



Healthy Stores Refrigeration Program (HSRP)

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Activity

Small store food budget

- On your table you will find food budgets, transportation options and proximity to different stores
- Decide with your tablemates what items you will be able to buy with those budgets for the week and how you will get to the store that you have selected
- Reflect on the decisions you make and how they affect your overall well being



WHAT is the Healthy Stores Refrigeration Program?



Pictured: Lupita's Market

The Healthy Stores Refrigeration Program, or HSRP, helps small businesses in Los Angeles' food desert by placing new **efficient refrigerator models** in stores. These new models replaced existing, inefficient refrigerators to fill with California-grown **healthy food**.



Benefits of Participation

Participating stores...

- Reduce energy usage and greenhouse gas emissions;*
- Save money on energy bills;*
- Reduce pollution in areas most affected by it;*
- Contribute to the health of their community;
- Increasing store revenue by selling healthy, nutritious foods, and;
- Educate their community and customers on the benefits of healthy food options and energy efficiency.

* Savings realized by stores that replaced existing fridges



HSRP Organizations and Roles

Grantor & State-wide
Administrator



Grantor &
LA Administrator



Grantor



Implementer



Refrigerator Delivery
Company



Community-Based
Organization Partner



Healthy Stores Refrigeration Program (HSRP)

WHO does HSRP serve?

Corner stores and small independent grocery stores in neighborhoods with low access to healthy food in Los Angeles County.

Qualifying stores must meet some specific eligibility requirements, most importantly:

1. Location in a low-income or low-access neighborhood;
2. Accept EBT (food access assistance), and;
3. Willingness to stock the new refrigerators with healthy food.

Corner Stores

- Sells food and other essentials
- Does not have a product specialty (e.g. candy store or liquor store with >50% of shelf space dedicated to specialty product)
- 2 or fewer cash registers

Small Business Grocers

- Independently owned
- Less than 100 employees
- Average gross annual receipts of \$15M or less



EBT Requirement

EBT, or Electronic Bill Transfer, is an electronic system that allows SNAP (Supplemental Nutrition Assistance Program) benefits to be issued to their recipients. We required that the stores accept these benefits to enroll.



This ensures that we are working with stores that are accessible by all customers.

1. Verified on EBT website, or;
2. If a store owner did not currently accept EBT, offered to assist them through the process.



Low Access, Low Income/DAC Requirement

We use the [USDA Food Access Research Atlas](#) to determine whether a store's neighborhood has low access to healthy food.



We use the [California Air Resources Board's California Climate Investments Webmap](#) to determine whether a store falls into a low-income community.

6037185310

Census Tract	6037185310
Disadvantaged Communities	Yes
Low-income Communities	Yes
Low-income Communities within 1/2 Mile of Disadvantaged Community (Buffer)	No
Low-income households within 1/2 mile of Disadvantaged Community, can also be anywhere in the State	No



Ineligible Stores

If a store is deemed ineligible for the program (for example, if a store does not meet either the low income or low access requirements).

1. LAC Small Business Disaster Relief Resource list to the store owner.
2. Record store information including the reason for ineligibility. This ensures that if eligibility criteria change in the future, we will be able to reach back out to the store.



Initial Enrollment Outreach

Outreach:

- Community based partners
- Word of mouth
- Local news spot
- Market research - mapping out eligible areas and conducting door-to-door engagement

