

 **TORONTO**
Public Health

Supporting Healthier Urban Food Retail Models



Brian Cook, PhD
Health Research Specialist
Toronto Public Health
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Toronto Food Strategy

➤ How can City support healthy, sustainable food system?



Cultivating Food Connections:
Toward a Healthy and Sustainable Food System for Toronto
May 2010

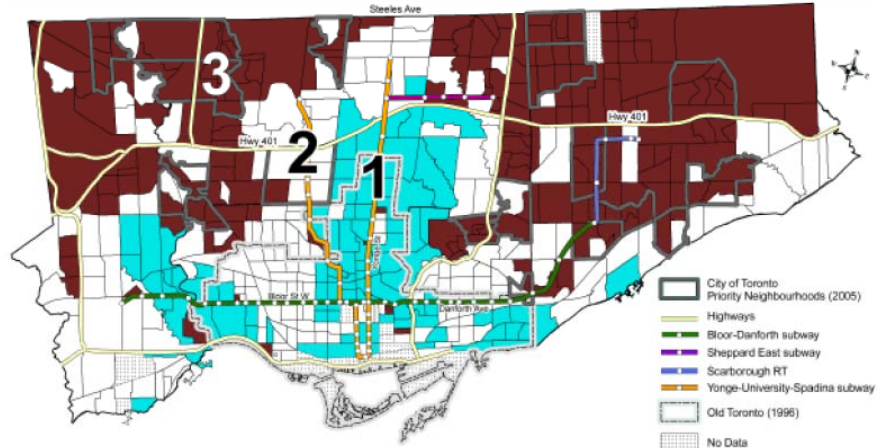


TORONTO FOOD POLICY COUNCIL

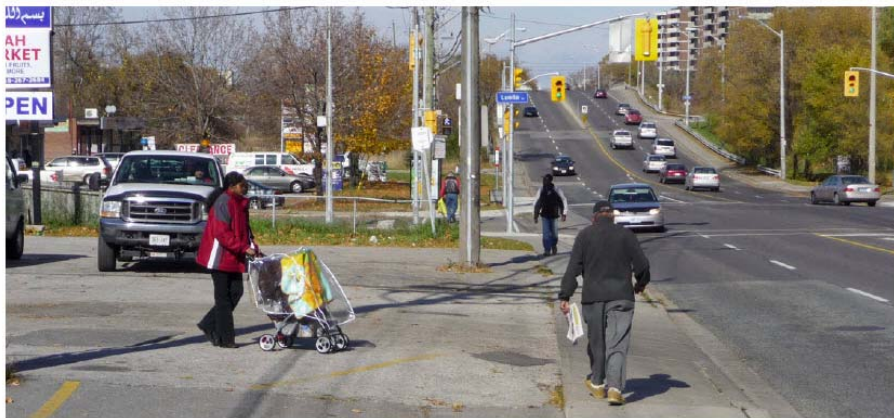
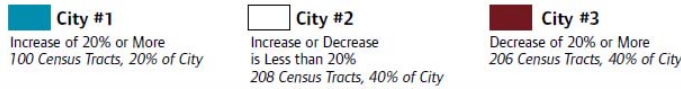
 Toronto Public Health

MAP 1: CHANGE IN AVERAGE INDIVIDUAL INCOME, CITY OF TORONTO, RELATIVE TO THE TORONTO CMA, 1970-2005

Average individual income from all sources, 15 years and over, census tracts

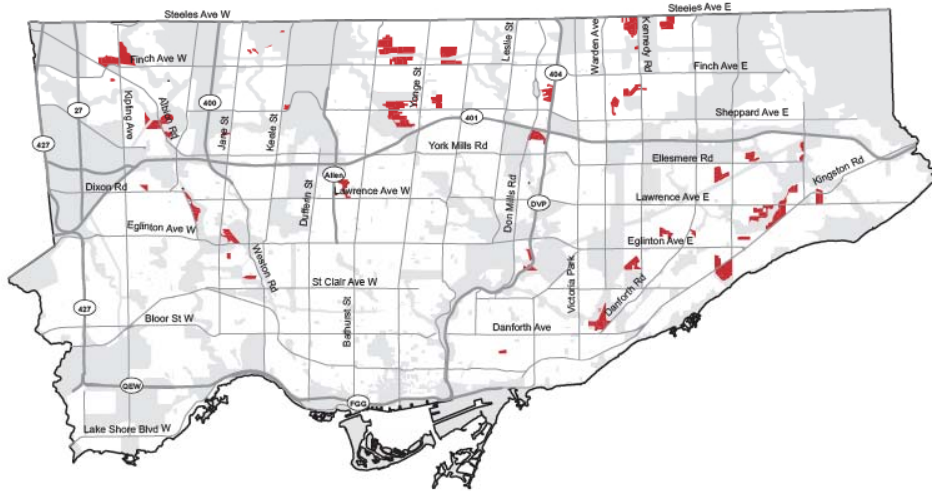


Change in the Census Tract Average Individual Income as a Percentage of the Toronto CMA Average, 1970-2005



