

70%

of every food dollar in Canada



RETAIL FOOD ENVIRONMENT

PROTOTYPING

1



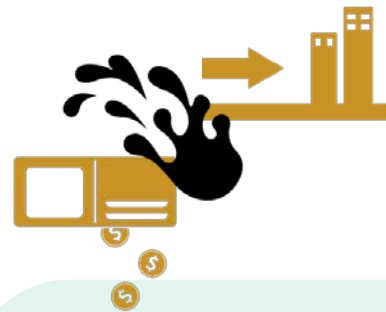
2



3



CONTEXT: HIC, MATERIAL DEPRIVATION, SUPPLY CHAIN CONSTRAINTS



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*

EMERGING RESEARCH

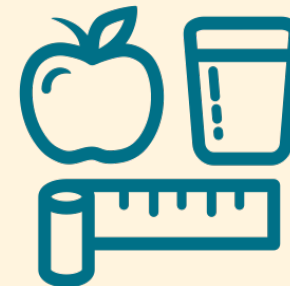
- Data quality (env, sales, diet)
- Retailer-led changes
- Merchandising
- Entrepreneurialism
- **Short supply chains**
- **Missing “middle”**
- Horizontal/vertical diffusion
- Other retail settings

THE MODEL



Retailer: powerful ally, value chain gatekeeper, economic participation

HEALTHY RETAILING



Target of health promotion: **stores**

DOUBLE DUTY

