



# Implementing “Shop Smart, Eat Smart” in Rural Virginia: A Creative Partnership for Healthy Food Access

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# Jon Henry General Store

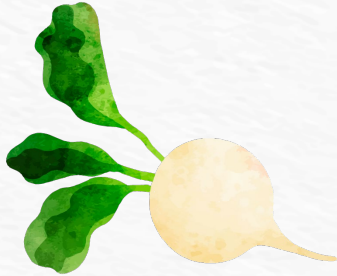




# Barriers in New Market



- Rurality
- Cost
- Nutrition value



Works with  
over 50  
farmers



Half off discount on  
Fruits and veggies for  
EBT users

# Partnerships

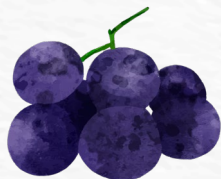
## VA Family Nutrition Program

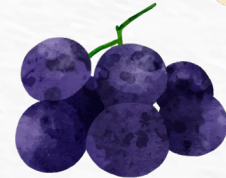
Nutrition Education and Policy, System, and Environment work



## Virginia Fresh Match

SNAP matching through Local Environmental Agriculture Project





How it all  
began...



# Virginia Fresh Match

Double up program

Incentivise fresh and healthy food purchases by  
EBT customers

# What is Shop Smart, Eat Smart?

A partnership with local food retailers finding healthy food options easier through

- Encouraging retailers to stock healthier options
- Providing resources to guide customers to healthier purchases





# Strategies Utilized

FNP SSES strategies utilized

## In-store marketing:

- Poster and shelf talkers
- Attaching healthy recipes
- Cues to guide

## Technical assistance:

- Meal bundling

## Direct education & customer engagement:

- Food demonstrations with nutrition education
- Store tours/scavenger hunts
- Voice your choice
- MyPlate shopping lists

Choose naturally sweet fruit for dessert. Try baked apples, fruit salad, or fruit smoothie.



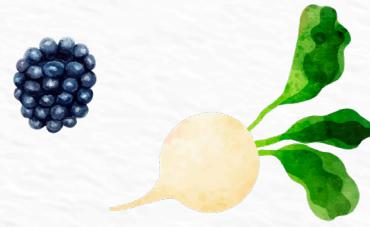
QUICK • EASY • TASTY

[www.eatsmartmovemoreva.org](http://www.eatsmartmovemoreva.org)

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# Innovations/partnerships



Virtual cooking  
demos

Offering virtual  
cooking demos  
encouraging  
purchase and prep  
of nutritious foods



360 virtual  
tours

Using google  
street view took  
360 photos and  
created youth  
scavenger hunt



Seasonal  
health  
promotion  
events

Seasonal foods  
highlighted and  
recipes/demos  
shared



Nutrition  
education

Utilizing youth  
curricula to host  
special event  
reading and  
preparing a recipe

# Other Resources

Other helpful resources include:

- The Food Access Research Atlas
- Virginia MarketMaker
- Virginia Food Access Investment Fund Grants



# Lessons Learned

## Lessons learned

- Simplicity with nutrition education
- The importance of community connections



# THANKS!

Does anyone have any questions?  
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