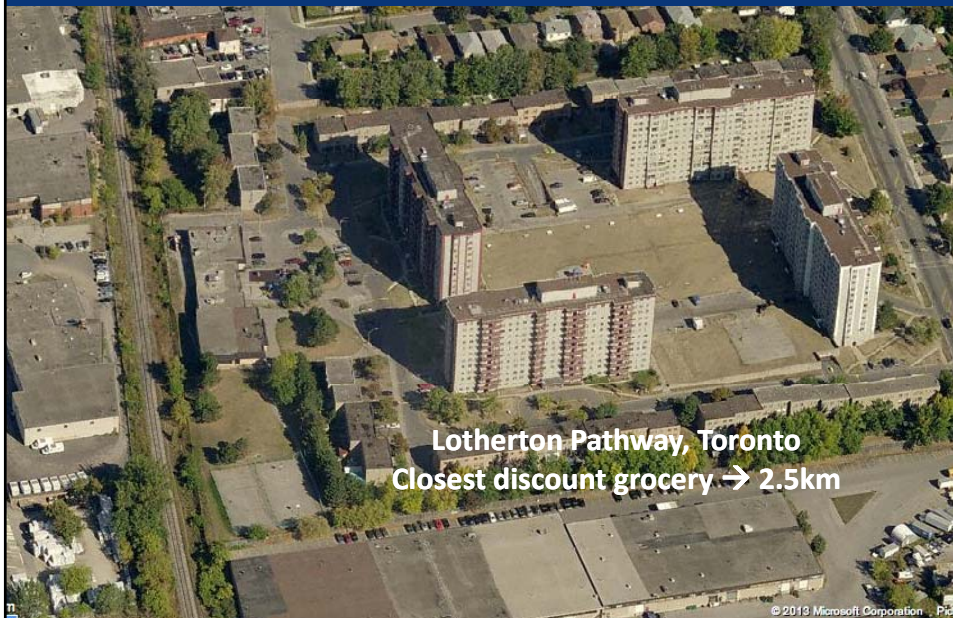
Pedestrians exposed to traffic on Markham Road in Scarborough Village

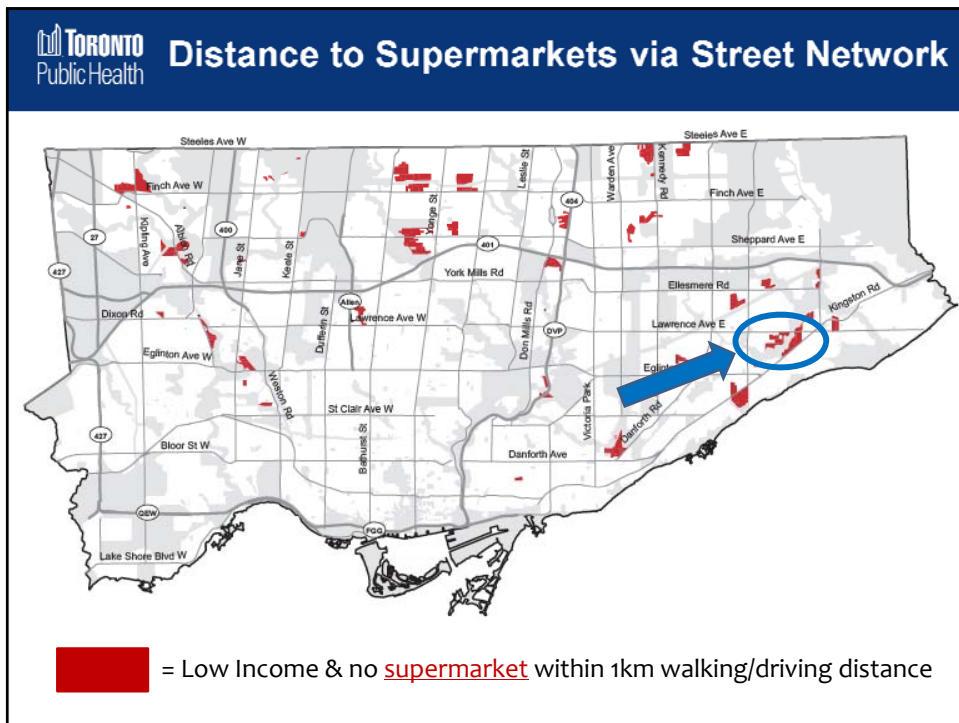
Distance to Supermarkets via Street Network

