



# HEALTHY CORNER STORES

Year 3 Healthy Corner Stores include:

- Shell Station (Montgomery County)
- Variety Shopping Mart (Montgomery County)
- Chevron Station (Montgomery County)
- BP Shopper (Lowndes County)
- The Yellow Store (Macon County)

While most of those shopping at the corner stores at both pre-implementation (71%) and post-implementation (60%) lived less than ten minutes (drive time) from the stores, more people at post-implementation lived further away (or 10 minutes or more) than at pre-implementation.

77% of the pre-implementation survey participants shopped at the convenience stores either daily or several times a week, but the proportion declined to 67% at post-implementation.

Data at pre-implementation reveal:

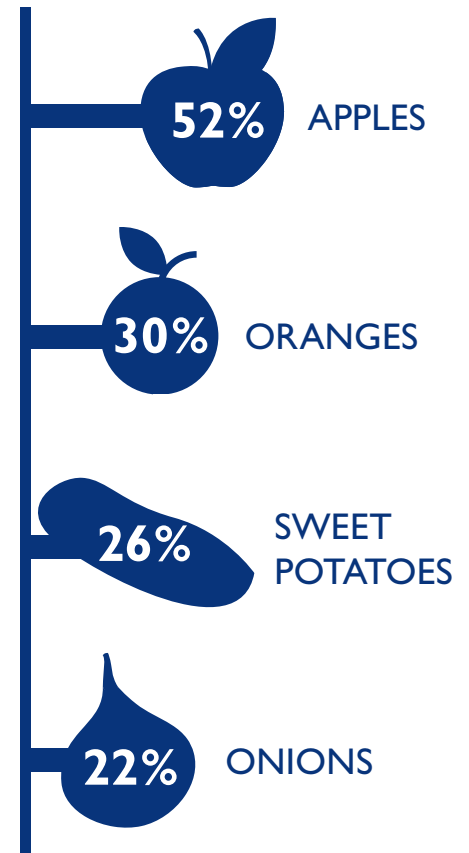
- 21% of the respondents lived 10 minutes or more (drive time) from where they were presently buying most of their fruits and vegetables, suggesting a need for increased access to fresh produce in these neighborhoods
- Nearly 90% of the respondents indicated that they would “definitely/probably” buy fresh fruits and vegetables from these stores when they became available
- In addition to oranges, bananas, and apples, a very high proportion (80%) of those responding indicated that they would be interested in purchasing grapes.
- Approximately half of the respondents said that they would be more likely to shop at these stores once fresh fruits and vegetables become available

Data in the graphics on the right illustrate post-implementation findings.

AT POST-IMPLEMENTATION, THE MOST FREQUENTLY PURCHASED PRODUCE ITEMS (AMONG PEOPLE WHO REPORTED PURCHASING PRODUCE):

ABOUT ONE-FIFTH (OR 22%) OF THE RESPONDENTS STATED THAT THEY WERE EATING MORE FRESH FRUITS AND VEGETABLES SINCE THEY HAD BECOME AVAILABLE AT THESE STORES

81% OF THE RESPONDENTS AT POST-IMPLEMENTATION SAID THAT THEY WANTED THE CORNER STORES TO CONTINUE SELLING FRESH FRUITS AND VEGETABLES



**1,894** TOTAL NUMBER OF UNITS OF FRESH VEGETABLES AND FRUITS SOLD FROM APRIL-JUNE 2017



AT POST-IMPLEMENTATION, 59% OF THE SURVEY PARTICIPANTS WERE AWARE THAT THE STORES HAD STARTED SELLING FRESH PRODUCE

WHILE 12% OF ALL RESPONDENTS REPORTED THAT THEY BOUGHT FRESH VEGETABLES AND/OR FRUITS ON THE DAY OF THE SURVEY



THE COMBINED GROSS PROFIT FOR THE FIVE STORES WAS 30%