

# **Designing Consumer Driven Retail Strategies for Economic Viability of Local Food Systems**

**Kristin McCartney, MPH, RDN, LD**

WV SNAP Ed Director

WVU Extension Public Health Specialist

# Background

*Statistics. Theory. Research*

**In West Virginia, almost 20% of adults eat vegetables and less than once per day and over 40% eat fruits less than once per day.**

**Children develop food preferences based on:**

- Foods they are familiar with
- Ones they see adults and older siblings eat
- Ones they see peers eat
- Being introduced to foods early and often

If parents don't buy/provide opportunities to try foods whether it is due to **availability, affordability** or their own **preferences**, it creates an additional barrier for children.



# Social Cognitive Theory

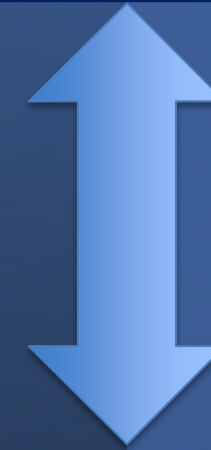
Reciprocal determinism (interplay between cognitive, behavioral and environmental factors)

## Cognitive

Nutrition knowledge  
Knowledge of child food preference development  
Cooking skills  
Safe Storage/Handling Produce

## Behavioral

Fruit and vegetable consumption  
Store regularly stocks fruits and vegetables



## Environmental

Preferences of family members (parent/child)  
Home availability and accessibility (children)  
Parent attitudes (children)  
Availability in community (parent/store)  
Cost (parent/store)

# Implementation

*Enrollment.Engagement.Education*





# Choosing a Store

## First Priority

Locally owned store in an area with low-income residents without current access to produce. (May require setting up partnership with a local farmer)

## Second Priority

Locally owned store in an area with low-income residents with existing produce that can be subsidized.

