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 in select stores. Each month your WIK-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!

Harvest of the Month
Network for a Healthy California

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 WIK-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...

How many trees does it take to grow your fruit?
Our fruit grows on **25,000 trees** in the Ojai Valley.

Where do Pixies come from?
The Pixie Tangerine was "developed" by a scientist at the University of California Citrus Research Center in Riverside, CA in 1927. The University gave the pixie to the public so everyone could plant it in 1960!

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…

Nutrition Facts

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!

UEPI Center for Food & Justice, Urban & Environmental Policy Institute, Occidental College

Eat Fresh, Eat Local, Shop Prime Time Nutrition!

Prime Time NUTRITION
"Fast and Friendly Service"

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** **AFFORDABLE**
QUALITY **fun** RECIPES
TASTY Seasonal
FRESH NEW flavor

Educational Materials

Mother's
NUTRITIONAL CENTER

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 TASTY PICKED RIPE QUALITY
Seasonal fun AFFORDABLE FRESH new
nutritious FLAVORFUL

Harvest of the Month
Network for a Healthy California

This April MOTHER'S NUTRITIONAL CENTER is starting a pilot Harvest of the Month program in select retail stores. Each month stores will feature a unique fresh and local food item.

This month's featured fruit is….
local Pixie Tangerines.

Health and Nutrition Go Hand-in-Hand

Eating a variety of colorful fruits and vegetables and getting daily physical activity can help your family stay healthy and may prevent serious health problems like obesity, type 2 diabetes, heart disease, and certain types of cancer.

One medium tangerine is equal to about one cup of fruit. One tangerine is an excellent source of vitamin C, which helps your body heal from cuts and wounds and may lower your risk of infection. One tangerine is also a good source of fiber and folate. Fiber helps to keep your heart healthy, keep you regular, and make you feel full so you eat less.

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.

Use it to top off fresh fish tacos or your favorite dish.

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?

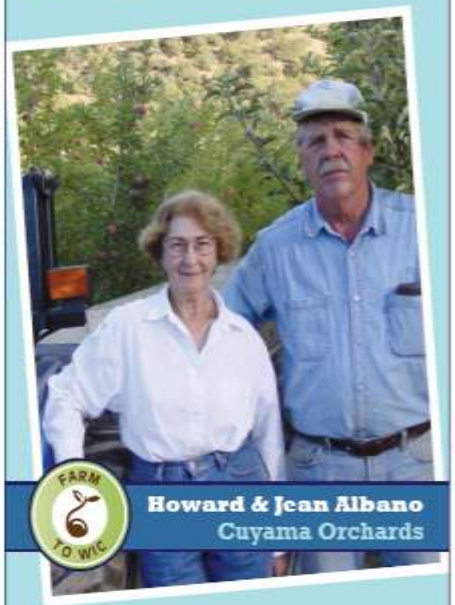
They were grown close to home, by a small family farmer in a sustainable fashion. They were also picked ripe, packed fresh and came direct from the farm to you!

Recommended Daily Amount of Fruits and Vegetables

	Kids Ages 5-12	Teens and Adults Ages 13 and up
Males	2½ - 5 cups per day	4½ - 6½ cups per day
Females	2½ - 5 cups per day	3½ - 5 cups per day

Additional Iterations

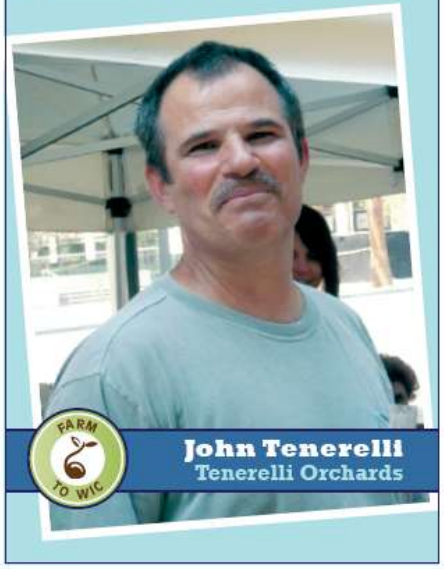
Farmer of the Month



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: 30 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.

Farmer of the Month



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: 35 years
Other Food Famer 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 Wednesday, and at other LA farmers' markets throughout the week.

Possible Winning Combination

Farmer of the Month

Howard & Jean Albano
Cuyama Orchards

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Harvest of the Month

Network for a Healthy California

Fall

The Harvest of the Month featured fruit is apple

Health and Nutrition Go Hand-in-Hand

Eating a variety of colorful fruits and vegetables and getting daily physical activity will help your family stay healthy and prevent chronic diseases such as obesity, type 2 diabetes, heart disease, and certain types of cancer.

One medium apple is equal to about one cup of fruit. One apple is a good source of dietary fiber, which helps to keep your heart healthy, keep you regular, and make you feel full so you eat less. One medium apple is also a good source of vitamin C, which helps your body heal cuts and wounds and maintain healthy gums.

