9th Biennial Childhood Obesity Conference
Fruits and Veggies: More Still Matters: The Role of Law and Policies in Achieving our Healthy People 2020 Objectives

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About Us

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Independent research institution providing scientific expertise, partnership and resources to improve diet and physical activity behaviors among youth and their families to help grow a healthier next generation.

• The Center is a Omaha based independent non-profit research organization providing research, evaluation and partnership in: childhood obesity prevention, food insecurity, and local food systems.

• Connect with us on Facebook or Twitter: GretchenSwanson
Bright Spots are Examples of Best Practices

What is a Bright Spot?

- **Replicable**
  Can be done by others

- **Innovative**
  New, effective strategies and tactics

- **Results-driven**
  Produced results or positive outcomes

- **Solutions focused**
  Solves a specific problem

Image source: https://www.healthit.gov/policy-researchers-implementers/hie-bright-spots
Bright spot #1
Healthy Diné Act of 2014: Background
Bright spot #1
Healthy Diné Act of 2014: Policy

- 2% tax on food of little or no nutritional value
- Related law removed 5% sales tax on fruits and vegetables
- Revenues designated towards improving food environment
“There’s a food movement going on; stores are now being encouraged to carry fresh fruits and veggies, and Navajo growers are being encouraged to set up farmers markets.” - Gloria Begay, Member of Diné Advocacy Community Alliance

Policy change takes time but has tremendous potential to change the environment and influence human behavior.
Bright spot #2
New York City’s Green Carts: Background

- Low access to fresh fruits and vegetables among residents living in low-income neighborhoods in New York City.

- Strategy: “Bringing produce to the people.”
Bright spot #2
New York City’s Green Carts: Policy

- Administrative Health Code was amended to allow new mobile produce vendors to sell produce in food deserts.
- Mayor’s Office of Food Policy launched Green Carts in 2008.
- 316 carts (year: 2016).
Bright spot #2
New York City’s Green Carts: Impact

- Increased access to and consumption of fruits and vegetables
  - Increased FV access directly and indirectly
    - The proportion of bodegas offering fruits and vegetables increased from 45% to 65% in permitted Green Cart areas between 2008 and 2011
    - Increased FV intake among Green Cart customers (2014 data)

- Lessons Learned
  - Planning and implementation was complex
  - Pushback from small local business and grocers’ associations
Bright spot #3
Minneapolis’ Staple Foods Ordinance: Background

Counting Carrots in Corner Stores: Minneapolis’ Staple Food Ordinance

- Overall low FV intake among residents
- Barriers to accessing healthy foods defined as staple foods for this policy
Bright spot #3
Minneapolis’ Staple Foods Ordinance: Policy

Policy Progression Timeline

- 2008: Staple Food Ordinance
- 2010: Healthy Corner Store Program
- 2014: Amended Staple Food Ordinance
Bright spot #3
Minneapolis’ Staple Foods Ordinance: Policy

Policy Implementation Timeline

- **October 2014**: Staple food ordinance amended
- **March 2015**: All licensed stores notified by local health department
- **April 2015**: Ordinance goes into effect
- **April 2016**: Store visits by health department
# Example of Store Requirements

