

Stronger together



EMPOWERING LOCAL CORNER STORE
OWNERS TO BE HEALTHY FOOD RETAILERS



Builds the capacity of neighborhood market owners to operate as successful healthy food retailers in under-served communities

PROBLEM: FOOD INSECURITY & FOOD ACCESS IN LOS ANGELES

31%

People living in Los Angeles do not usually have access to affordable fresh fruits and vegetables

72%

Fast food restaurants in low-income and communities of color compared to 42% in affluent, white neighborhoods

28%

Cases of diabetes among African American and Latino communities compared to 7.1% white.

SOLUTION: TRAINING AND TECHNICAL ASSISTANCE TO SMALL BUSINESS OWNERS SO THEY CAN:



Grow their business
and improve their
store



Attract new
customers and
cater to the local
community



Successfully vend
healthy food
products



Grow within their
industry and grow their
community network

CLIENTS: NEIGHBORHOOD STORES IN LOS ANGELES

1,300

Small corner stores in City
of Los Angeles

40%

South and East Los Angeles have
up to 40% more liquor and
convenience stores than West
Los Angeles



CLIENT SERVICE DESIGN

LEVELS OF TECHNICAL ASSISTANCE



**ONE-ON-ONE
TECHNICAL
ASSISTANCE
(TA)**

Light (up to 3-4 months)

Medium (up to 6 months)

Transformation (up to 12 months)

OUR MODEL



CURRICULUM SERIES FOR RETAILERS

Customer
Service

Healthy
Inventory

Merchandising
& Display

Pricing and
Profitability

Produce
Management

Social Media

Store Layout
and Design

Marketing

EBT/WIC

OUR MODEL *(Cont.)*



Provide program and
marketing supplies



Store Owner Leadership
Development



HNMN Training with
Industry Professionals

WHO WE WORK WITH



100%

Minority owned

58.33%

Female owned

91.67%

Immigrant owned

70.83%

Latino owned

PROGRAM RESULTS

Since 2016



51

Store owners completed the HNMMN Program

124%

On average produce revenue increased

+\$200,000

Total of leveraged financing:
Corporate donation; Freshworks
Grant Funding; Community
fundraising;
Partner contribution

6

Transformation Projects

\$1,453.40

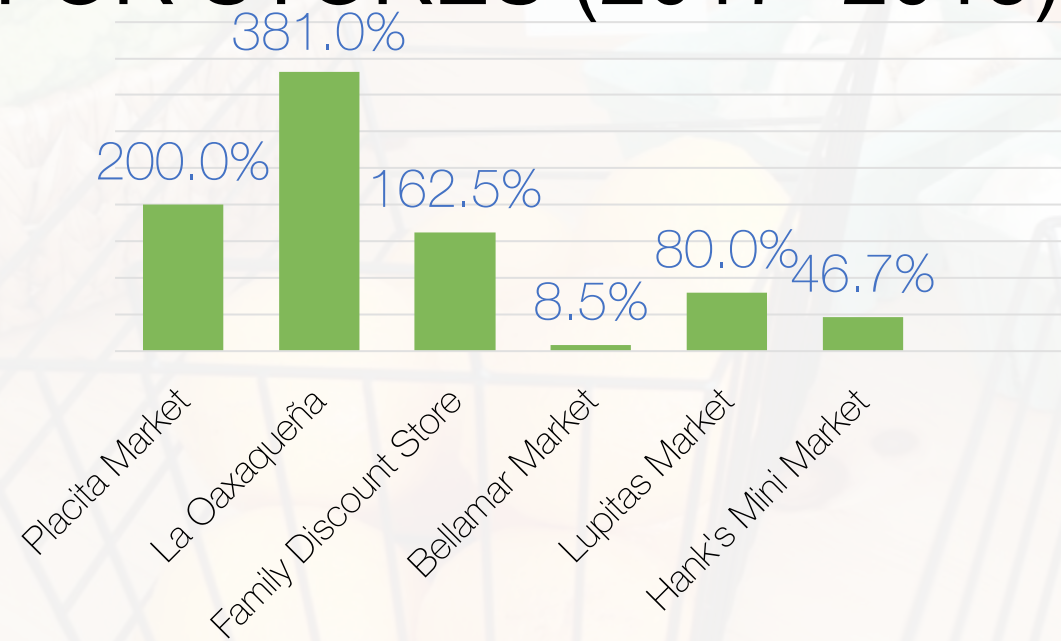
Average Profit Increase
a week for healthy
food options

100%

Store owners who said
their healthy sales retail
increased.