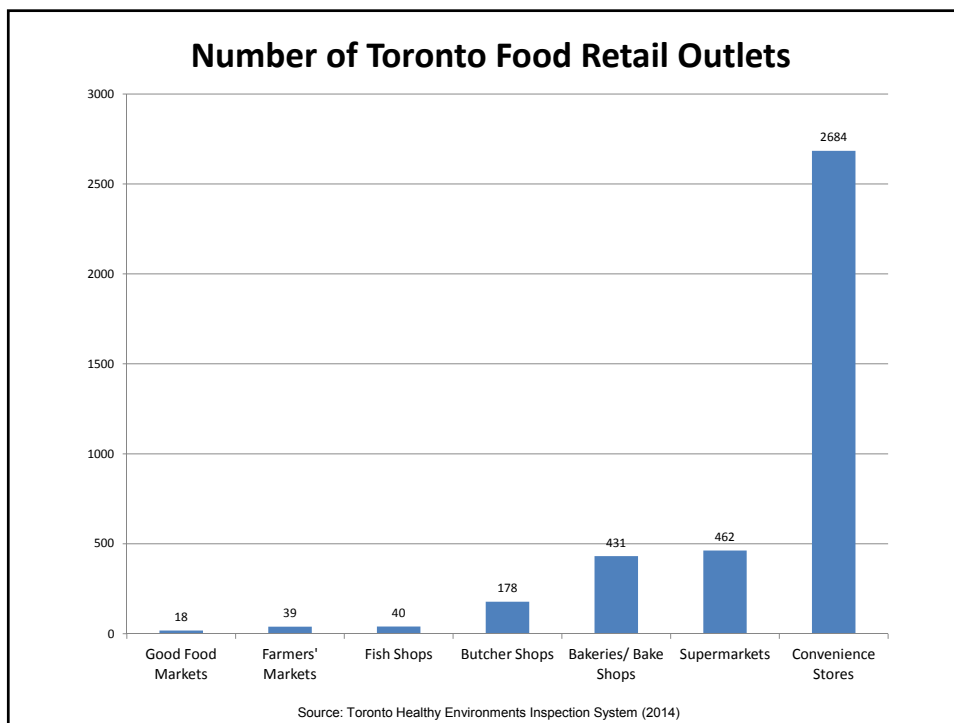
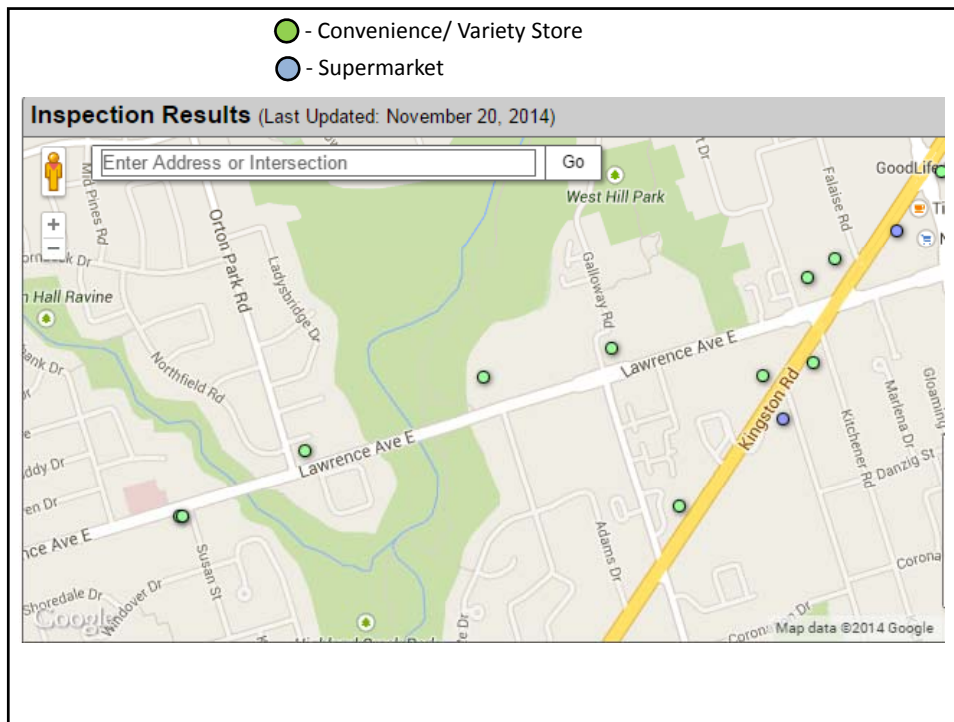