## Other Considerations:

Store location/visibility

Space in store for display

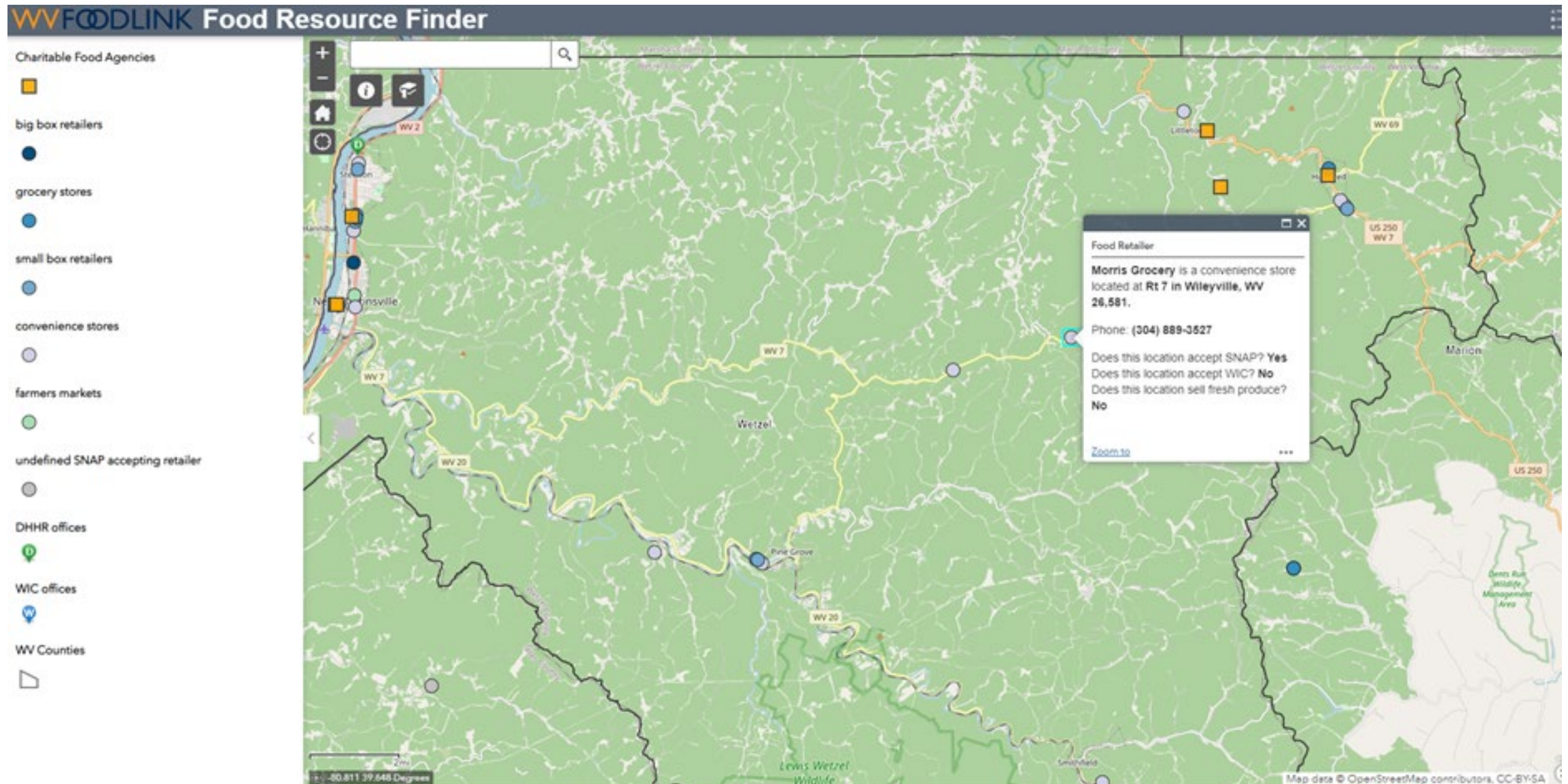
Cleanliness

Family friendly

Other services available

Friendly staff

# Geography based needs assessment and identification of Stores: Application of [WV FOODLINK](#)





# Farmer & Store Agreements

## MAKE A DIFFERENCE IN YOUR COMMUNITY WITH KIDS MARKET@THE STORE

### What is Kids Market @ The Store?

Kids Market @ the Store is a free program provided by the WVU Extension Family Nutrition Program, aimed at increasing the amount and variety of fresh fruits and vegetables that children eat.

We achieve this by allowing kids to "shop" for free produce at local stores. By giving them the power of choice, we increase the likelihood kids will eat the fruits and vegetables.

### How does it work?

A partnering farm or co-op will bring fresh produce to the store each week to stock the display. Families sign up for the program and receive a free KM@TS passport and market bag.

Parents receive emails and text messages telling them what vegetables will be available that week. Kids come into the store to get that week's produce. They place the food in their market bags and, when they "check out," using provided tokens, a store staff member puts a sticker in their passport book.

### How do I get paid for the produce?

To receive payment for your services, please provide a quote and invoice on your company letterhead. The quote and invoice can be combined into a single document, but must be labeled as "quote" and "invoice" respectively at the top of each section. Once completed, please email the documents to your WVU Family Nutrition Program contact at kristin.mccartney@mail.wvu.edu.

There are two options for receiving payment:

Option 1: If you accept credit cards, we can use a WVU Purchase Card to pay for the produce. This method typically results in funds being transferred to you within a day or two after processing.

Option 2: Your quote and invoice will be submitted through WVU's payment system and, upon acceptance, payment will be issued 45 days from the date of the invoice. Supplier registration will be required if you are not currently a supplier in WVU's payment system.

### How does my farm benefit?

Participating in KM@TS increases sales and awareness of your farm, as you may advertise where the produce comes from with your sign. This will likely increase your business — you may have a continued partnership with the store after this program ends, in addition to parents learning other locations to purchase your produce.

You will also be contributing to the wellbeing of your community, as eating more fresh fruits and vegetables will help our children lead healthy and happy lives.

Your Name | first.last@mail.wvu.edu | 304.XXX.XXX



### How Can My Farm Participate?

It's easy to participate. Just read the food producer expectations below.

I, \_\_\_\_\_ (printed name of food producer), am interested in participating in the Kids Market @ the Store program. As part of my participation, WVU Extension Family Nutrition Program will reimburse me for the produce supplied for this program. Educators with the program will be the primary contact. As a part of \_\_\_\_\_ (food producer's) participation in the program, the expectations are as follows:

- The farmer will supply fresh produce to the agreed upon store for the Kids Market @ the Store Program.
- The farmer will communicate with a designated WVU Extension Family Nutrition Program staff member. They will work together to make sure that the store has a steady supply of fresh produce throughout the 5-week program.
- The farmer will ensure that the produce is of high quality, fresh and free from any harmful contaminants.
- The farmer can set their own price in \$1 increments to ensure children can easily pay using their tokens. Each token is worth \$1.

We are excited to be a food producer for the Kids Market @ the Store program.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

### Food Producer Information

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Do you accept credit card payments? Yes No



## MAKE A DIFFERENCE IN YOUR COMMUNITY WITH KIDS MARKET@THE STORE

### What is Kids Market @ The Store?

Kids Market @ the Store is a free program provided by the WVU Extension Family Nutrition Program, aimed at increasing the amount and variety of fresh fruits and vegetables that children eat.

We achieve this by allowing kids to "shop" for free produce at local stores. By giving them the power of choice, we increase the likelihood kids will eat the fruits and vegetables.

### How does it work?

We provide your store with a small shelving unit, recipe cards to go along with each week's produce, signage and stickers. A partnering farm or co-op will bring fresh produce to the store each week to stock the display.

Families sign up for the program and receive a free KM@TS passport and market bag. Parents receive emails and text messages telling them what vegetables will be available that week.

Kids come into the store to get that week's produce. They place the food in their market bags and, when they "check out," a store staff member puts a sticker in the passport.

### What support is provided?

We provide everything, free of cost to your business. We use grant funding to purchase produce, shelving, passports and stickers.

Partner stores only need to provide space for a small shelving unit, hang posters advertising the program and put stickers in kids' passports when they pick up that week's produce.

### How does my store benefit?

Participating in KM@TS increases traffic in your store, as families come to pick up each week's produce. This will likely increase business — stores who have participated in past KM@TS programs found that parents often purchase items, in addition to getting their child's free fruits and vegetables.

You will also be contributing to the wellbeing of your community, as eating more fresh fruits and vegetables will help our children lead healthy and happy lives.

### How Can My Store Participate?

It's easy to participate. Just read the store expectations below and have an authorized store representative sign below.