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>REQUIREMENT</th>
<th>DOES NOT COUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MILK</strong></td>
<td>• 5 gallons total</td>
<td>• No buttermilk, chocolate or flavored milk</td>
</tr>
<tr>
<td></td>
<td>• Any combination of gallon or half-gallon containers</td>
<td>• No items that are not in gallon or half-gallon containers</td>
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<tr>
<td></td>
<td>• At least 2 of the following varieties: skin/nonfat, 1%, or 2% milk, or</td>
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<tr>
<td></td>
<td>“plain” or “original” milk alternative</td>
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<tr>
<td><strong>CHEESE</strong></td>
<td>• 6 pounds total</td>
<td>• No cheese food</td>
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<tr>
<td></td>
<td>• Packages of at least one-half pound (8 oz.)</td>
<td>• No American cheese or individually wrapped slices</td>
</tr>
<tr>
<td></td>
<td>• At least 3 varieties</td>
<td>• No string cheese singles</td>
</tr>
<tr>
<td><strong>EGGS</strong></td>
<td>• 6 one dozen containers total</td>
<td>• No half-dozen or 18-egg containers</td>
</tr>
<tr>
<td></td>
<td>• Large size only</td>
<td>• No medium or extra large-size eggs</td>
</tr>
<tr>
<td>**MEAT &amp; VEGETABLE</td>
<td>• At least 3 varieties of meat, poultry, canned fish packed in water, or</td>
<td>• No single serving packs or freshly sliced deli meat</td>
</tr>
<tr>
<td>PROTEINS</td>
<td>vegetable proteins such as nut butter and/or tofu.</td>
<td>• No canned fish in oil</td>
</tr>
<tr>
<td></td>
<td>• Nut butter up to 18 oz</td>
<td>• No nut butters that contain other foods such as jelly, jam, chocolate, or honey</td>
</tr>
<tr>
<td><strong>FRUITS &amp; VEGETABLES</strong></td>
<td>• 30 lbs. or 50 items fresh and/or frozen total</td>
<td>• No added ingredients like sweeteners, salt, or spices</td>
</tr>
<tr>
<td></td>
<td>• At least 7 varieties, at least 5 must be fresh</td>
<td>• No shelf-stable fruit cups or cans in syrup or juice</td>
</tr>
<tr>
<td></td>
<td>• No more than 50% from a single variety</td>
<td>• No dried fruit or herbs</td>
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<tr>
<td></td>
<td>• No vegetables with dressings, dip, or cheese</td>
<td></td>
</tr>
<tr>
<td><strong>100% JUICE</strong></td>
<td>• 6 containers total of 100% juice, at least 2 must be citrus</td>
<td>• No containers smaller than 59 fluid oz. or smaller than 11.5 oz. containers</td>
</tr>
<tr>
<td></td>
<td>• Frozen/non-frozen concentrate: 11.5-12 oz. containers</td>
<td>• Juice: 59 oz. or larger containers</td>
</tr>
<tr>
<td></td>
<td>• Juice: 59 oz. or larger containers</td>
<td></td>
</tr>
<tr>
<td><strong>WHOLE GRAIN</strong></td>
<td>• 4 boxes or bags total, 12 oz. or larger, whole grain cereal or cereal</td>
<td>• No cereals that list the following as the first ingredient:</td>
</tr>
<tr>
<td><strong>CEREAL</strong></td>
<td>grains</td>
<td>• Enriched flour, wheat flour, milled corn, corn, rice, bran, farina</td>
</tr>
<tr>
<td></td>
<td>• At least 3 varieties</td>
<td></td>
</tr>
<tr>
<td><strong>WHOLE GRAINS</strong></td>
<td>• 5 pounds total</td>
<td>• No products with “enriched wheat flour” as 1st ingredient</td>
</tr>
<tr>
<td></td>
<td>• At least 3 varieties such as 100% whole grain bread, corn tortillas, brown rice or oatmeal</td>
<td></td>
</tr>
<tr>
<td><strong>CANNED BEANS</strong></td>
<td>• 192 oz. total of canned beans or legumes</td>
<td>• No popcorn with butter, salt or added fat/oil</td>
</tr>
<tr>
<td></td>
<td>• At least 3 varieties</td>
<td>• No white flour tortillas</td>
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<td></td>
<td>• No added fats, oils, meats</td>
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<td></td>
<td>• No baked beans, pork and beans, chili beans, or refried beans</td>
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<tr>
<td><strong>DRIED PEAS</strong></td>
<td>• 4 packages total</td>
<td>• No soup mix</td>
</tr>
<tr>
<td><strong>BEANS</strong></td>
<td>• Up to 16 oz. in size</td>
<td>• No green or wax beans</td>
</tr>
<tr>
<td><strong>LENTILS</strong></td>
<td>• No seasonings or other added ingredients</td>
<td></td>
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</tbody>
</table>
Bright spot #3
Minneapolis’ Staple Foods Ordinance: Impact

- Increased compliance = more healthy foods in stores
- Melissa Laska and researchers at the University of Minnesota are evaluating the impact of the policy change
- A policy approach as well as a programmatic support were critical
Suggestions for Communities

- Policy interventions need to include additional supports to improve success and compliance
- Have the right people at the table (i.e. stakeholders)
- Continue to strengthen laws and policies related to nutrition standards
- Encourage and ensure for policy innovations at the state and local levels
- Consider geography, climate, and community need in policy development
Contact and Questions

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