70% of every food dollar in Canada

CONTEXT: HIC, MATERIAL DEPRIVATION, SUPPLY CHAIN CONSTRAINTS

EMERGING RESEARCH
- Data quality (env, sales, diet)
- Retailer-led changes
- Merchandising
- Entrepreneurialism
- Short supply chains
- Missing “middle”
- Horizontal/vertical diffusion
- Other retail settings

OUTCOMES
- Healthier and fresh food availability
- Prepared food
- Targeted purchasing
- New business practices—spirit of experimentation
- Changes in public health practice and municipal policy development
- No change in diets or food insecurity

THE MODEL

Retailer: powerful ally, value chain gatekeeper, economic participation

HEALTHY RETAILING

Target of health promotion: stores

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Vienna IAEA-WHO-UNICEF Joint Workshop | October 4, 2017