I, \_\_\_\_\_ (printed name of authorized representative), am interested in participating in the Kids Market @ the Store program. I know that as part of my participation, WVU Extension will either reimburse me for the cost of produce purchased or will arrange for a local farmer to stock the produce stand at my store. Educators with the program may also offer nutrition demonstrations or tastings in the store (space permitting).

As a part of \_\_\_\_\_ (store/business name) participation in the program, we are prepared to do the following:

- Provide space in the store for the Kids Market @ the Store produce stand and/or signage.
- Ensure produce in the stand is stocked and of high quality. This may involve removing and disposing of produce that is past its prime.
- Create a positive shopping experience for children and families participating in the program. We are excited to be a participating location for the Kids Market @ the Store program.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Store Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Does your location currently offer fruits & vegetables (circle one)?

Yes, both fruits and veg No Fruits only Veg only



EXTENSION.WVU.EDU/FNP



# Enrollment Process

- Enrollment in mid-late May while school is in session.
- Marketing through social media and flyers to targeted locations (schools, food pantries)
- Guardians sign up via a link/QR code linked to a Qualtrics survey to for enrollment (centralized for all counties)
- Centralized enrollment
  - Demographics
  - Communication preferences
  - Education preferences

County lists are distributed to coordinator once the quota for the county has been met and coordinator sets up process for distribution of materials to participants.



[Sign Up Graphics](#)

# Materials

Education.Enhancement.Incentives





# Shopping Bag







# VEGETABLES

Choosing, Cooking, Eating and Enjoying  
More Vegetables



Cheryl Tallman

# Recipe Cards

## EXTENSIONSERVICE FAMILY NUTRITION PROGRAM



### Ingredients:

- 1/2 cup fat free vanilla yogurt
- 1 tablespoon orange juice
- Dash of cinnamon
- 1 small red apple diced
- 2 cup green cabbage shredded
- 1/2 cup broccoli florets chopped
- 1 small green bell pepper diced

Scan QR Code  
to see how this  
recipe is made!



Ready in 15 minutes, 4 servings

### Apple Slaw

Adapted from Dining with Diabetes



### Before you cook:

- Take a minute to read through the recipe before you start.
- Wash all fresh produce.
- Wash your hands at the beginning and throughout the cooking process.

### Nutrition Facts

servings per container	
Serving size	(140g)
Amount per serving	
<b>Calories</b>	<b>60</b>
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	0%
Cholesterol 0mg	0%
Sodium 30mg	1%
Total Carbohydrate 14g	5%
Dietary Fiber 2g	7%
Total Sugars 10g	
Includes 0g Added Sugars	0%
Protein 2g	
Vitamin D 0mcg	0%
Calcium 63mg	4%
Iron 0mg	0%
Potassium 180mg	4%

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



@WVUESFNP



Show us how your recipe turned out!



### Step 1. Prepare ingredients

- Wash produce.
- Dice apple and green bell pepper.
- Shred green cabbage.
- Chop broccoli florets.



### Step 2. Combine ingredients

- Combine apple and vegetables in medium sized mixing bowl.
- Mix yogurt, orange juice and cinnamon together in small bowl.



### Step 3.

- Pour dressing over lettuce mixture and toss until coated.
- Serve immediately or refrigerate until ready to serve.

This institution is an equal opportunity provider. This material funded by the Supplemental Nutrition Assistance Program (SNAP) and the Expanded Food and Nutrition Education Program (EFNEP).





# Wooden Tokens



# Retail Outreach

Training & TA.Signage.Displays.Reimbursement

# Store Training



coming soon



# Displays

- Display materials including carts and signs can be provided by SNAP-Ed
- Clear signage letting children know how many tokens required for each item.
- A variety of items available.
- Regularly stocked
- Displays that are lower to the ground are more accessible to young children.
- May consider repackaging into child size portions.



# Token Amount Signage

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**W EXTENSION**  
FAMILY NUTRITION PROGRAM



KIDS MARKET@THE STORE

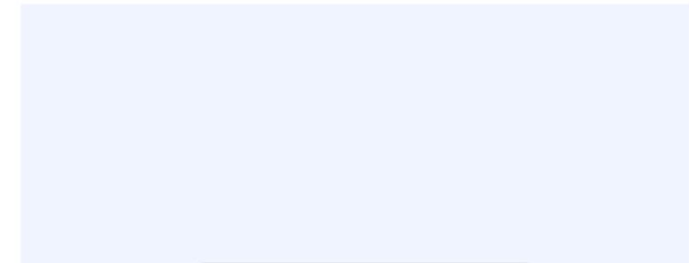
**2 TOKENS**



**W EXTENSION**  
FAMILY NUTRITION PROGRAM



KIDS MARKET@THE STORE











KIDS SHOP HERE! KIDS SHOP HERE!  
KIDS MARKET @ THE STORE KIDS MARKET @ THE STORE

**EXTENSION**  
FAMILY NUTRITION PROGRAM

Scan here to learn more about this free program:

**EXTENSION**  
FAMILY NUTRITION PROGRAM

Scan here to learn more about this free program:

Board  
(205)  
WV 2nds  
\$500 8' - \$16.40  
\$200 10' - \$20.50  
\$350 12' - \$24.60  
\$230 16' - \$32.80  
\$225  
Cash price.