 = Low Income & no supermarket within 1km walking/driving distance

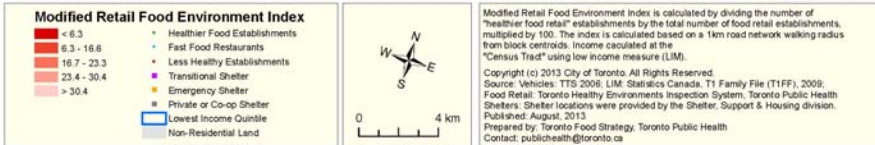
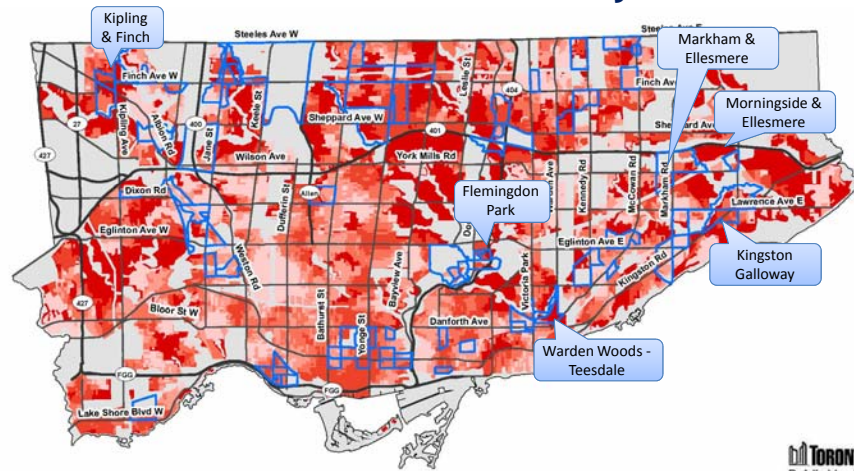
Hard for Private Sector to Solve the Problem







Ratio of Healthier to Less Healthy Food Sources



The Problem

- Food retail in general still dominated by less healthy foods
- Many lower income areas of Toronto lack sources of healthy, affordable, diverse food



The Problem

- Public Health's mantra:
"making the healthy choice the easiest & most appealing"
must be applied to food retailers too!



- ✓ High profit margin
- ✓ Worldwide marketing
- ✓ Long shelf life
- ✓ Free fridge & displays
- ✓ Attractively designed
- ✓ Hassle-free distribution
- ✓ Low risk
- ✓ High existing demand
- ✓ Financial incentives to sell more

- ✓ Some demand for product
- ✓ Service to community
- X Highly perishable
- X Lower profit margins
- X Distribution?
- X Need training in product handling
- X Convenience store not branded as F&V seller
- X Past failed attempts to stock
- X Funds to buy new equipment?
- X Change management support?



- Received funding from Public Health Agency of Canada to evaluate 2 models:
 - Mobile Good Food Market
 - Healthy Corner Store

Qualitative

- Pre-intervention focus groups with residents
- Post-intervention interviews with stakeholders

Quantitative

- Pre-post, controlled, quasi-experimental design
- Questionnaires and Web-based 24-diet recalls at Pre-Post
- Sales data (Point-of-Sale) throughout

