

Healthy Food Small Retailer Program

Endorse \$1 million request to expand the Healthy Food Small Retailer Program.

Status

Endorse the request for \$1 million recurring to expand the Healthy Food Small Retailer Program. The Healthy Food Small Retailer Program helps make healthier food options more accessible by providing equipment and technical assistance to small store owners in food deserts, allowing them to stock and sell fresh, healthy options. The Healthy Food Small Retailer Program is housed in the Department of Agriculture and Consumer Services (NCDA&CS) and is funded by state appropriations. There are over 349 food deserts in North Carolina. This means that more than 1.5 million North Carolinians do not have access to the healthy, nutritious foods necessary for a well-balanced diet. Diet plays a crucial role in preventing cardiovascular disease. In fact, eating a healthy diet is the first item on the Centers for Disease Control's heart disease prevention "to do" list, and a poor diet is a significant risk factor for heart disease.

Funding

The funding would support:

- equipment such as shelving and coolers;
- marketing and technical assistance;
- training costs;
- advertising;
- evaluation; and
- the staffing of a program director, local coordinators, a food distribution coordinator, and a marketing coordinator.