FOR T  
HANDY  
IN YOUR













Squash  
EXTENSION  
\$1 each



Zucchini  
EXTENSION  
\$1 each



Potato  
EXTENSION  
3 for \$1







# Parent Engagement

*Virtual and Direct Education Opportunities*



# In-Store Tastings, Education & Demonstrations



# Virtual Parent Engagement

**Electronic Newsletter**-List of produce items available, changes/updates with stores, nutrition/feeding tip and link to a recipe demonstration

[Email newsletters](#)

**Recipes and Social Media Posts**

[Harvest of the Month](#)

**Text Reminders**-List of produce items available and link to recipe.

[Text Message Training.mp4](#)

 **EXTENSIONSERVICE**  
FAMILY NUTRITION PROGRAM



**KIDS MARKET@THE STORE**

**Hi there!**

We're back with a mid-week update.

Due to overwhelming demand, Chloe Auto & Hardware and the Chloe Mini Mart ran out of vegetables. But thanks to Sanger Farm in Orma, we've restocked with corn and tomatoes. **Lots of tomatoes.**

**Send us photos!**

We'd love to see photos of your kids shopping in the store or eating the vegetables they receive. You can [share them to our Facebook page](#) or email them to us at [ext-fnp@mail.wvu.edu](mailto:ext-fnp@mail.wvu.edu).

# Communication & Engagement through Social Media

[How to use KM@TS Social Media Assets.mp4](#)

[KM@TS Creating Facebook Groups.mp4](#)

Shaley Hughes  
July 26, 2022 · 🌐

**EXTENSION**  
FAMILY NUTRITION PROGRAM



**Ingredients:**

- 1 medium onion, finely sliced
- 2 carrots, chopped
- 2 zucchini, sliced
- half a head of broccoli, chopped
- ¼ cauliflower, chopped
- 4 tomatoes, diced
- 1 tsp basil
- ¾ cup cheddar cheese (optional)

Scan QR code to see how this recipe is made



**Cheesy Vegetable Bake**  
Ready in 60 minutes Serves 6 people

Wood County WVU Extension Service  
July 26, 2022 · 🌐

Come out and sample some "Cheesy Vegetable Bake" ! 🍅 🥕 🥦 🥦

This Thursday (7/28) from 1:00PM-3:00PM we'll be at Wards Farm Market (3020 7th St, Parkersburg, WV 26101) hosting a recipe tasting using locally sourced produce from Ward's. We'd love to see you, so stop by and grab a bite!

👍 🍕 🤔 You, Johnny Riggs and 8 others

1 comment 1 share



# Social Media Engagement

My daughter has absolutely loved this program! We spent the last of our coins today. Blankenship Grocery in Buffalo has been so welcoming & very friendly. My daughter who just turned 2 has loved picking out her own fruits and veggies- she gets so excited as you can see in the pictures



## Kids Market @ the Store

Private group · 1.6K members



+ Invite

Share

Joined



Discussion

Featured

Members

Events

Media

Files



Write something...



Anonymous Post



Photo/video



Poll

### About

Private

Only members can see who's in the group and what they post.

Visible

# Evaluation

*Measures. Process Evaluation.*





**The University of Illinois Extension Healthy Equity Achieved Together (HEAT) Project** survey questions were included as part of enrollment to assess community food resources and access to healthy foods.

**Travel Distance:** *If you to travel more than 15 minutes to get groceries, how long are you traveling one way?*

**Food Availability:** *Thinking of where your household usually gets groceries, how often are these foods available: fresh fruits and vegetables, fresh meat, frozen fruits and vegetables, whole grains and breads, frozen meats, canned and boxed foods, dairy and eggs*

**Store Features:** *How important is it that the place your household gets groceries has the following features: Accepts SNAP/WIC, offers fresh produce, offers fresh meat, dairy and eggs, Is a regular grocery store (not a convenient store), Is close to your home (within 15 minutes), offers packaged foods, offers addition goods (household items, pharmacy), offers organic foods, has special dietary options (gluten free, low sodium, vegan, kosher), offers locally produced foods, is open early, is open late, is a national chain or major retail store, has online ordering or store pick up/delivery)*

**Grocery Budget:** *In a normal month, how much does your household spend on groceries?*

**Transportation:** *When you or someone in your household buys groceries, how do you usually get there?*

**Barriers to Fruit and Vegetable Consumption:** *Is it difficult for you to eat fruits and vegetables?*



# Child Mealtime Behaviors

- Post-participation survey
- Behaviors that are precursors to preference development as well as consumption of fruits and vegetables were measured on the post survey using a retrospective pre/post methodology. Responses reflect the parent's perspective on changes in one child.

- **Questions assessed the following behaviors:**

- Fruit and Vegetable Consumption (cups)
- Willingness to taste
- Ease in preparing fruits and vegetables
- Help in preparing meals/snacks
- Variety of fruits and vegetables

Q13 Choose one option in each row, before the program and for now.

	How easy is it to prepare <i>vegetables</i> that this child will eat?			
	Not easy (1)	Somewhat easy (2)	Easy (3)	Very easy (4)
<b>Before the Program (1)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Now (2)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q14 Choose one option in each row, before the program and for now.