Neighbourhood food retail quality

Mobile Good Food Market





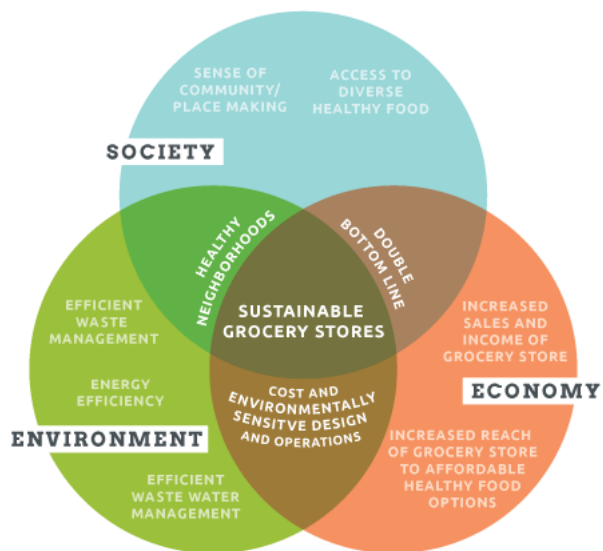
New Vehicle Launch Oct 2013





Healthy Corner Store Project

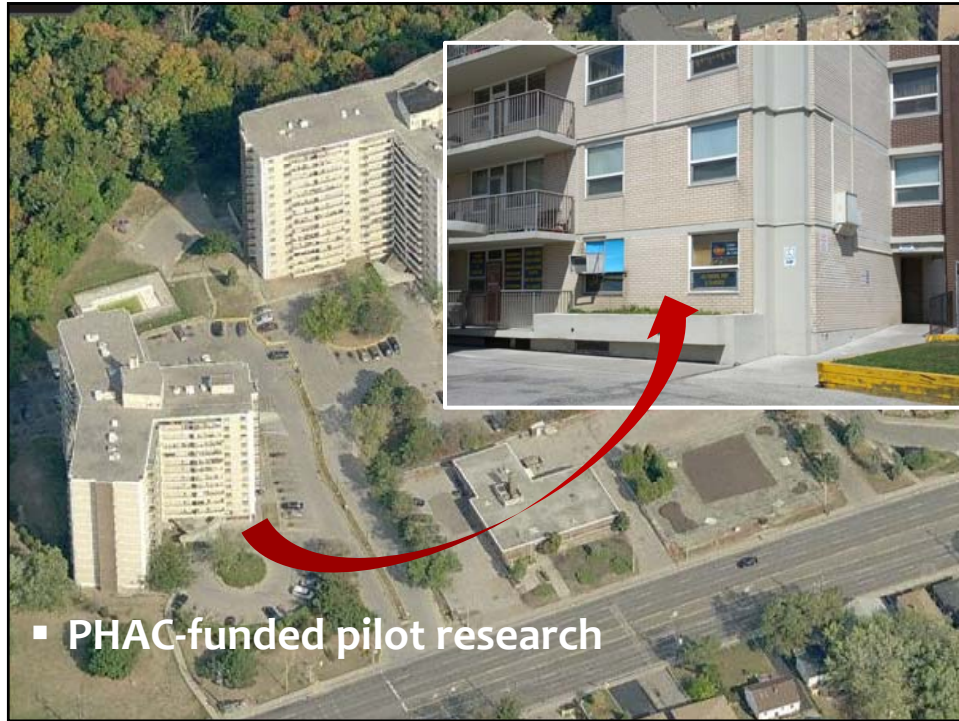
The Healthy Corner Store



Source: James Johnson Pielt, Urbane Development







Residents' Baseline Data

- 84% born outside Canada
- 74% reported annual income <\$30,000
- Average daily sodium intake – 3910mg
- Frequent pilot convenience store shoppers consumed
 - 850mg more sodium/day, 70% more added sugars

