

EN • ACT 2006

nutrition activity day

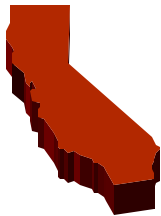
AB 2384 (Leno) Fresh Fruits & Vegetables in Low-Income Communities

The Problem: Fresh Produce is Unaffordable & Unavailable in Low-Income Communities



- Cost and access are key reasons why food stamp recipients can't purchase and eat more fresh produce.
- Food stamp recipients tend to use local Mom-and-Pop stores in the middle and at the end of the month (after one big grocery trip)—but these stores frequently lack fresh produce or it's very expensive.
- Without fresh produce, food stamp recipients will find it harder to gain the benefits of eating fruits and vegetables.

Positive Experience: Grants & TA Help Store Operators Add Fresh Produce



- Corner store operators in Fruitvale, West Oakland, San Francisco and Sacramento have increased produce sales thanks to partnerships with nonprofits and government agencies.
- One-time grants allowed grocers to improve their stores' appearance, install refrigerated cases and promote healthy food.
- Experienced produce grocers have mentored store operators regarding purchasing, storing and displaying fresh produce.

The Statewide Solution: Sell Produce Where Food Stamp Recipients Shop; Make Produce an Affordable Choice



- Provides grants and technical assistance to Mom-and-Pop grocery stores in a group of pilot counties to help them sell fresh produce.
- Provides "bonus value" for fresh produce purchases and nutrition education for food stamp participants in those same counties. The purchases may be made at any store that takes food stamps.

The ENACT 2006 Steering Committee includes the California Center for Civic Participation & Youth Development, California Center for Public Health Advocacy, California Food Policy Advocates, California Park and Recreation Society, National Council of La Raza and the Strategic Alliance for Healthy Food & Activity Environments. For more information on this bill, please contact Ken Hecht at 415-777-4422 x102.