	How willing is this child to try new <i>fruits</i> ?			
	Not at all willing (1)	Somewhat willing (2)	Willing (3)	Very willing (4)
<b>Before the Program (1)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Now (2)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# Outcomes

*Behavior Change. Access. Economy.*

# What Does a Kids Market @ the Store Family Look Like?

## Kids Market @ the Store Participant Demographics: 2024

### Age

Average age of child was 8

96% of parents/guardians were 34-54 years old

### Education

42% of parents/guardians had some college education

### Income

55% had incomes less than \$40,000 a year

### Gender

96% of parents/guardians enrolling were female

### Race

97% of parents/guardians were white

### Participation in Nutrition Assistance Programs

28% participate in SNAP/EBT

18% have visited a food pantry



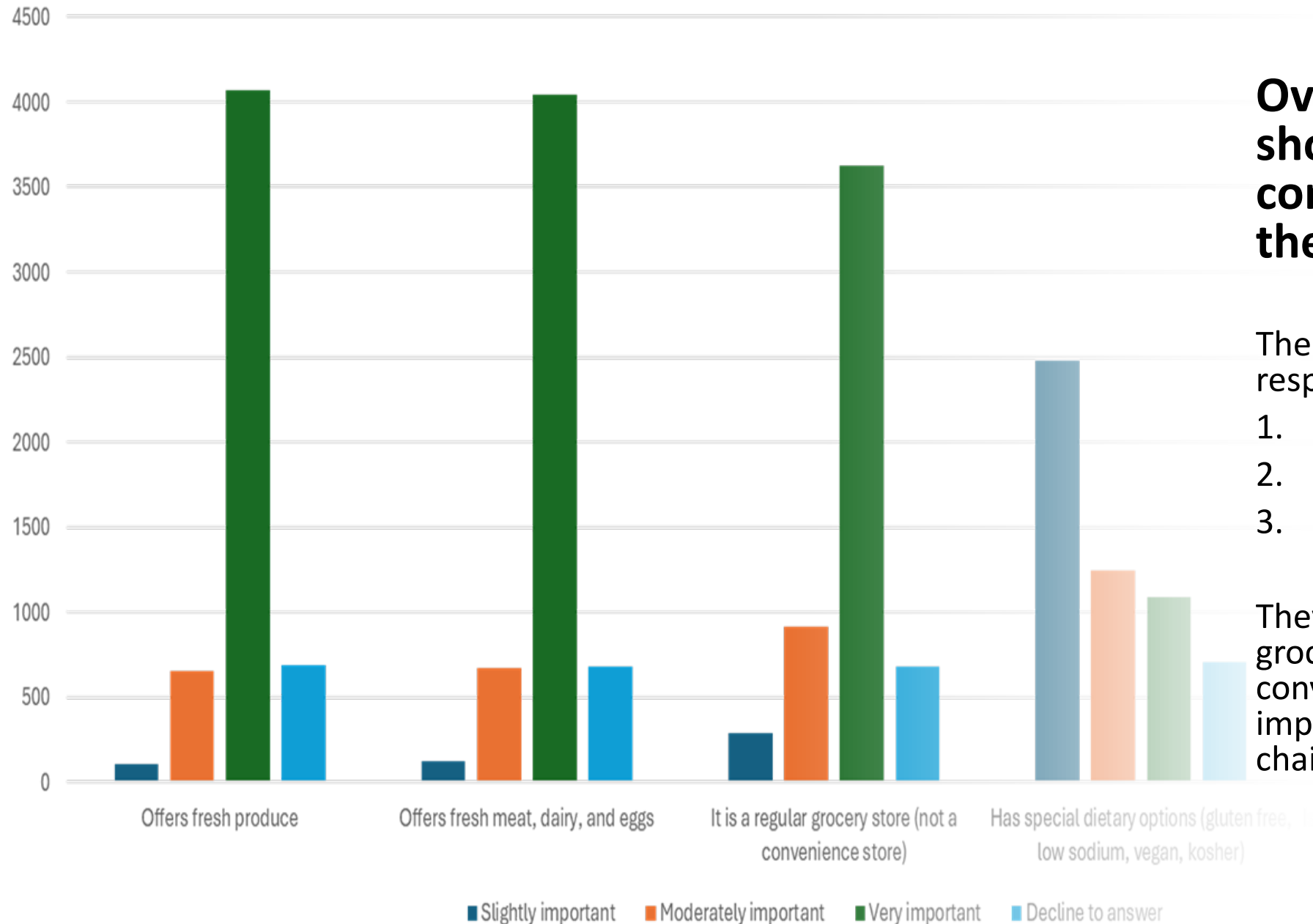
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**46% of participants worried about running out of food**

**37% did run out of food before they had money to get more.**



How important is it that the place your household gets groceries has the following feature?



