



Healthy Neighborhoods
Networking & Action Sessions
Healthy Food Retail

May 26, 2016

Facilitators:
Layman Lee
Joanne Lee

WebEx Platform

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Event Info

 Participants


 Chat

 Q&A

▼ Participants (2)

Speaking:

▼ Panelists: 1

 Joanne Lee (Host)

Healthy Neighborhoods Fund Session

- Direct technical support: 1-866-569-3239
- Muting Audio – please be aware of:
 - Whether your phone system plays music while on mute/hold
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- Chat Box



Purpose

Support networking and collaborative learning

- Co-development
- Shared leadership and organizing
- Self-reliant
- Inclusive
- Flexible

Agenda

- I. Welcome and Introductions
- II. Cross-site Sharing and Brainstorming
*Session Focus:
Healthy Food Retail*
- III. Next Steps and Wrap-up

Shop Healthy NYC!

Shop Healthy NYC addresses supply and demand



GREENMARKET CO.

Mission Driven Food

Greenmarket Co.

Launched in 2012, Greenmarket Co. is GrowNYC's local food hub and distribution program dedicated to supporting regional food producers and underserved communities alike by providing wholesale buyers with access to high-quality, local foods.

Working with more than 50 suppliers, Greenmarket Co. purchases a wide range of local farm products at a fair price, aggregates in our Hunts Point warehouse, and distributes to wholesale buyers throughout New York City. Our customers include food retailers, restaurants, senior centers, schools, soup kitchens, and our own food-access programs: Youthmarket, Food Box, and Healthy Retail.



A vibrant outdoor farmers market stall. In the foreground, there are several crates and bins filled with fresh produce, including watermelons, eggplants, okra, and green beans. A woman in a white jacket and red top is visible in the background, looking at the goods. The scene is bright and sunny, with trees and a clear sky in the background.

Discussion

What are successful strategies for branding and getting buy-in of the community in order to support changes?

- Maria Murphy,
Bronx Lebanon,
Morrisania/Claremont

NuVal

Syracuse Healthy Neighborhoods Partnership



Discussion

We work on a program related to incentivizing healthy food purchase. I'm interested in discussing that as it relates to store owners and youth. I'm interested in assessment/evaluation as well.

*- Kathryn Waller,
Fund for Public Health in NY*





Discussion

I want to hear about healthy retail work happening in New York City. I'm especially interested in outreach strategies and how we can create incentives for business owners to begin thinking.

- Michael Tsang
Two Bridges Neighborhood Council

Discussion

What are ways to expand efforts in increasing affordable healthy food options through partnerships?

- Maggie Rourke,
Urban Health Plan, Hunts Point





Discussion

How do we ensure conversations about healthy retail include an understanding of the challenges/ levers that retailers have - from their perspective (i.e. capacity to negotiate with vendors, who "owns" shelf space)?

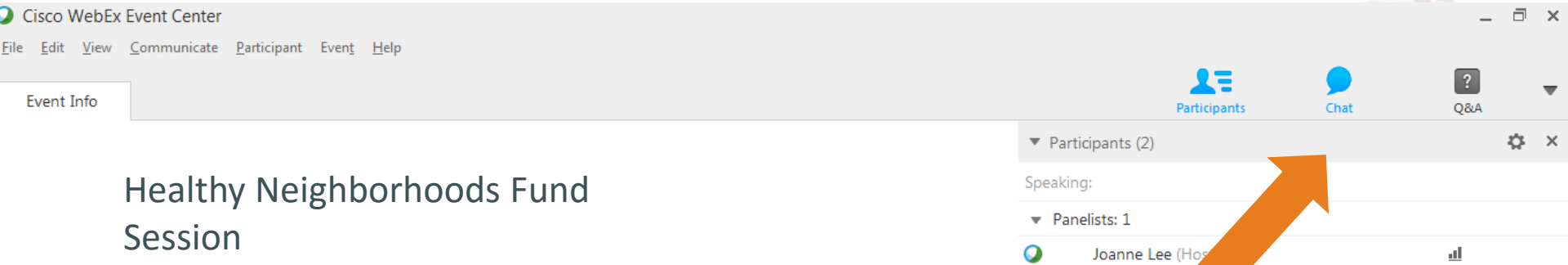
- Lourdes Rodriguez,
NYSHealth



Next Steps:

- *Interest in continuing cross-site sharing and collaboration?*
- *Interest in a next session?*
 - *Topic(s)*
 - *Date and time*
 - *Facilitator(s)*

We Want Your Feedback!



Please share your feedback using the chat box:

Type “+” and identify what worked well today

Type “-” and identify what could be improved

THANK YOU!!