Healthy Serving Ideas

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

Add chopped apples and golden raisins to your chicken salad for a healthy lunch.

Place 4 cored apples in a microwave safe dish and fill with raisins. Pour ½ cup of apple juice over the apples with a sprinkling of nutmeg and cinnamon. Cover with plastic wrap and microwave on high for 5 minutes for a hot dessert!

Shopper's Tips

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

Let's Get Physical!

Make physical activity fun and social! Grab a friend and walk around the mall, to the park, or during your lunch breaks! 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 with meals and snacks throughout the day to reach your total daily needs.

Recommended Daily Amount of Fruits and Vegetables

	Kids, Ages 5-12	Teens and Adults, Ages 13 and up
Males	2½ - 5 cups per day	3½ - 6½ cups per day
Females	2½ - 5 cups per day	3½ - 5 cups per day

If you are active, eat the higher number of cups per day. Visit www.mypyramid.gov to learn more.

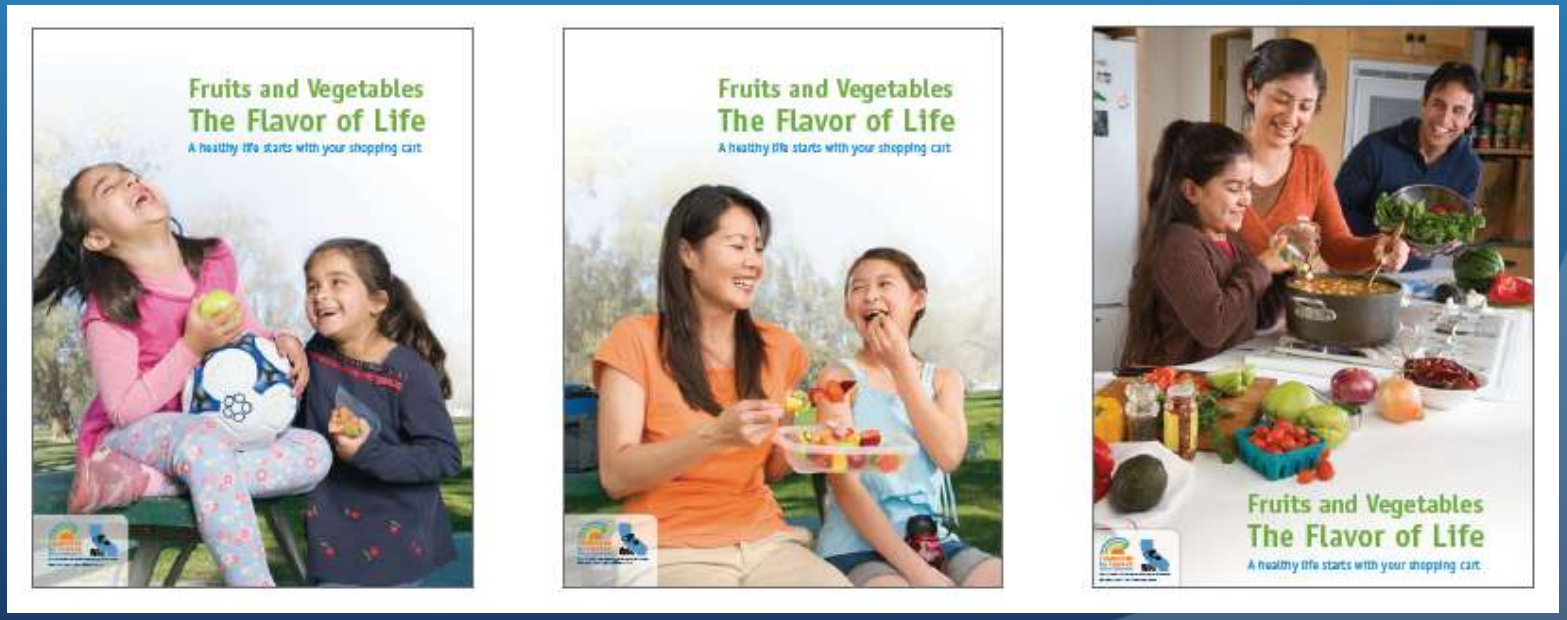
For more recipes and tips, visit: www.cachampionsforchange.net

This material was funded by USDA's Food Stamp Program through the California Department of Public Health's Network for a Healthy California. These institutions are equal opportunity providers and employers. The Food Stamp Program provides nutrition assistance to people with low income. It can help buy nutritious foods for a better diet. For information on the Food Stamp Program, call 1-866-328-3481.

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

28" x 22" poster in a 5.5 foot high floor stand

11" x 21" counter-top sign and recipe card holder

8" x 11" spinning kiosk and recipe card holder

Recipes

WIC-Only Retail Setting


01/01/2003


PRIMETIME NUTRITION
Specialty Stores
01/02/2003

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