**Over 5,500 grocery shoppers in West Virginia completed a survey about their shopping preferences.**

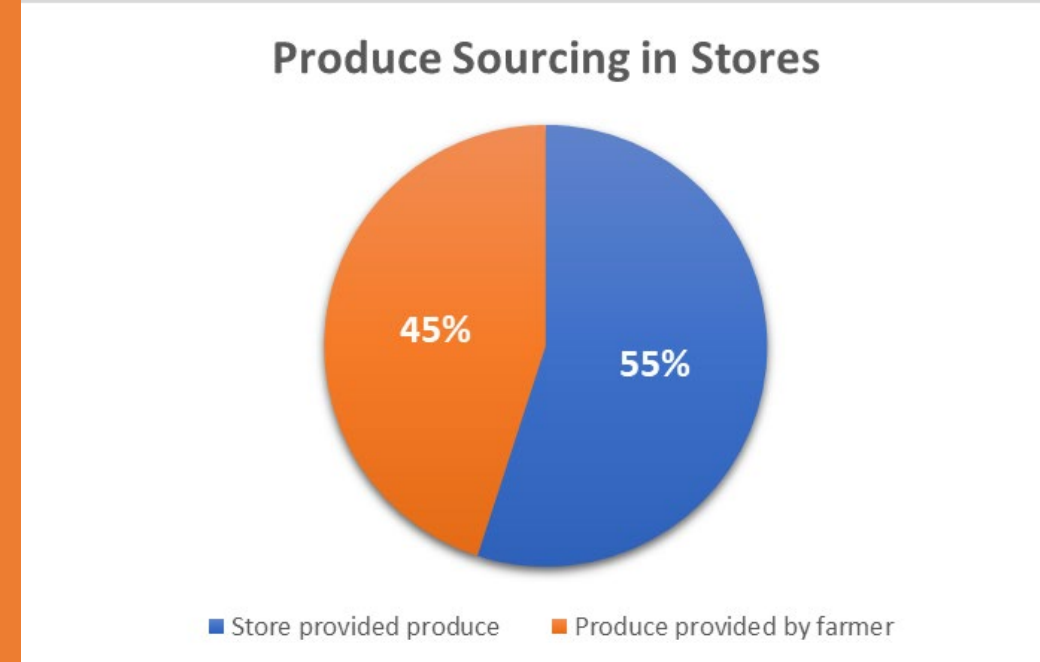
The most important items respondents look for are:

1. Fresh produce
2. Fresh meat
3. Dairy/eggs.

They prefer to shop at a full-service grocery retailer rather than a convenience store but it is not important if the store is a national chain.

# What Does a Kids Market @ the Store Site Look Like?

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## Food Preferences and Consumption of Fruits and Vegetables: Parent Report

A total of 683 parents/guardians completed a post survey describing changes in their child's mealtime behaviors and satisfaction with the program.



### Increased Fruit and Vegetable Consumption

- 18% increase in the number of children who eat more than 2 cups of fruits and vegetable per day
- On average, children added 1 fruit and vegetable serving per day



### Improved Willingness to Taste

- 22% increase in the number of children willing to try new fruits
- 24% increase in the number of children willing to try new vegetables



### Increased Fruit and Vegetable Variety

- 17% increase in the number of children eating more than one variety of vegetable daily
- 9% increase in the number of children eating more than one variety of fruit daily.



### Increased Participation in Preparing Food

- 10% increase in the number of children participating in making meals and snacks.



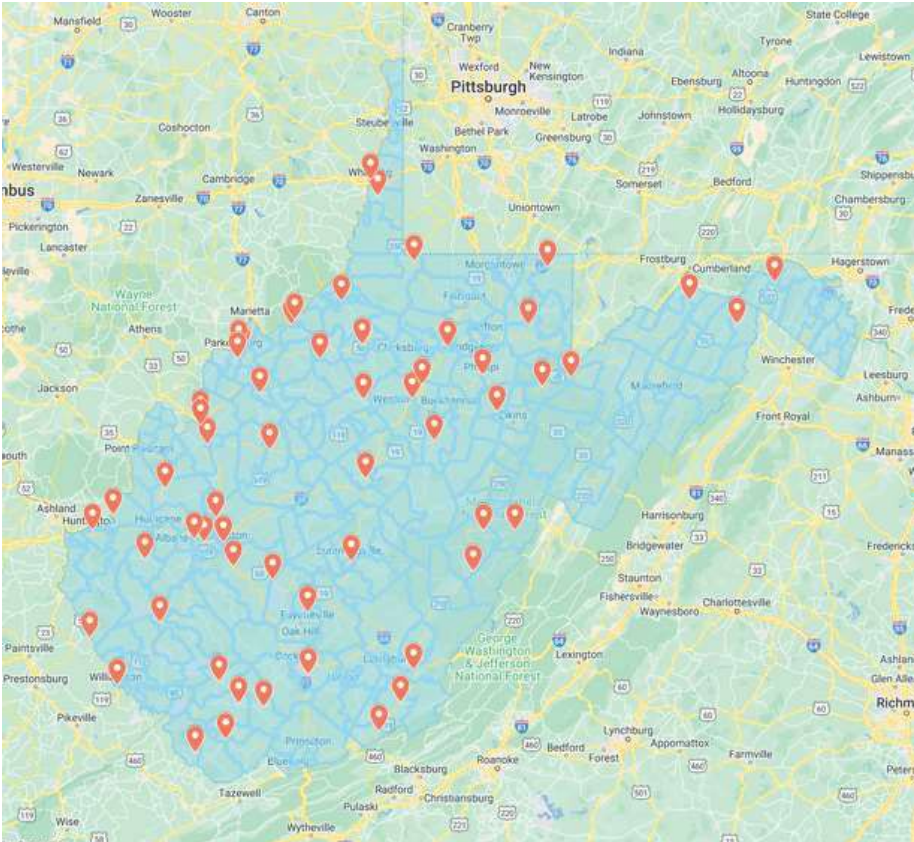
*They literally LOVE everything about this. They got to pick it out themselves. They learned about colors and ripeness. They learned about bruises and smells. They also learned how to shuck corn and prepare it for dinner. They devoured cantaloupe, peaches, and cucumbers. They were always so excited to show others what they got. In a time when the dollar doesn't go very far, they enjoyed having their "own money" to pick whatever they wanted with. It was great watching my 4-year-old count tokens before he starts pre-k. I can't say enough good things about this. I truly hope we are allowed to do this again next year."*

"



# Program Reach

The Kids Market @ the Store has been offered in 57 stores across 34 counties over the past 4 years.



