



## TENDERLOIN STORES OFFERING MORE FRESH FRUITS AND VEGETABLES

*San Francisco releases data from survey of 265 stores;*

*Easy access to tobacco and alcohol products targeting youth persists*

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**SAN FRANCISCO (March 8, 2017)** --The San Francisco Department of Public Health today released local data from the [2016 Healthy Stores for a Healthy Community](#) statewide survey of tobacco retail stores. The data show that it is still easier to buy grape-flavored blunt wraps or small cigars than fresh grapes at most neighborhood corner stores. But the Healthy Retail SF program, launched in 2013, also appears to be making a positive impact on Tenderloin neighborhood stores.

[Healthy Retail San Francisco](#), a city-wide program led by San Francisco Department of Public Health and the Office of Economic Workforce Development, provides the equipment and community support needed to neighborhood corner stores so that they can offer more healthy food and less unhealthy food. The *2016 Healthy Stores for a Healthy Community* data show that the Tenderloin, a Healthy Retail SF neighborhood, has more stores selling high quality fresh fruits and vegetables than the rest of the city and even the state. In fact, neighborhood stores participating in Healthy Retail SF have experienced an impressive 25 percent increase in total sales by increasing their offerings of fresh produce and healthier food options.

“The early success of Healthy Retail SF in the Tenderloin is very encouraging. By bringing together local merchants with the community and the city, we have shown that neighborhoods can take charge of their health and wellbeing starting with their local stores,” said Dr. Tomás Aragón, Health Officer for the City and County of San Francisco. “However, there is still much work to do, especially for our low-income communities and communities of color.”

Today’s event in San Francisco is one of [13 Healthy Stores for a Healthy Community events](#) across the state to release results of the scientific survey, which is the largest of its kind. The survey builds upon initial research released three years ago in March 2014 and provides insights into changes in the availability and marketing of products such as tobacco, alcohol, fresh fruits and vegetables, and other nutritionally healthy food. Information was collected in the summer of 2016 from more than 7,100 tobacco retail stores in all 58 California counties. Tobacco retail stores are neighborhood stores that have a State license to sell tobacco products. In San Francisco, 25 youth and young adult data collectors



visited nearly 500 stores that sell tobacco and successfully surveyed 265 stores representing 10 zip codes ranging from Russian Hill to the Bayview and the Marina to the Mission.

The San Francisco data show that Healthy Retail SF is having an impact in the Tenderloin, but there is more work to be done in the other low-income neighborhoods:

- Sixty percent of stores in the Tenderloin now offer fruits and vegetables versus 50 percent in rest of city, and 42 percent in the State. In the Ocean View, Merced Heights, Ingleside, Excelsior and Bayview neighborhoods only 40 percent of those stores sell fresh produce.
- More stores in the Tenderloin that offer fresh produce sold high quality fruit in 2016 (95%) versus 2013 (80%). Offering better quality is an enticement for customers to purchase more fresh fruit.

“Healthy Retail San Francisco is proving to be a successful model where small investments through economic incentives for local merchants create healthier and more sustainable communities,” said Jorge Rivas, Program Manager at the Office of Economic Workforce Development. “We are proud to be a part of this win-win program with our partners and stakeholders.”

*The Healthy Stores for a Healthy Community* San Francisco data show that it is easier to buy tobacco and alcohol products than healthy foods in corner stores:

- It’s easier to buy grape-flavored cigarillos and blunts than it is to buy a bag of grapes: 60 percent of stores sold flavored tobacco products while only 50 percent of stores sold fruits;
- It’s easier to buy alcohol than milk: 40 percent of stores sold non- or low-fat milk, while nearly 60 percent sold alcohol; and
- E-cigarettes have quickly invaded the scene. In 2016, 48 percent of SF stores surveyed sold e-cigarettes compared to just 16 percent in 2013. This is concerning given that youth e-cigarette use has continued to rise exponentially during this same time period.

The results also show how the industry uses price cuts and gimmicks to specifically target low-income communities of color and their kids:

- More than 85 percent of stores in the Bayview & OMI/Excelsior (Ocean View, Merced Heights, Ingleside, and Excelsior) sell flavored cigarillos or blunt wraps compared to 61 percent of all stores surveyed in San Francisco.
- Five times as many stores in low-income neighborhoods sell low-cost alcohol products, like fortified wine, malt liquor and mini-bottles, compared to wealthier neighborhoods.

“Your zip code should not determine your health,” said Angel Rodriguez, a young adult leader at Bay Area Community Resources, a data collecting partner. “Our neighborhood stores are part of our communities. We want to work with them as neighbors so everybody who lives, plays and shops here can be healthy.”



### **[Healthy Stores for a Healthy Community](#)**

*Healthy Stores for a Healthy Community* is a statewide campaign formed by tobacco prevention, nutrition, alcohol abuse prevention and STD prevention partners collaborating to improve the health of Californians by informing them about the impact of unhealthy product availability and marketing in the retail environment.

### **[Tobacco Free Project](#)**

For over 20 years, the Tobacco Free Project of the San Francisco Department of Public Health has worked to educate the community about the harms of tobacco use, engage emerging community leaders to assess tobacco use in their neighborhoods, and create lasting health-promoting solutions that support public health. The project convenes a broad array of partners and looks at the intersectionality of issues that communities face, creating research-based approaches that have strengthened the health of San Francisco.

### **[Healthy Retail San Francisco](#)**

Healthy Retail SF was created by legislation in 2013 as a result of grassroots activism to provide healthier food options in the Bayview and the Tenderloin. Healthy Retail SF is led by the Mayor's Office of Economic and Workforce Development (OEWD) in conjunction with the San Francisco Department of Public Health. Founding organizations include South East Food Access (SEFA) in the Bayview and the Tenderloin Healthy Corner Store Coalition (TLHCSC).

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