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A STORY WORTH SHARING. PEOPLE WORTH PRESERVING.

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Making healthy living easier through providing...

- Opportunities for physical activity
- **Access to local fresh fruits and vegetables**
- Support for tobacco-free places
- Providing clinical linkages to community resources

By honoring traditions and embracing natural resources, we can make the healthy choice the easy choice.



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The Reality

- Rural region of self-reliance & independence/living off the land
- Farming, gardening, canning, etc. are ingrained in culture & history
- Still, average Region 1 residents eat only **2 servings** of fruits & vegetables per day (2012 PRC Community Health Needs Assessment)



Possible solutions

- Increasing or enhancing the number of local farmers markets, roadside stands, mobile markets, CSAs, etc.
- Increasing the number of corner stores that offer healthier food & beverage options
- Incorporating food systems into local planning efforts



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Healthy Corner Store Initiative(2012-2015)

Increase the number of corner stores that offer healthier food & beverage options, with a special emphasis on locally sourced produce

Funders: Past and Present

- NC Community Transformation Grant Project
- Community Foundation of WNC
- NC ODHDSP Grant

Partners: The Many Faces of Success

- State and Local Health Departments
- Farmers & Growers
- NC Cooperative Extension
- HT Hackney Co.
- Interested Corner Stores
- Community Organizations
- YES!
- The Food Trust
- WNC Food Policy Council



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- ✓ Stock healthy foods & beverages
- ✓ Actively promotes healthy foods & beverages
- ✓ May decrease promotion of tobacco & alcohol

MOUNTAINmarkets works like this:

Your store
stocks Healthy
Foods...



MOUNTAINwise
helps you sell them!

(signage, shelving, ads, one-on-one time with a marketer)



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Use color. Make sure that displays are colorful and complement other items. Use different colors to attract customer's eyes.

Keep baskets looking full. Pile products high and to the front of baskets. Lift products higher by using false bottoms, paper bags or other stuffing.

Rotate produce daily. Use baskets to pile and protect fruits and vegetables. Empty baskets can be used as filler.

REMEMBERS

- Items that may expire quickly should be shown just below eye level.
- Heavier items should be on the bottom shelves.
- Keep bags handy to make it easy to add additional items.
- Display your produce with the provided MountainWise MountainMarkets signage.
- Use local, in-season produce when possible

Be sure to refrigerate items such as apples at night to lengthen their shelf life during the day.

Ethylene is a gas released by fruits and vegetables. This gas will speed up the ripening of a product. Don't display ethylene sensitive items along with items that produce ethylene.

OTHER IDEAS

- Stock complimentary items together. For example, stock peanut butter next to apples.
- Use small bags to create snack kits. Use one price to sell these items as a "kit."
- Have a suggested recipe each month, such as a baked apple recipe or banana bread recipe

WHY IS MERCHANDISING IMPORTANT?

- Displays full of fresh produce work to attract customers. Sales increase and product waste decreases.
- There are more choices than ever before. The average time it takes for a customer to walk in, purchase an item, and depart is between 3 to 4 minutes. (NACS Speed Metrics Research, 2002) Attractive displays are very important to the selling of fresh products.
- Merchandising is about understanding the way customers shop. Positioning yourself to increase sales includes using this knowledge to effectively create an environment that is attractive, welcoming, and appealing.
- Whether selling to a local audience or to a customer that is simply passing through, creative merchandising can make the difference in selling a product, or having it sit on a shelf.
- Engaging and inspiring shoppers encourage them to buy more of the products you want them to buy. Merchandising increases profit margins and a return on the space, while maximizing square footage impact.



BANANA WALNUT OATMEAL

Yield: 4 servings
Serving size: 1/4 recipe

Ingredients:

- 2/3 cups milk (Nonfat, dry)
- 1 pinch salt
- 2 3/4 cups water
- 2 cups quick oats
- 2 banana (very ripe, mashed)
- 2 tablespoons maple syrup
- 2 tablespoons walnuts (chopped)

Cost:

- Per recipe: \$2.10
- Per serving: \$0.53

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Directions:

1. In a small saucepan, combine reconstituted non-fat dry milk, salt, and additional water. Heat over medium heat until steaming hot, but not boiling.
2. Add oats and cook, stirring until creamy, 1 to 2 minutes.
3. Remove the pan from heat and stir in mashed banana and maple syrup. Divide between 4 bowls, garnish with walnuts, and serve.

Notes:

You can substitute 2 cups water for 2 cups skim milk for the reconstituted non-fat dry milk.