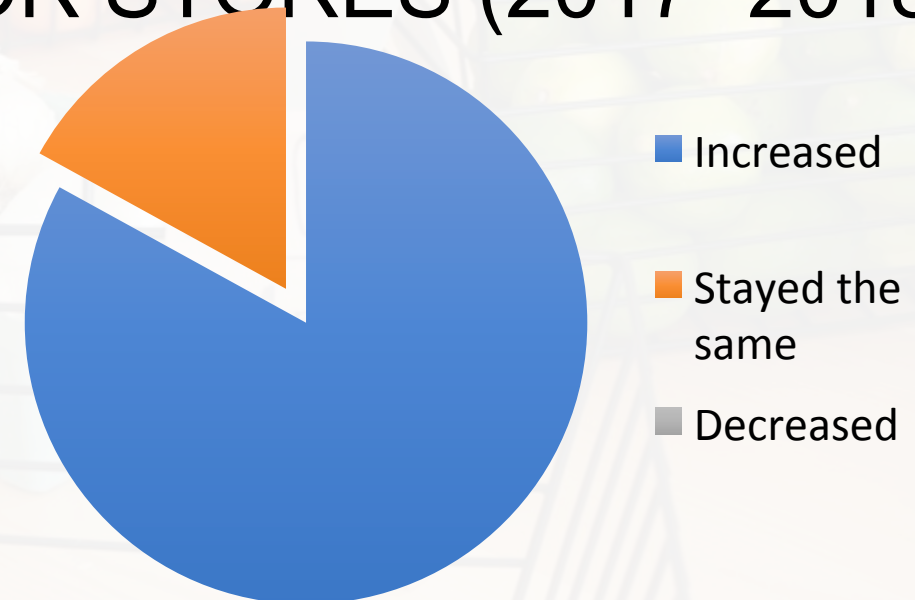
PRODUCE PROFIT INCREASE

FOR STORES (2017- 2018)



HEALTHY GROCERY ITEMS INCREASE

FOR STORES (2017- 2018)





PROGRAM
OUTCOMES

HANK'S MINI MARKET

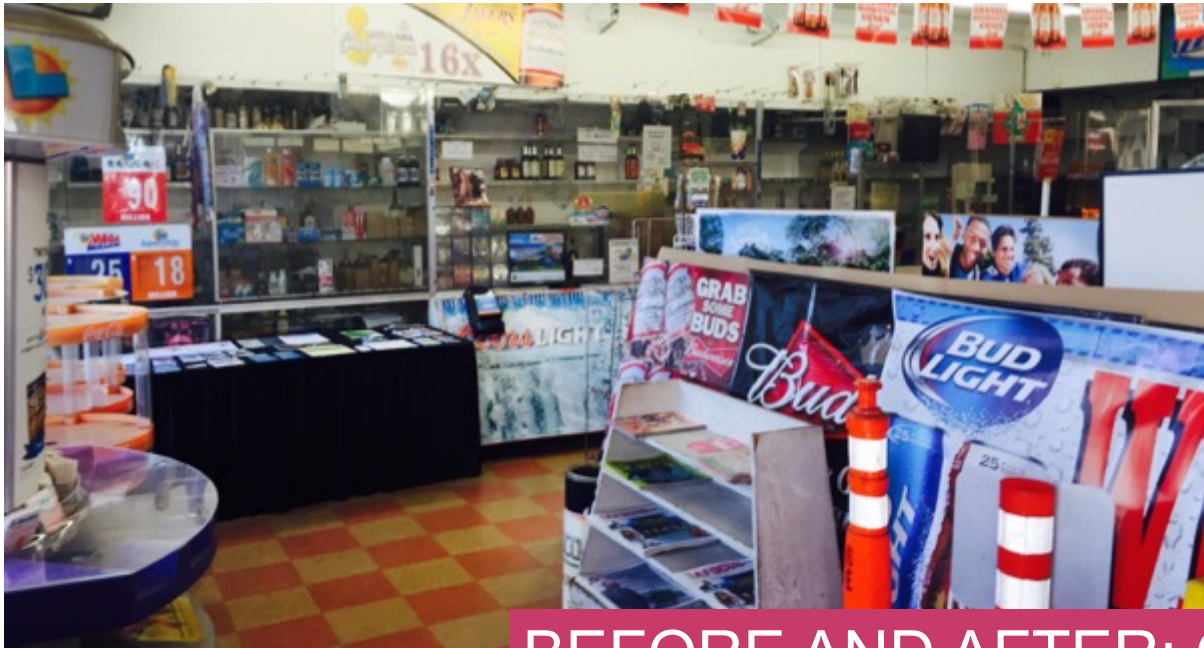
(Transformation)

