

Healthy Cornerstore Initiative Produce Distribution System

Institute for Agriculture and Trade Policy



**INSTITUTE FOR
AGRICULTURE AND TRADE POLICY**

Minnesota makes fresh produce available through WIC-authorized small stores and cornerstores!

The Institute for Agriculture and Trade Policy (IATP) increases access to fresh fruits and vegetables in cornerstores by linking small stores with produce distributors on a year-round basis.

This Healthy Cornerstore Initiative Produce Distribution System:

- makes fresh produce items available to roughly **500 small stores, including 200 small stores that are WIC-authorized**
- relies on the same ordering and billing system already in place
- avoids duplicative trucking capacity and costs

In partnership with the Minnesota Department of Health WIC Program, IATP began formative work in 2008 to interview owners of small WIC-authorized stores to better understand their business models and hopes and concerns for the 2008 revised requirements to the WIC “food package” for fresh produce.

Key components to a successful cornerstore produce distribution system:

- Create a system that “connects the dots” in the supply chain and is financially sustainable for all partners
- Provide produce that is affordable, of high quality, and culturally appropriate
- Ensure produce suppliers meet the WIC minimum stock requirements for year-round fresh produce
- Identify a produce distributor that is interested in exploring a new market and willing to develop a “right-sized” product line appropriate for smaller stores.

The Evidence

Produce availability is a likely and necessary first step in achieving dietary change among WIC participants. IATP reported that the produce distributors currently make the “right-sized” fresh produce items available to roughly 500 small stores, including 200 small stores that are WIC-authorized. Potentially, this intervention could have significant reach if replicated across the country.

The IATP Healthy Cornerstore Initiative program and materials are available at

www.centertrt.org

- Information about implementation steps, keys to success, and overcoming barriers
- Materials to help you get a program started in your community

Center of Excellence

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Research Translation

The Center of Excellence for Training and Research Translation (Center TRT) is devoted to bridging the gap between research and public health practice with an emphasis on nutrition, physical activity, and the prevention and control of cardiovascular disease and obesity.

To advance the skills of public health practitioners, the Center TRT provides in-person and web-based trainings. To promote evidence-informed practice, the Center TRT identifies, translates and disseminates interventions, including the one featured above. To download the translated intervention and accompanying materials, visit the Center TRT website at www.center-trt.org

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