family farmers or a group of farmers. The foods are often grown in a sustainable or environmentally friendly way. It is picked ripe, packed carefully and brought to you direct from the farm where it grew.

Take some home today and enjoy with your family!

PRIME TIME NUTRITION'S LOCAL FOOD IS...

HEALTH TASTY JUST
PICKED Sustainable fun AFFORDABLE
QUALITY Food recipes
FRESH NEW flavor
CHANGE IS COMING...TO MOTHER’S NUTRITIONAL CENTER!
In October 2009, you can use Cash Value Vouchers to buy Fresh & Local Fruits and Vegetables at all Mother’s Nutritional Center stores!
We want to share our NEW fresh local foods with you!
Come in and enjoy our local food give-aways from now until October 2009.

What is LOCAL food?
Local food is food that is grown close to home. It is typically grown by small family farmers or a group of farmers in a sustainable or environmentally friendly way. It is picked ripe, packed carefully and brought to you direct from the farm where it was grown.
Take some home today and enjoy with your family!

MOTHER’S LOCAL FOOD IS...
Healthy Seasonal
TASTY fun
PICKED RIPE
AFFORDABLE
QUALITY
FRESH
new

Healthy Serving Ideas:
Recipes for Local Pixie Tangerines

1. Eat them fresh:
Pixie wedges make a great snack before, after or during playtime.

2. Top up on Pixies:
Pixie tangerine wedges also go great in any salad. Simply make your favorite leafy green salad and top it off with fresh local pixie tangerines.

3. Silly with Salsa:
Add diced tangerines and jalapeno chilies to your salsa for a refreshing and new twist on an old favorite.

Produce Tip:
Pixie’s skin is bumpy and squishy...that’s a good thing. It means its ripe, ready to eat and easy to peel.

See if you can get the skin off a Pixie with just one try at peeling it.

What is Local?
Why are we talking about local Pixie tangerines...because these pixies are locally grown, so what does that mean?
They were grown close to home, by a small family farmer in a sustainable fashion. They were also picked ripe, packed fresh and came direct from the farm to you!

Recommended Daily Amount of Fruits and Vegetables

<table>
<thead>
<tr>
<th></th>
<th>Kids Ages 5-12</th>
<th>Teen and Adults Ages 13 and up</th>
</tr>
</thead>
<tbody>
<tr>
<td>Males</td>
<td>2½ - 3 cups per day</td>
<td>4½ - 5½ cups per day</td>
</tr>
<tr>
<td>Females</td>
<td>2½ - 5 cups per day</td>
<td>3½ - 5 cups per day</td>
</tr>
</tbody>
</table>
Additional Iterations
**Farmer of the Month**

Howard & Jean Albano  
Cuyama Orchards

**Where your food comes from...**

**Farmers:** Howard & Jean Albano
**Harvest of the Month:** Fuji apples  
**Farm:** Cuyama Orchards  
**Location:** Cuyama, Santa Barbara County  
**Farm Size:** 260 acres  
**Farm Age:** 50 years  
**Other Foods Albanos Grow:** Heirloom apple varieties like Arkansas Black  
**Growing Style:** Organic  
**Animals:** Bears and bobcats visit often  
**Tractor:** New Holland

**More About the Farmers:** They encourage weasels to live on the farm since weasels eat gophers living in their orchards. Gophers dig holes, eat apples and in general cause trouble on the farm.

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**Farmer of the Month**

John Tenerelli  
Tenerelli Orchards

**Where your food comes from...**

**Farmer:** John Tenerelli  
**Farmer John’s Harvest of the Month:** O’Henry Peaches  
**Farm:** Tenerelli Orchards  
**Location:** Littlerock, Los Angeles County  
**Farm Size:** 55 acres, 13 small orchards  
**Farm Age:** 55 years  
**Other Foods Farmer John Grows:** Plums, Pears, Nectarines  
**Growing Style:** Sustainable  
**Animals:** A dog named Cooper  
**Tractor:** Kubota

**More about Farmer John:** You can find him at Santa Monica Farmers’ Market on Wednesdays, and at other LA farmers’ markets throughout the week.
Possible Winning Combination

**Farmer of the Month**

**Howard & Jean Albano**
Cuyama Orchards

**Where your food comes from...**

- **Farmers:** Howard & Jean Albano
- **Harvest of the Month:** Fuji apples
- **Farm:** Cuyama Orchards
- **Location:** Cuyama, Santa Barbara County
- **Farm Size:** 260 acres
- **Farm Age:** 80 years
- **Other Foods Albano Grew:** Heirloom apple varieties like Arkansas Black
- **Growing Style:** Organic
- **Animals:** Bears and bobcats visit often
- **Tractor:** New Holland

**More About the Farmers:**
They encourage wasps to live on the farm since wasps eat gophers living in their orchards. Gophers dig holes, eat apples and in general cause trouble on the farm.

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**Harvest of the Month**

- **Network for a Healthy California**

- **Fall**
  - The Harvest of the Month is an apple.

**Healthy Serving Ideas**

- Mix apple slices in your morning oatmeal for a hearty start to your day.

**Shopper’s Tips**

- Look for apples that are firm and do not have soft spots.
- Apples can be stored at cool temperatures, but they can last up to six weeks if refrigerated.
- Do not refrigerate apples in closed bags.

**Let’s Get Physically**

- Make physical activity fun and social. Grab a friend and walk around the mall to the park, or during your lunch break in the evenings, make time to participate in physical activity as a family by going for a walk, riding bikes, or playing a game of double dutch.

**How Much Do I Need?**

- The amount of fruits and vegetables you need depends on your age, gender, and the amount of physical activity you get every day.

- Eat a variety of colorful fruits and vegetables to enjoy more vitamins and minerals throughout the day to reach your total daily needs.

**Recommended Daily Amount of Fruits and Vegetables**

- This material was funded by USDA Food Stamp Program through the California Department of Public Health to help California. These institutions are equal opportunity providers and receive no federal nutrition education funding from the USDA.
Implementation: May to November

In-store Merchandising

• Working in-conjunction with Retail Program (state level) to merchandise stores with Retail and HOTM materials to develop a comprehensive look.
Wobblers

Recipe card holders

Recipes
WIC-Only Retail Setting
The Impact

- Local foods in a new retail setting & penetrating food deserts
- Educating different constituency of eaters about local food
- Increasing variety and convenience at WIC-Onlys
- Expanding markets for local farmers
- Exposing retail food buyers to local products
- Identified new food sources and buying relationships for store owners
- Developed partnerships for processing and packing foods
What’s Next...

- Purchase more local foods
- Increase awareness: expand marketing campaign and in-store merchandising campaign, greater emphasis on local
- Taste tests
- Farm Fresh Friday, a community event
- On-going evaluation & revisions
  - Food ordering process
  - Material delivery system

Thank you