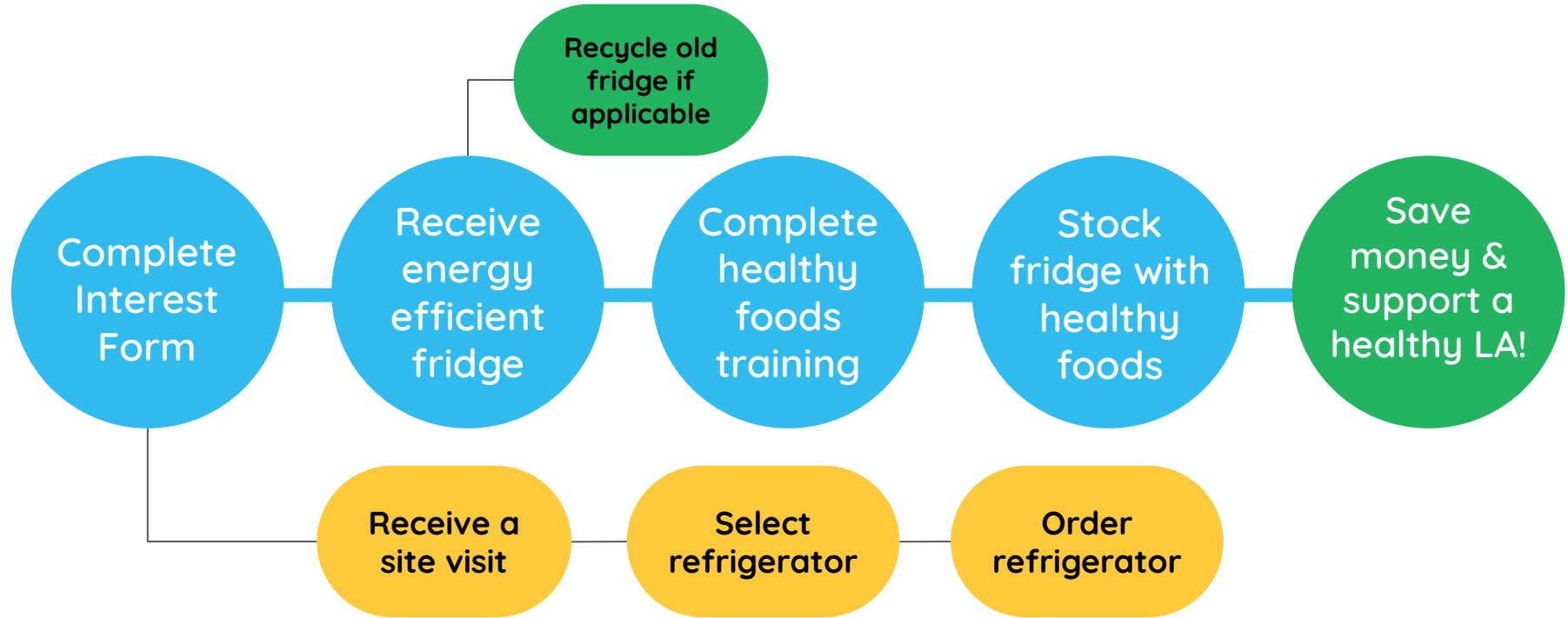


Ribbon Cutting: Lupita's Market



Healthy Stores Refrigeration Program (HSRP)

HOW does it work?



Initial Site Visit Best Practices

- Verbally confirm that they accept EBT (or have applied to do so) and take pictures of any EBT signs
- Verbally confirm that they are willing to stock to healthy food and take pictures of any healthy food already in stock
- During or after the visit, record any feedback that the store owner has about pain points or barriers concerning energy usage, stocking healthy food, etc. Some good leading questions:
 - Is your electricity bill high?
 - What are your current barriers to stocking healthy food?
 - Do the people in your community buy healthy food?



Post-Installation Site Visit



In-store marketing materials encouraged healthy food choices



Food & Refrigerator Tips

Healthy Stores Refrigeration Program | HSRP@isd.lacounty.gov

Stores are requested to stock **California-grown produce, nuts and minimally processed foods** in the refrigerators provided by the Healthy Stores Refrigeration Program. Most produce can be kept in the refrigerators to keep them fresh longer. Additionally, stores are encouraged to stock other healthy food options such as milk, eggs, cheese and yogurt in the refrigerators.

What should I Stock?

- Fruit such as apples, citrus (oranges, limes, lemons), berries (cherries, raspberries, blueberries, strawberries), grapes, melon (honeydew, cantaloupe, kiwi, pears)*
- Vegetables such as leafy greens (spinach, kale, collard greens), lettuce, cabbage, cauliflower, broccoli, cucumber, snap peas, peppers, eggplant, summer squash, carrots, and asparagus
- Nuts can also be kept in a refrigerator where they will retain quality for a year or more at refrigerator temperature (40°F or below)
- Minimally processed and pre-packaged foods such as bagged salads and cut fruits and vegetables can also be kept in the refrigerator

*Note: fruit will not ripen when stored in refrigerators.

Tips for Prolonged Shelf Life



- Check for bruises, dents, or soiled spots prior to purchasing
- First in, first out -- display older produce in the front
- Remove spoiled items daily
- Keep refrigerator temperature between 35°F and 38°F
- Do not store fruits and vegetables (such as apples) that produce ethylene next to fruits and vegetables that are sensitive to ethylene
- Keep the following produce outside the refrigerator and in a cool, dry place: onions, potatoes, winter squash, sweet potatoes, tomatoes, bananas, and persimmons
- Check out the [Food Trust's Sell Healthy Guide](#) for additional information on successfully stocking and selling healthy foods!

Tips for Saving Energy



Although your new refrigerator is already energy-efficient, here are a few tips to minimize energy usage while reducing the risk of breakdown and extending the lifespan of the equipment.