3301 W Florence Ave. Los Angeles, CA 90043

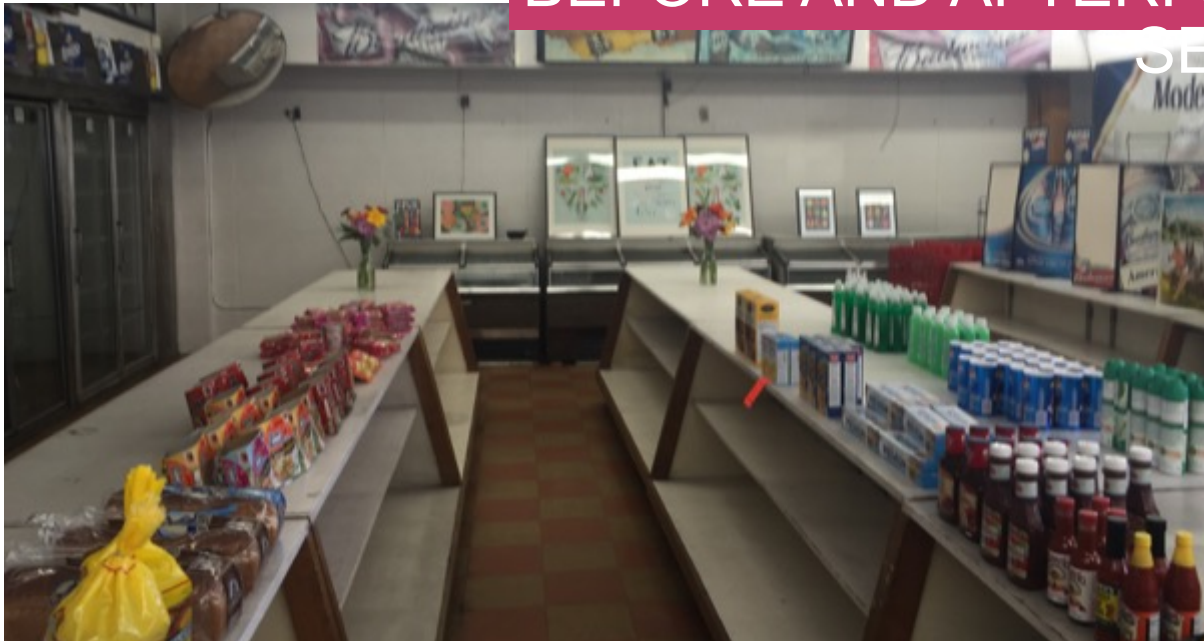


EXTERIOR AND FAÇADE CHANGES





BEFORE AND AFTER: CASH WRAP AND GROCERY SECTIONS



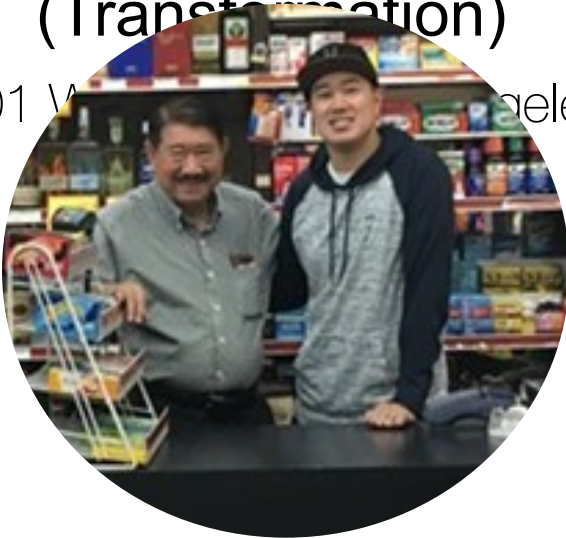


BEFORE AND AFTER: GROCERY DISPLAY AND

SAM'S CORNER MARKET

(Transformation)

2001 Van Nuys, Los Angeles,



EXTERIOR AND FAÇADE
CHANGES





EXTERIOR AND FAÇADE



BEFORE AND AFTER: REFRIGERATOR
SECTION

LUPITA'S MARKET

(Light TA)

1401 W. 3rd Street
Los Angeles, CA 90017



**Expanded produce inventory
from 1-2 types to 5-7
types of produce**

LUPITA'S MARKET I Transformation coming



December 20, 2018 Gensler 27



FAMILY DISCOUNT STORE

(Medium TA)

1727 W. 7th Street

Los Angeles, CA 90017



Average produce revenue
increased from \$100 to
\$202.5 a week

TESTIMONIALS FROM CLIENTS

“Customers have been telling me that they really notice the difference with the track signage at the back of the store with the produce. They see how I am investing in the store and really appreciate the changes.” Maximiliano, Placita Market

“Thank's to the shelving strategy that you taught us, customers think that we are stocking the store more little by little. I didn't really think they notice, but they do and are glad we are stocking the store. I am learning that stocking it correctly really makes a difference.” Irene, Emma's Meat Market

“The trainings that you provide are very informative and I would totally recommend them to future attendees.” Irene, Emma's Meat Market

THE NEW

LA WEEKLY

HEALTHY
NEIGHBORHOOD
MARKET
NETWORK

LOS ANGELES
SENTINEL

STREETS
BLOG

Los Angeles
MAGAZINE

LOS ANGELES
EATER

THE
Hub

Los Angeles Standard
Newspaper

FAST COMPANY

abc

L.A. New
Watts

OUR

sweetgreen®



YOUTH
POLICY
INSTITUTE



SEE  LA
Sustainable Economic Enterprises of Los Angeles



OUR TEAM



Clare Fox
LAFPC Executive Director



Alba Velasquez
Program Director



Amber Orozco
Program Associate



Jairi Sanchez
Program Associate &
Business Counselor



Camile de la Vega
Communications Associate