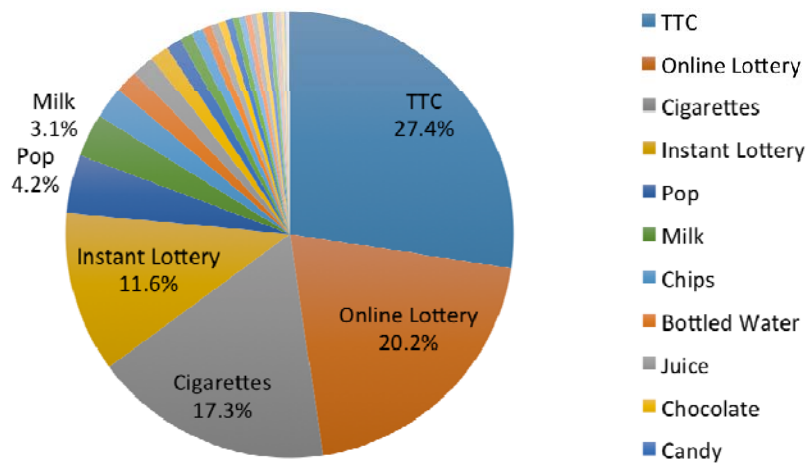


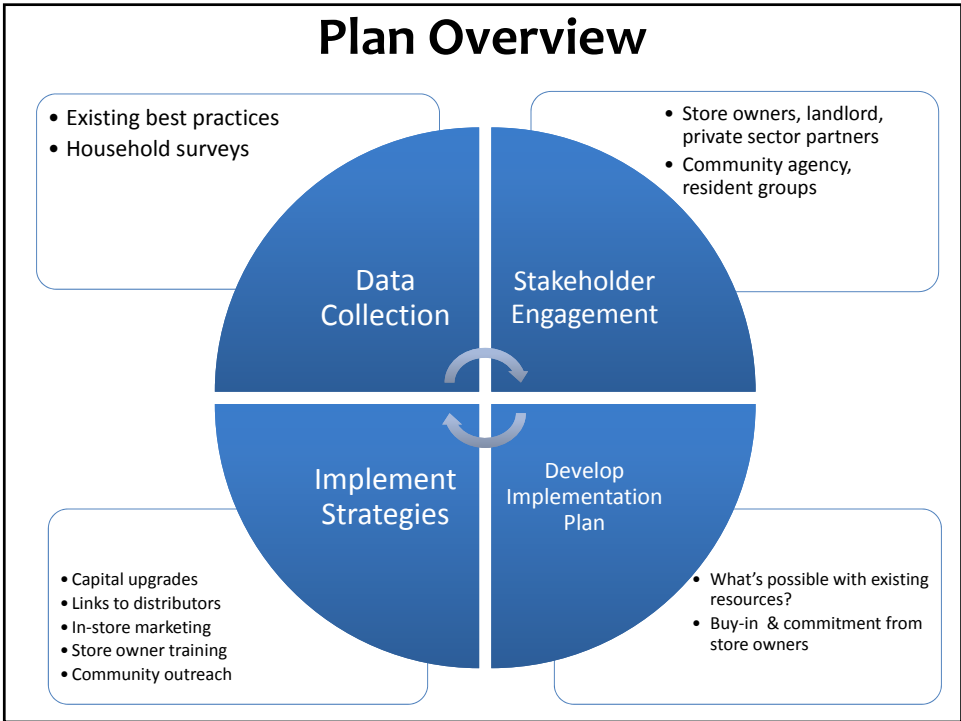
The Challenges



➤ City zoning doesn't allow door directly to outside from apt building retail (but rules in process of changing)