YEAR	# OF FAMILIES	# OF CHILDREN
2021	129	234
2022	1770	3,666
2023	3,641	7,625
2024	2,405	7,006
Total	7,945	18,531

# Unanticipated Outcomes

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- Increased self esteem
- Independence
- Financial literacy
- Life skills





Prosperity

**\$266,000**

**Funding from  
Private  
Foundations has  
been secured to  
purchase produce  
for the Program  
over the past 4  
years**



**Thank You!**

Benedum Foundation. Save the Children. Sisters Health Foundation. Sisters of St. Joseph



# Education

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Parent/Guardians reported engaging with the following program components:

- Email/text messages: 95%
- Email newsletter: 47%
- Recipe cards received at the store: 19%
- Participated in a food demonstration: 15%
- Participated in a nutrition education class: 6%



# WEST VIRGINIA FOOD AND FARM COALITION

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## WV RURAL GROCER NETWORK

Locally-owned and operated grocery stores have long been a cornerstone of their community. They provide essential services to their neighbors, including access to fresh food and household products, and serve as a market for farmers, producers, and artisans. Recognizing the role that these businesses play in communities, the WVRGN grew out of a Healthy Food Financing Initiative grant. It's the Coalition's goal that these businesses are sustainable and successful as they not only feed their community but also source locally grown agricultural products.

Together with several partners, we have created the West Virginia Grocer Toolkit to help folks start the process of



