



# Fort Bragg City Council Presentation



CX3 Youth Advocates and Petra Schulte

# CX3

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## Container Gardening

## at Fort Bragg Food Bank



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## Checkout Stand Survey Safeway



## Checkout Stand Survey La Mexicana Market





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## Checkout Stand Survey Harvest Market



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# Tesco bans sweets from checkouts in all stores

Move by retailer welcomed by health and parenting groups and backed, according to survey, by two-thirds of customers

- ▶ Research for Tesco found that 65% of shoppers wanted confectionery removed from checkouts to help them make healthier choices when shopping. Even more (67%) said it would help them choose healthier options for their children.

Its chief executive, Philip Clarke, said the decision followed a commitment to make soft drinks, sandwiches and ready meals healthier by changing the recipes to reduce their sugar, salt and fat content. "We all know how easy it is to be tempted by sugary snacks at the checkout, and we want to help our customers lead healthier lives," chief executive, Philip Clarke, said.



# Children's diets challenged by supermarket checkout chocolates

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- ▶ The figures from Lidl\* find that 52% of parents find it hard to get their children to eat healthily when there are snacks everywhere – particularly at supermarket checkouts.
- ▶ One in 10 parents (10%) admit that it's difficult to say no to their children when they ask for sweets and other snacks, with one in six (16%) admitting they use the offer of a 'treat' as a reward for being well-behaved during the rest of the shopping trip.

\*Lidl is a German global discount supermarket chain that operates over 10,000 stores across Europe



# Healthy Checkout

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**National Retail Federation**  
**February 09, 2012**

Earlier this year a Minnesota store piloted the idea of a healthy checkout aisle as part of a promotion with the AARP/Blue Zone Vitality Project. The aisle was such a hit with shoppers that the company is reported to be in the process of expanding the concept to more than 100 stores.



Midwest moms no longer have to deal with kids pestering them for sweets as they snake through checkout lanes. Hy-Vee supermarkets are on board with a plan to retrofit existing checkout lanes by ditching candy bars, chips and other sugary indulgences for healthy options like fresh fruit, nuts and water.

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# Kids Make A Stand Project

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## Attention, Wal-Mart Shoppers: Healthy Snacks in Aisles #7 and #2

The students successfully urged the store manager to have two checkout stands at a Wal-Mart in Anderson, California, stocked with healthier options than would normally be expected

- ▶ trail mix, granola bars,
- ▶ dried cranberries, diced peaches, and animal crackers.





# Harvest Market Checkout Stands

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Before



After



# Safeway Checkstand Candy

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CX3 Youth Advocates met  
with Safeway Manager Jill  
Lucero.

Jill will pass the information  
on to her district manager.



# What Next?

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## Kids Make a Stand

The students in Anderson, working with Wal-Mart, plan to lobby the Anderson City Council for an ordinance to have healthy food sections in every store in the area.

## Fort Bragg

- ▶ What healthy checkout stands does the Fort Bragg City Council envision?
- ▶ Would you be interested in an ordinance to have healthy food sections in every store in Fort Bragg?

