



A Healthy Corner Store Initiative: Helping small business owners, local farmers, and North Carolina communities.



Our Vision: All North Carolinians will be protected by strong health policies that prevent chronic disease.



Let's increase the availability of healthy foods in corner stores in North Carolina!

For more information contact the North Carolina Alliance for Health:  
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What is a Healthy Corner Store Initiative?



A Healthy Corner Store Initiative is a proposed state-supported initiative designed to help small corner store owners expand their current offerings to include healthy foods.

- It's a win for the store owners who are able to receive the resources and expertise to stock and sell new, profitable products like fresh and frozen produce, whole grains, lean meats, and seafood.
- It's a win for North Carolina farmers and fishermen who gain new markets for their goods.
- It's a win for North Carolina communities and families who can now purchase healthy foods for their families.

North Carolina  
Healthy Corner Stores:  
It's a Win-Win-Win



## How would a Healthy Corner Store Initiative help small business owners?

- Increase owners' ability to sell and market healthy food to help improve healthy options in their communities
- Host in-store community nutrition education lessons
- Assist with training and technical assistance to make healthy changes profitable
- Provide opportunities to be part of a Healthy Corner Store Designation Program that would highlight store owners doing innovative things in their communities
- Help owners work with local health departments to learn about regulations to stock and sell fresh produce
- Provide small grants to buy refrigerators for produce, shelving, and other tools to promote and sell fresh food
- Provide in-store marketing for healthy and local food
- Connect owners with local farmers, fresh food suppliers, and community partners to create and sustain healthy corner stores