

MGT 4329 ASL
1215 Class
Spring 2019

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MEXICO AZTECA

Due to a language barrier with those running the store, only information we were able to gather is our

Visual Findings:

- *Signs and produce are presented well*
- *Healthy suggestions/recipes are shown next to the foods*
- *Prepackaged grab and go snack were available*
- *There was no social media present*
- *At the cashier there was an option to buy passion fruit for \$14/lb*



Plaza San Jeronimo



Owned by Antonio Marquez, Plaza San Jeronimo is a local bodega (deli) that provides a variety of produce, quick snacks and a small restaurant in the back of the store.



SHOP & EAT

HALAL RESTAURANT & MARKET

The owner of the store was not present therefore we completed the following observation:

- Vegetables and Fruit present
- Pre packaged grab and go snacks available
- No food by options by register
- Facebook and Website
- Available to order on Door Dash



Met Foods



Visual Findings:

- Price signs
- Produced is displayed well
- Fresh Produce
- Recipes, Healthy advertising, City Harvest Sticker present, Yogurt, Yogurt Parfaits and Fruit Cups present. Already has fresh grab and go snacks present.

How did the program affect your store? -

Educated lower income people how to shop and prepare meals
Helped people utilize money

Challenges- Federal and local government are difficult
Snap and WIC are hard to operate
Local government policies

Competition – New stores
Stipulations

Donations- Boy Scouts,
Churches for Spaghetti night
Neighborhood

Community Programs or Associations- None



ShopRite - 985 Richmond Ave.

- Donations:
 - 3,000 turkeys
 - Local parish food pantries and gift cards
- City Harvest Promotions/guidance:
 - Have yellow apple in window, giving them visibility as a healthy place to shop
 - Kids get one free piece of fruit from a basket by the produce section
 - They sell pre-made fresh grab and go snacks
 - They felt as though they have benefited from the program
- Community Engagement and issues
 - They are contributors to the SIEDC
 - They had Snap issues with online orders



ShopRite - 2424 Hylan Blvd. (New Dorp)



- Expectations:
 - Feedback from customers
- Results:
 - Identified as the customer's favorite healthy supermarket on the Island
 - "Free Fruit for Kids"
 - Providing healthy foods allowed their establishment to receive credit for being an exemplary place for the community to find high quality healthy foods.
- Challenges:
 - Providing to homebound customers
 - SNAP
 - WIC
- Observations:
 - Register area didn't contain many healthy food options
 - Prices were clear and upfront
 - There were no healthy recipes posted to see
 - They have grab and go healthy food options throughout departments



MetFood- Hylan Blvd.



Expectations: We expected there to be convenience in MetFood because of the program. We expected to see a lot of fresh products upfront especially grab and go.

Observations:

- Price signs
- City Harvest Sticker
- Produce display

- Healthy recipes
- Social Media and Website
- Advertising and Marketing
- Grab and Go Items

Challenges:

Dealing with the Government with funding programs

Donations: They donate free gift certificates to schools or fundraisers to help out the community. They donate to:

- Boy Scouts
- Churches

How did the program affect your sales: The program affects the store's sales because if a person uses the City Harvest Program to buy fresh produce and they stick to one store, it has been shown that these people have bought the rest of their groceries at the store there as well.

Associations: They don't belong to any.



EHR Corp Grocery

Observations

- Fresh fruit located beside front counter
- What we didn't see: no prices, no advertising, no recipes
- Grab & Go: no healthy choices other than fruit

Expectations & Competitions

- New healthy retail caused an increase in sales
- There are plenty of delis around competing with EHR Corp Grocery, however the presence of the fruit has helped sales go up and with competition as well

Currents Affects

- Sales went up
- Customers liked the healthy produce
- The owner, Pedro, was only interested in City Harvest if it affected his sales and did not cost much to him.



LANKA GROCERY



Observation: Increase in client purchases for healthier alternatives. Healthier alternatives across the aisles and closer to the front instead of candy. Mostly ethnic foods for an ethnic customer base. Store has a great healthy food display, soon as you walk into the store vegetables and fruits are directly in line of sight. Most of the customers shopping here are Sri Lankan/ Indian, they come here for the ethnic foods that aren't available in a regular supermarket.

Association?

Staten Island Partnership for Community Wellness, City Harvest, The Staten Island Neighborhood Food Initiative.

Other Info:

Not opposed to selling pre-made fresh grab and go snacks. No social media presence. No healthy recipes posted, city harvest sign present, no fines from city/ state. Stated that rent is going up due to property values rising.

Family Deli Grocery

Observations - I was able to see that they do have a presence of grab and go snacks such as parfaits and fresh fruits. They have it in their store when you first walk in.

Challenges - They have competition right across the street with another deli and also delis on almost every other corner on Castleton. However they believe that they are at an advantage due to the location and the fact that their deli has been there longer.

Donations and Associations -They don't have any associations and make any donations.

Mekkah Mart



Observation:

- There were price signs clearly present around the store
- Produce was displayed fairly, including apples, bananas, and oranges near the cash wrap
- There was no healthy recipes or marketing for healthy foods present
- There is a social media presence on Facebook and on the stores website



Expectations: Sales and traffic to increase due to the change in the foods they supply

Results:

- Customers' responses were favorable
- Sales have slightly increased
- Having healthier options helps them to differ from other stores and attract more people.