The Challenges





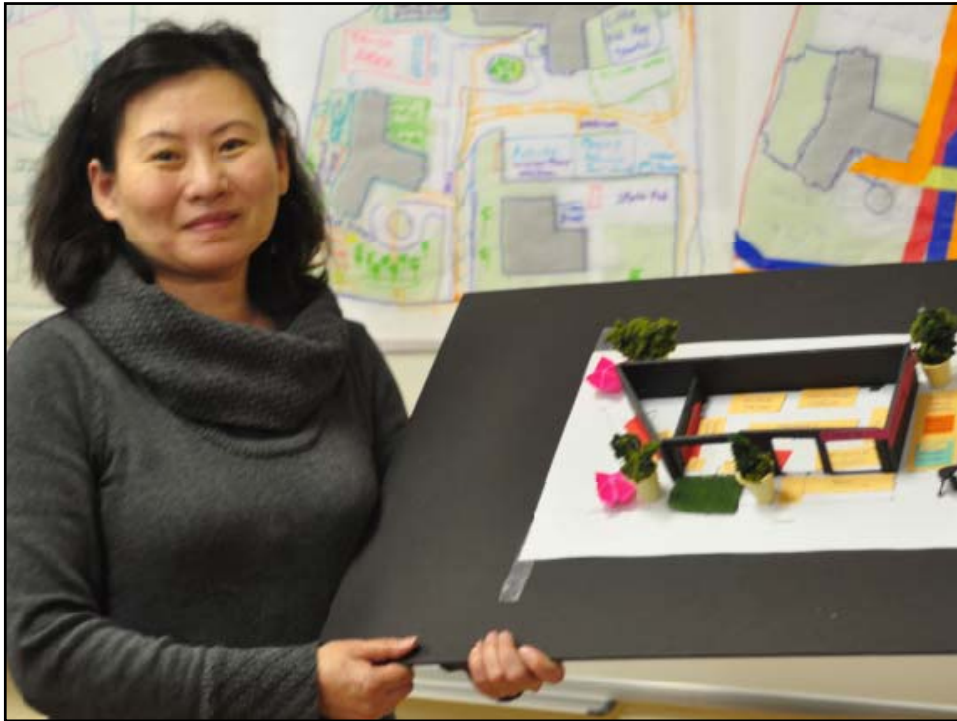
Resident Engagement Workers

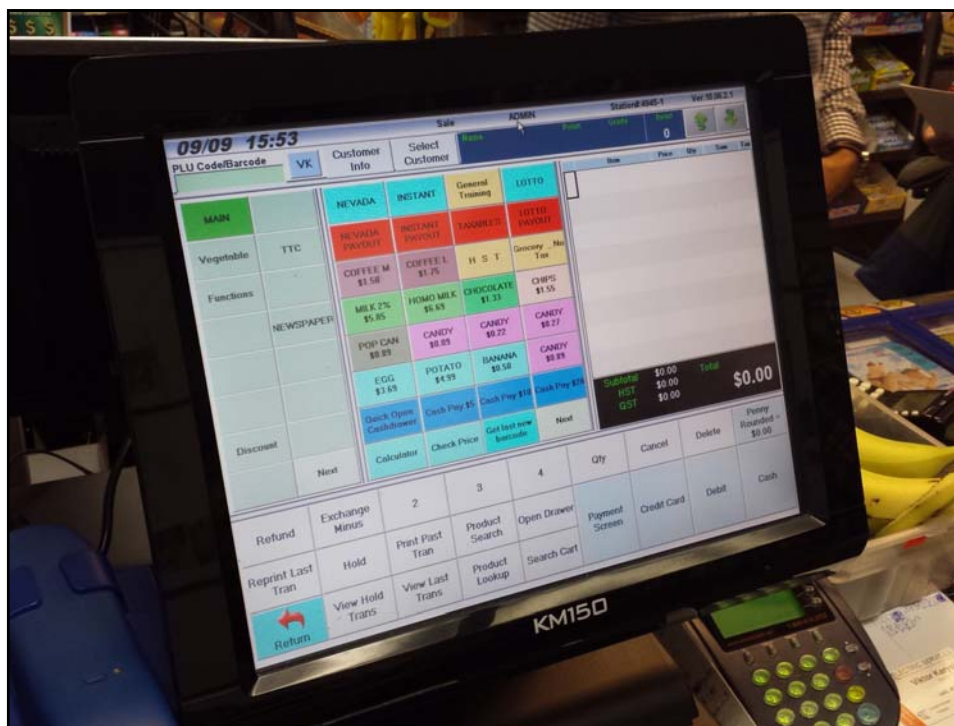


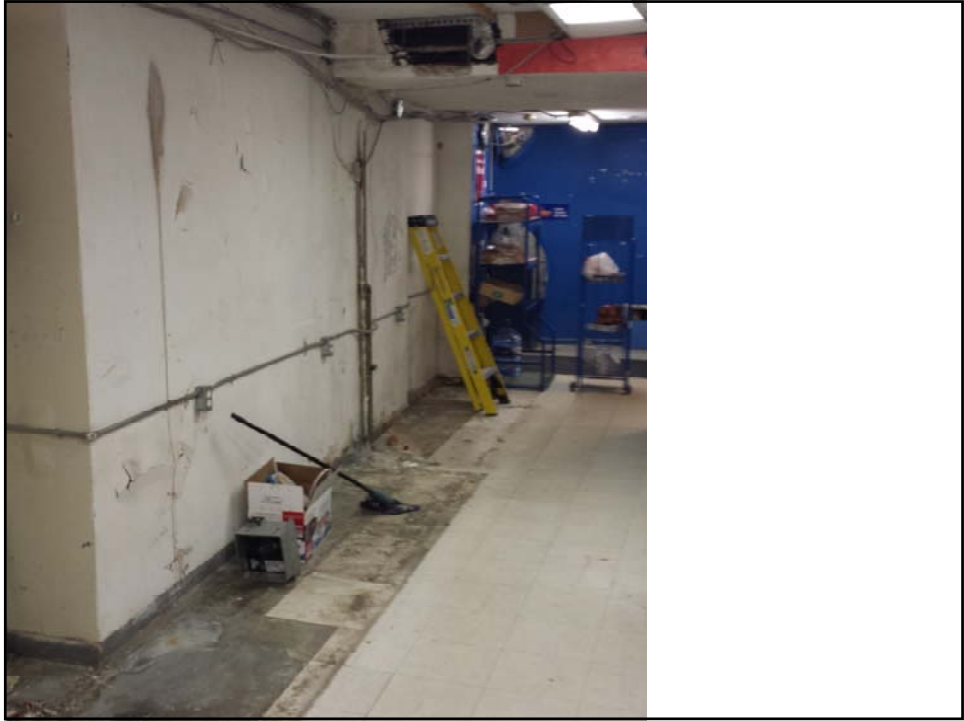
EAST SCARBOROUGH
STOREFRONT

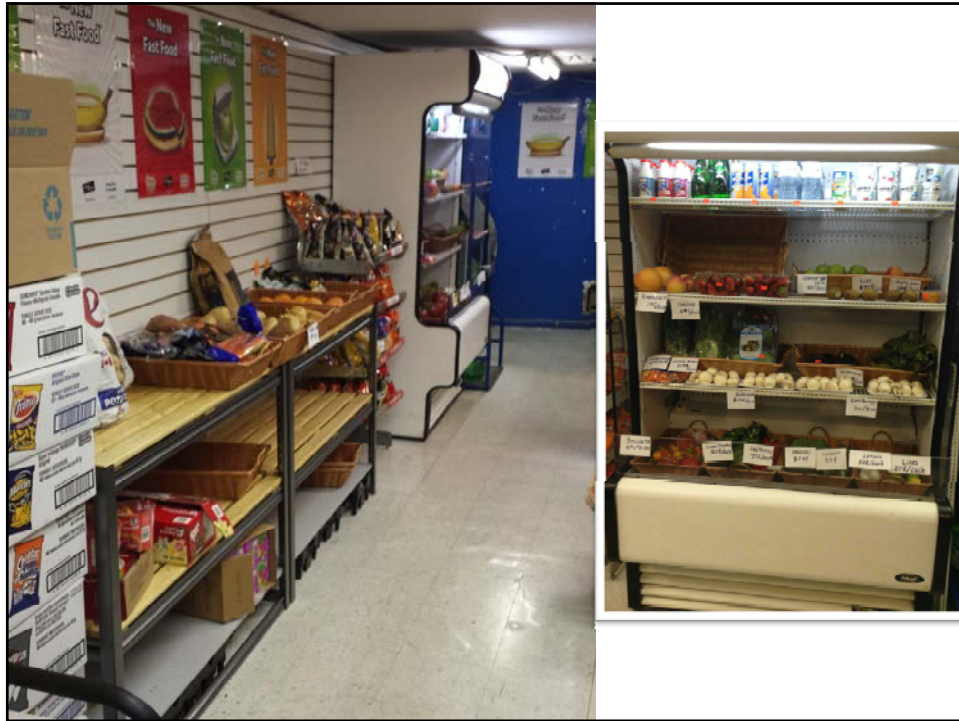
Neighbourhood Community Planning















Adding healthier prepared foods

Refrigeration guide

By using the following guide you can reduce spoilage of the fruit and vegetables you purchase. The guide provides the optimum temperature and shelf life of common vegetables.