Source: United States Department of Agriculture, USDA's Collection of Nonfat Dry Milk (NDM) Recipes



BANANA BREAD

Ingredients:

- 1 cup banana (mashed)
- 2 eggs
- 1/3 cup lowfat buttermilk
- 2 cups Master Mixes
- 1/4 teaspoon baking soda
- 1/2 cup sugar

Directions:

1. Combine bananas, eggs, & milk.
2. Add Master Mix, baking soda, & sugar. Blend thoroughly.
3. Pour into a greased 9x5x3 inch loaf pan.
4. Bake in 350 degree oven for 45 to 50 minutes.
5. Remove from pan.

Cost:

- Per recipe: \$1.55
- Per serving: \$0.13

Great recipe for using overripe bananas!

Source: Michigan State University Extension, You Can Learn to Cook, Clemson University Division of Public Service & Agricultural Adaptations: Eating Right is Basic, 3rd ed.

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MountainMarkets in Action



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MountainWise, Hackney partner in healthy food initiative

Apr 23, 2015



Through a public-private partnership aimed at improving public health and the local food economy, finding healthy food options just got a lot easier. MountainWise, a regional public health partnership among the eight western county health departments, and H.T. Hackney Distribution, a wholesale grocery distributor based in Knoxville, Tennessee, with an office in Waynesville, are working together to bring fresh, healthy local food options to corner stores in Western North Carolina.

Corner stores are known as quick, convenient places to access and buy in-between purchases. Over the past year, through the



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MountainWise, Hackney bring healthy food options to local convenience stores

By Laura Hassebrock | Jun 01, 2015



Finding healthy food options can be difficult when you're on the go, but thanks to a partnership between MountainWise and H.T. Hackney Distribution, it just got a little easier for Haywood residents.

Over the past year, select corner stores throughout Western North Carolina have been undergoing changes to promote the introduction of healthy food options and fresh produce in their convenience store through the Mountain Markets initiative.

There are now over 25 stores in Western North Carolina that are participating in this initiative, four of which are in Haywood County. These four stores are Soco Grocery and Meat

FRESH. LOCAL. YOURS.

Visit one of these **MOUNTAINmarkets** near you for healthy, local options.

To learn how your store can offer healthier options, visit **Hackney Distribution's** website at hthackney.com or call 828.456.8692.

For more info on healthy living, visit MOUNTAINwise.org

- SYLVIA: Holiday BP
- HAYSWAN CITY: BJ's Gas & Gift, Ric Youngblood Smoke Shop
- WAYNESVILLE: River's Edge
- HAYWOOD VALLEY: N&ON Express Mart, Aztex Fuel & Food Center

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Farmers Market Initiative(2012-2015)

Increase the number of Farmers Markets in the region and enhance Farmers Markets through signage, marketing, or SNAP/EBT Acceptance

Funders: Past and Present

- NC Community Transformation Grant Project
- Appalachian Foodshed Project
- Haywood Healthcare Foundation
- United Way Transylvania County

Partners: The Many Faces of Success

- State and Local Health Departments
- Farmers Market board and vendors
- NC Cooperative Extension
- UNC Chapel Hill
- Haywood Health & Human Services Agency- Social Services, WIC
- Buy Haywood
- Local faith organizations
- Local food pantries and food emergency agencies
- Mountain Projects



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Impact

- 2 Farmers Markets enhanced through new SNAP/EBT Acceptance
- 2 New Farmers Markets in region
- 13 Farmers Markets enhanced by providing signage, tables, tents, chairs, marketing materials, campaigns, etc. to promote regional markets
- Implementation of the WiseBucks nutrition incentive program at two markets in WNC
- \$1600 matching dollars provided to SNAP shoppers at the Haywood Historic Farmers Market in 2015
- Increased awareness and accessibility of Farmers Market
- New Market Shoppers
- Increased ability to purchase healthy, fresh foods
- New partnerships for public health





Lessons Learned through Food Access Work

- Demand is not there yet for healthy foods in convenient stores
- Outreach is difficult for SNAP/EBT shoppers
- Hard to get SNAP shoppers to use market even with financial incentives
- Must be flexible and creative when determining solutions
- One size doesn't fit all
- Address issues as they arise
- Customers who did partake in incentive program were very appreciative of program and enjoyed using the WiseBucks benefits to buy fresher foods that they otherwise said could not afford
- Local foods are trending and becoming more popular among retailers and consumers, takes time and education



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Questions?

Thank you!



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