- Clean the inside of the refrigerator and the compressor coils regularly since a dirty and dusty refrigerator needs to work harder to ensure proper heat transfer
- Leave enough space outside of the refrigerator, especially behind the unit, to allow for good airflow over the heat exchange coils
- Make sure the refrigerator seals around the door are airtight and replace them if they are not
- Keep the fridge doors closed whenever possible
- Stack the produce evenly to avoid overpacking
- Have a professional HVAC technician maintain the refrigerator annually

* Food Trust's Sell Healthy Guide: http://thefoodtrust.org/uploads/media_items/phcan-sell-healthy-guide.original.pdf



The Summit SCR49SSG and Turbo Air TGM-72SD-N, our most popular equipment upgrade options



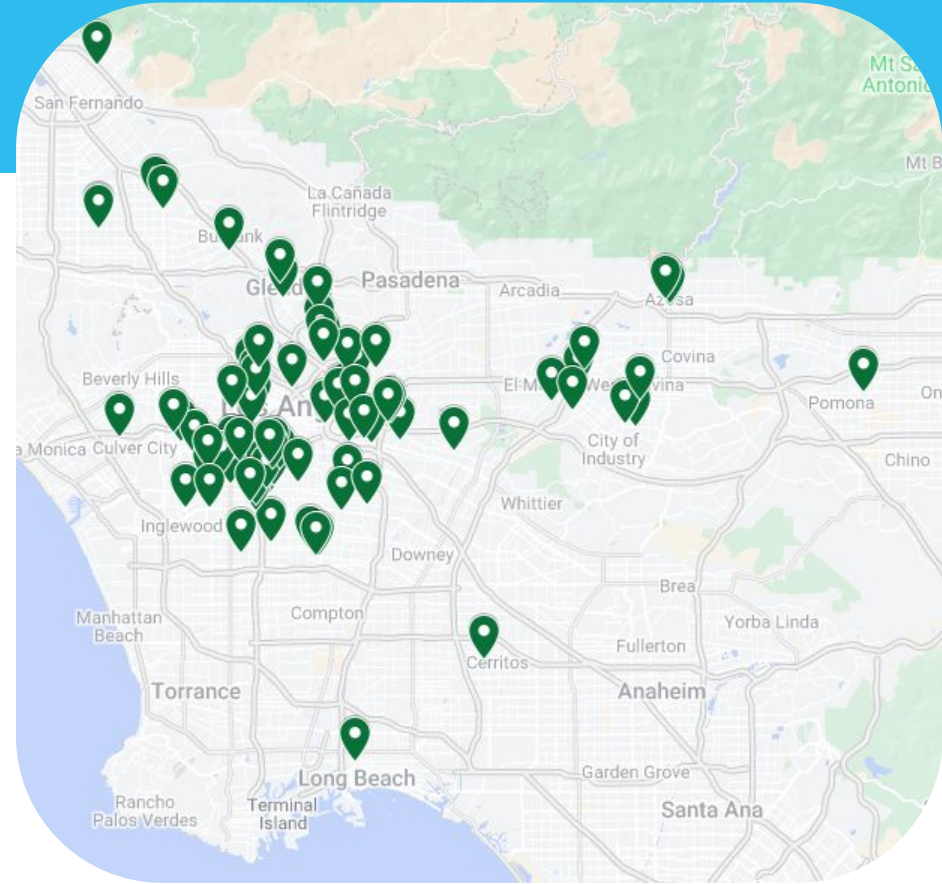
Healthy Stores Refrigeration Program (HSRP)

Enrollments results

84 stores - we exceeded our goal and supported over 80 stores through the program

141 new refrigeration units - we helped LA County small businesses install 141 new energy efficient refrigerators

30 old refrigeration units recycled - we helped LA County small businesses properly recycle environmentally damaging materials



WHY does HSRP work? And the snags along the way...

Decrease food insecurity



Store owner outreach

Local healthy food options



Supply chain

Energy efficient technology



COVID-19



Healthy Stores Refrigeration Program (HSRP)

Adapting to meet community needs

- In-language support
- Working with hard-to-reach business owners
 - Busy schedules
 - Access to technology
 - In-person communication and enrollment
- Overcoming COVID-19 challenges
 - Personal Protective Equipment
 - Supply chain delays



Our outreach team at metro Market, the first corner store recipient of HSRP's energy efficient refrigerators.