Use these temperature guidelines to reduce produce spoilage.

Refrigerate			Do Not Refrigerate		
	Temp.	Shelf Life		Temp.	Shelf Life
Fruits			Fruits		
Apples	32-35°	2-3 weeks	Bananas	60-65°	5-7 days
Blueberries	33-35°	1-2 weeks	Grapefruit	58-60°	1-2 weeks
Cantaloupe	40-50°	5-10 days	Mangos	55°	1 week
Cherries	32-35°	5-7 days	Peaches	65-70°	5-7 days
Grapes	32-35°	5-7 days	Pineapple	60-70°	5-7 days
Honeydew	40°	5-7 days			
Kiwi	32-35°	7 days	Vegetables		
Lemons	40-50°	2-3 weeks	Avocados	65-70°	5-7 days
Limes	40-45°	2-3 weeks	Garlic	32-35°	30-60 days
Oranges	32-34°	2-3 weeks	Onion	55-60°	30-60 days
Pears	32-35°	1 week	Potatoes	55-60°	30-60 days
Raspberries	32-35°	1 week	Sweet Potatoes	55-60°	10 days
Strawberries	32°	1 week	Tomatoes	55-60°	5-7 days
			Watermelon	55-60°	7-10 days
Vegetables			Winter Squash	55-60°	30-60 days
Asparagus	32-35°	1 week	Yucca	55-60°	5-7 days
Beans (Snap)	32-35°	5-7 days			
Broccoli	32-35°	5-7 days			
Cal/Luige	32-35°	1 week			
Carrots	32-35°	2-3 weeks			
Cauliflower	32-35°	1 week			
Chilled Greens	32-35°	5 days			
Cucumber	36-40°	1 week			
Eggplant	32-35°	1 week			
Lettuce	52-50°	1 week			
Peppers	36-40°	1-2 weeks			
Spinach	32-35°	5 days			
Summer Squash	36-40°	5-7 days			

Tip

Some items, like apples, pears, oranges and peppers, can be displayed at room temperature. This will shorten their shelf life. If you display these items at room temperature during the day, be sure to refrigerate them at night.

Source: Sell Healthy! Guide by The Food Trust, 2012. Used with permission.

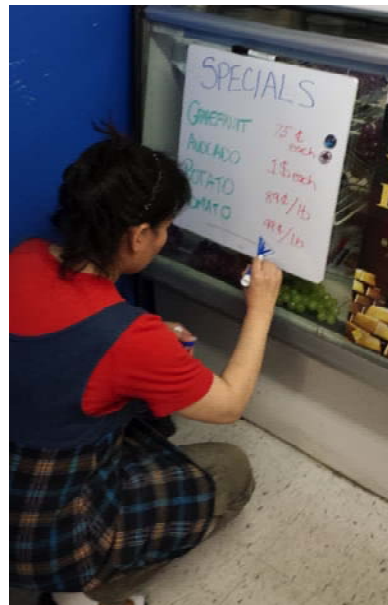
Is it Working So Far?

- Fresh produce sales rising but still small % of store revenue
- Linked store to community programs to expand F&V sales
- Store owners much more comfortable w F&V inventory



Next Steps

- Post-intervention household survey Feb-March 2015
- Food product development event planned
- Will test food procurement online system early 2015
- 2nd pilot store site added Oct 2014
- Exploring social financing models to scale up and test concept further



Key Lessons

- #1 success factor – working with right store owners
- Successful corner stores are PEOPLE businesses, store owners must be the change agents
- Superficial interventions unlikely to work, must look at all components of supply and demand
- Niche for Toronto “healthy corner stores” more likely to be in healthy prepared (grab ‘n go) foods, not in produce sales
- Healthy corner store shift requires significant change management support

Questions Still to Be Answered

- Can convenience stores in lower income Toronto areas profitably sell healthier foods?
- Are there funds to assist store owners and communities to scale up & further test the model?
- Is it realistic to expect 1000s of existing store owners to make these shifts or should we explore 3rd party logistics model?





Brian Cook
Health Research Specialist
Toronto Public Health
bcook@toronto.ca
416-338-7864