

Retail Establishment Resources

There are many great resources for ideas on how to market, sell, and distribute *San Diego Grown 365* (365) local products. Consumers realize the economic, environmental, and health benefits of choosing *San Diego Born & Raised* products, and you can too! Below are just some ideas to get you started.



San Diego Grown 365 Exchange



This San Diego Farm Bureau tool is designed to connect farmers with retail stores, restaurants, distributors, and institutional buyers interested in sourcing locally grown products.

<http://sandiegogrown.com/>

Harvest of the Month



Harvest of the Month features a widely available locally grown fruit and vegetable each month. Each month, one local fruit and one local vegetable are highlighted with tastings, interesting facts, and recipes. It's the perfect way to kick off or supplement 365.

<http://www.harvestofthemonth.cdph.ca.gov/index.asp>

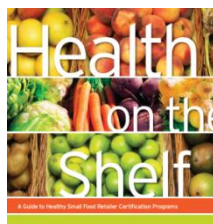
Providing Fresh Produce in Small Food Stores



A nationwide movement to provide fresh produce and healthy options in convenience and corners stores has started. This Change Lab Solutions PDF provides information on how to sell fresh produce in your convenience or corner store.

http://changelabsolutions.org/sites/default/files/Fresh- Produce-Distribution-Small-Food-Stores_FINAL_20140131.pdf

Health on the Shelf Toolkit



This guide to healthy small food retailer certification programs is full of resources and ideas for small food retailers to source and sell local produce, as well as how to work with local agencies.

http://changelabsolutions.org/sites/default/files/Health_on_the_Shelf_FINAL_20130322-web_0.pdf

Quick Links & Articles

There are many articles with resources for local retailers. Here are just a few.

HEALTHY CORNER STORES NETWORK

<http://www.healthycornerstores.org/>

LIST OF SAN DIEGO COUNTY FARMERS' MARKETS

<http://www.sdfarmbureau.org/BuyLocal/Farmers-Markets.php>



THE BENEFITS OF LOCAL SOURCING

<http://www.retail-week.com/in-business/supply-chain/the-benefits-of-local-sourcing/5010688.article>

ENACT STRATEGY: INCENTIVES FOR STORE OWNERS

<http://eatbettermovemore.org/sa/enact/neighborhood/shopkeepers.php>

7-ELEVEN SHIFTS FOCUS TO HEALTHIER FOOD OPTIONS

<http://www.nytimes.com/2012/12/25/business/7-eleven-stores-focus-on-healthier-food-options.html>

FRESH FRUITS AND VEGGIES TOUTED AS HEALTHY SNACKS TO SELL IN C-STORES

<http://www.npnweb.com/ME2/dirmod.asp?type=MultiPublishing&mod=PublishingTitles&mid=8F3A7027421841978F18BE895F87F791&tier=4&id=F8D7F9CD8D174632BD420A1FC28511DB>



For more information on *San Diego Grown 365*, visit:

<http://www.sdfarmbureau.org/BuyLocal/SD-Grown365.php>

