

# Healthy Food Retail Networking Group Quarterly Meeting

Wednesday, September 17, 2014, 9:00 am – 11:30 am

Public Health Solutions, Room 5.2

## ANNOTATED AGENDA

**9:00 – 9:15:** Meet/Greet

**9:15 – 9:30:** Welcome: HFR Quarterly Meeting Overview [Sabrina]

**9:30 – 9:50:** Introductions [Sheilah]

- Name, Organization, Name of Healthy Food Retail Initiative and Neighborhood

**9:50 – 10:05:** HFR Steering Committee Updates [Sabrina]

Introduce representatives and concept of the workgroups. Use org chart visual also remember to point out that attendees can still sign-up

- HFR Quarterly Meeting representative, Sabrina Baronberg
- HFR Summit Planning representative, Sheilah Crowley
- HFR Communications representative, Craig Willingham

**10:05 – 10:50:** Select Highlights from the Field [Maggie]

Maggie to moderate and give a brief introduction to the topic and big picture idea of the NY distribution system]. Questions to the panel:

- How do we identify mechanisms within the produce distribution system that will move the needle meaningfully to increase access across NYC?
- What and where are the levers in the existing produce distribution system in New York?
- Where do bodega owners shop for produce? How do they decide what to buy?
- How can we support bodegas owners to purchase quality produce and promote sales through strategic placement, displays, and affordable pricing?
- What are the major barriers bodega owners face for obtaining quality produce? Are inadequate mechanisms for obtaining quality produce the real barrier?
- What role does customer demand play in a bodega owner's decision to purchase produce for their store?

**10:50 – 11:20:** HFR Practitioner Networking Time [Sabrina]

Structure the conversation around their experiences with distribution systems in their work. Provide some resources and let them discuss then have a brief report back.

### **Potential questions:**

- How does the NYC food distribution system affect the type of work that you do?
- How can we innovate in our work to better connect distributors, retailers and consumers?
- Point out resources

### **Brief report back:**

- How does this system affect our daily work? [**learned**]
- What should our city government, mayor, or health department be doing? [**big picture**]

**11:20 – 11:30:** Wrap-up: [Jessi] Feedback, Questions, Next Steps, Complete evaluation form