# Impact of Cold Storage Initiative

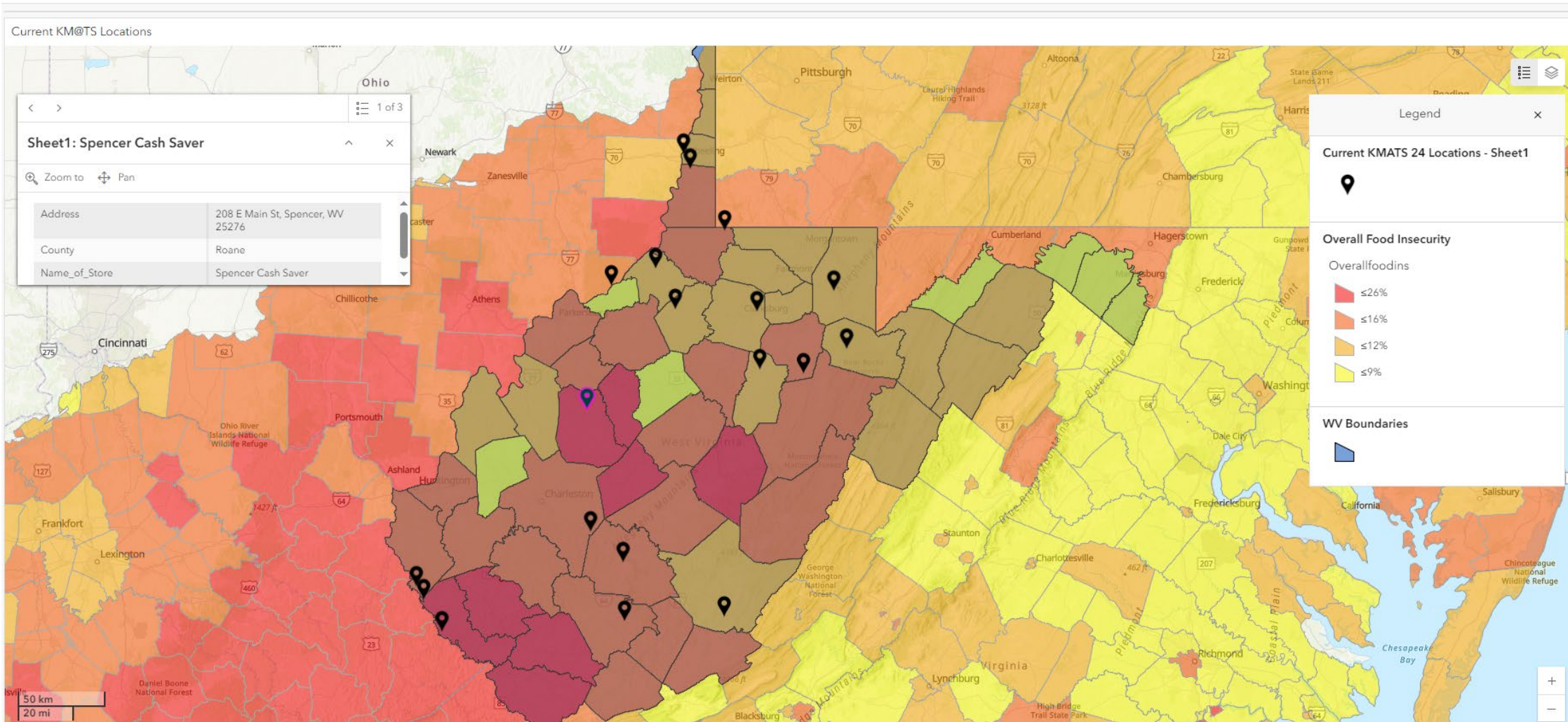
## Expansion of Healthy Options

Mike Brown, Owner of Town N' Country Foodland in Chapmanville said, *"We added the cold cooler storage to the front of our store upon entering our Produce Department. The beautiful lighting in addition to the vibrant colors of the fruits and vegetables has enticed customer's curiosity. The storage has been a great asset, the size of the shelving allowed us to create many healthy options which include grab and go snacks, fresh fruit packs, low fat low carb snack packs, veggie grab and go. Options that are perfect for the children's lunches, or after-school snacks"*.

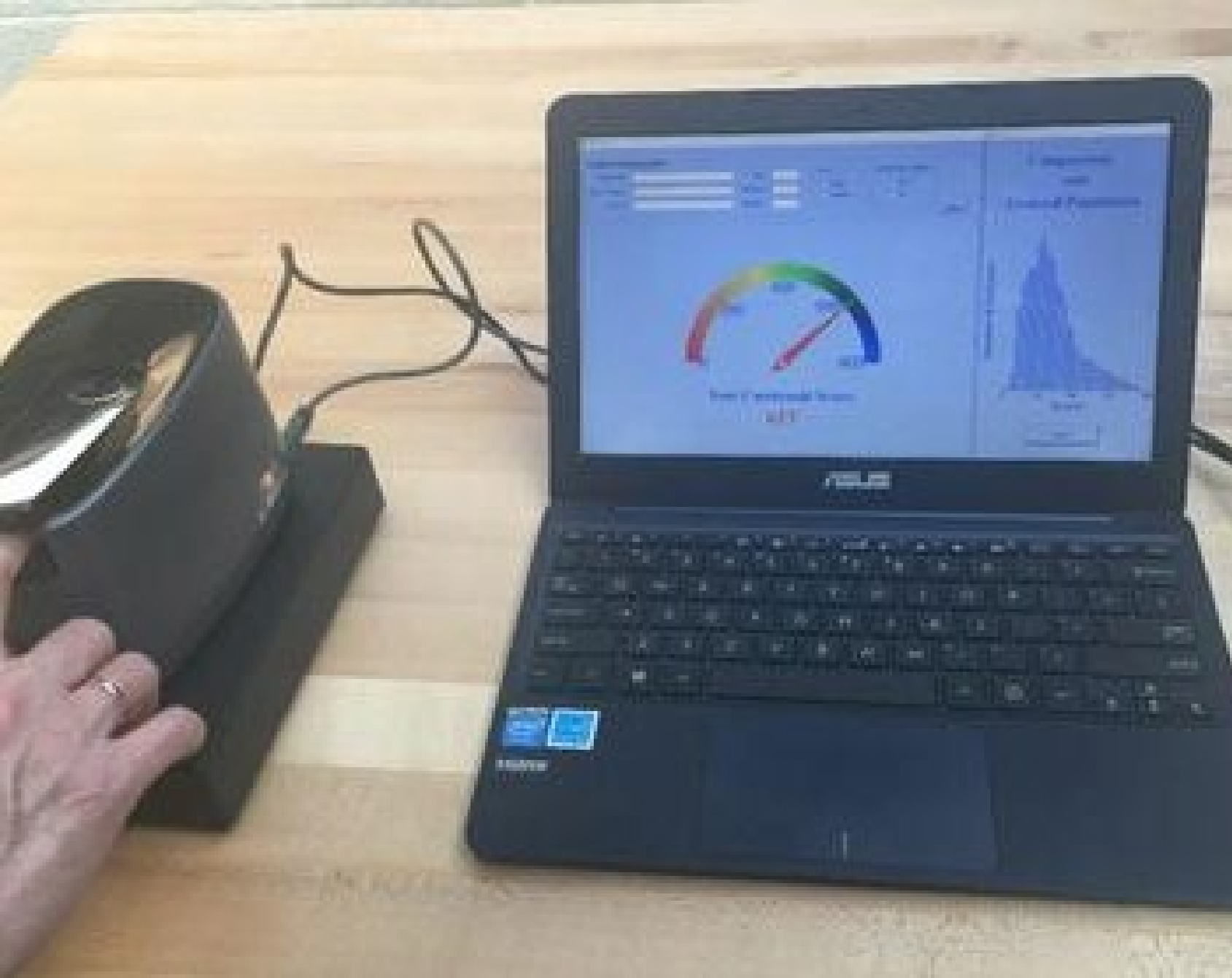


# Integration of Dashboards

Current KMATS Locations Dashboard



[KMATS Locations Dashboard \(arcgis.com\)](https://arcgis.com)



# Objective Measurement of F&V Intake

## **Veggie Meter**

Skin carotenoid assessments as a non-invasive, population-based option to:

- Detect change in intake of fruits and vegetables.
- Nudge/prompt individuals to increase their scores.



Questions?