Outreach - Workforce Education and Training

SoCalREN Green Path Career Fellows and Climate Corps AmeriCorps Fellows

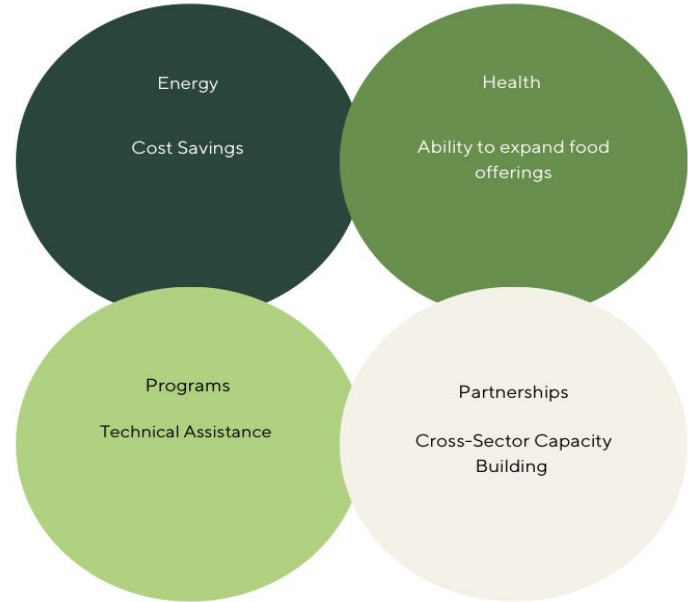


Healthy Stores Refrigeration Program (HSRP)

Los Angeles Food Policy Council

The Los Angeles Food Policy Council is a cross-sector non-profit with a mission to make food healthy, affordable, sustainable and fair for all.

These cross-sector focus areas are important to the viability and future growth of small businesses and the communities they serve.



Testimonials

Healthy Neighborhood Market Network

"The Energy Coalition and LAFPC helped us get much needed refrigeration units that allowed us to feed hundreds of families every week."

- Joe Ward-Wallace, South LA Market & Cafe

"The refrigeration units we selected helped us cut our energy bill in half."

- Sat Singh, Metro Mart, Los Angeles



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Contact Information

Los Angeles Food Policy Council

The Los Angeles Food Policy Council is a cross-sector non-profit with a mission to make food healthy, affordable, sustainable and fair for all.

Our Healthy Neighborhood Market Network program empowers neighborhood market owners to become healthy food retailers.



1000 N. Alameda St. Suite 240



www.goodfoodla.org

For more information, **scan here:**



Learn more about our programs and get involved!

Video Credit:

Felipe Reina, FLP Films

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Healthy Stores Refrigeration Program (HSRP)

Case Studies



Lupita's Market

- Old, huge refrigerators caused high energy bill
- Store owner had to make produce runs ~3 times a week
- After participating in HSRP, Lupita's Market received two large 3-door units to keep their produce fresh and lower energy bills

Community Food Bank

- Re-sells grocery store food that would have been thrown away
- Store owner grocery bill was about \$5,000 - \$6,000 a month due to using old refrigerators
- After participating in HSRP, Community Food Bank received refrigerators that are 2 - 3 times more efficient than their current refrigerators



Educational Site Visits / Pop-Up Shops

Through a grant provided by the Los Angeles Department of Water and Power, TEC provided educational outreach within the City of Los Angeles. Activities include:

1. Pop-up tables to educate customers about healthy foods available at their local store and local programs to reduce their energy burden
2. Live cooking demonstrations using healthy food found in the store
3. Take home easy recipe booklets using healthy foods found in the store



Pop Ups



Food & Refrigerator Tips

Refrigeration Tips

Below you will find helpful tips:

- **Refrigerators:** Clean your refrigerator regularly.
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Maintenance of a Refrigerator

Check your refrigerator regularly.

Recipe Booklet

Healthy, healthy recipes for a healthier lifestyle.

Shelf Life of Refrigerated Food

Food Type	Shelf Life
Meat and Seafood	1-2 days
Dairy	1-2 weeks
Condiments	1-2 years
Leftovers	3-4 days

Store owners were excited to offer healthy food resources to customers



Healthy Stores Refrigeration Program (HSRP)

68 Pop Ups hosted!



Maravilla Meat Market

The pop-up event hosted at Maravilla Meat Market was the largest attended event due to a large parking space area and partnering with LA County **Wellness Wednesday**.

Over 150 customers stopped by the booths to learn about healthy food and energy efficiency.



Pop-up event at San Jose Market

Jose Cabrera, owner of San Jose Market, was referred to HSRP by his cousin, Frances of Lupitas Market. He is excited to see Frances's success in the program and is excited to receive new fridges for his business too.



Future of the program

- What does Los Angeles County envision for the future of this program and program like it?
- Audience Activity Feedback
- Q&A, and Discussion

