



“That fridge, it helps out a lot. The kids see the fruits and yogurts in there. They love the fruit cups, and they’re choosing the healthy products. That’s what makes me feel the best about doing this.”

• OWNER, ANDY’S FOOD PLUS, TRENTON, NJ

Strengthening Local Businesses

The Healthy Corner Store Initiative links community partners with store owners to help stores stock, promote and sell healthy foods.

Participating stores are eligible to receive:

- Small refrigeration and shelving units to stock and display fresh fruits and vegetables and other healthy products
- Marketing materials and recipe cards to promote the sale of healthy foods
- Training and technical assistance to make healthy changes and increase profits
- Advertising and community promotion to attract new customers

Get involved today!

Contact The Food Trust at njcornerstore@thefoodtrust.org



THE NEW JERSEY HEALTHY CORNER STORE INITIATIVE INCLUDES 150 STORES IN CITIES AND TOWNS ACROSS THE STATE.

Building Healthy Communities

Corner stores can play a critical role in improving the health of children and families in New Jersey. Corner stores are a frequent destination for children, many of whom stop daily on the way to and from school for snacks—purchasing, on average, 360 calories per visit, often on chips, candy and soda.

The good news is dozens of corner stores across the state are taking steps to sell more healthy foods by participating in a healthy corner store network. Together we can grow the network of healthy corner stores in New Jersey and ensure that all children and families have access to healthy foods in their communities.



“The Healthy Corner Store Network has transformed my store. As a WIC store we were required to carry produce, but I had trouble keeping it fresh and displaying it for customers. The Healthy Corner Store Network has helped me with these issues.”

• OWNER, FREDDIE’S GROCERY, CAMDEN, NJ

About Us

The New Jersey Healthy Corner Store Initiative is a project of The Food Trust and the New Jersey Partnership for Healthy Kids.

The Food Trust

The Food Trust, a nonprofit organization founded in 1992, strives to make healthy food available to all. Working with neighborhoods, schools, grocers, farmers and policymakers, we've developed a comprehensive approach that combines nutrition education and greater availability of affordable, nutritious food.

New Jersey Partnership for Healthy Kids

The New Jersey Partnership for Healthy Kids is a statewide program of the Robert Wood Johnson Foundation whose goal is to convene, connect and empower community partnerships to implement environmental and policy changing strategies that reduce childhood obesity. Community coalitions in Trenton, Camden, Newark, New Brunswick and Vineland are leading these efforts.

The American Heart Association

The American Heart Association is the nation's oldest, largest voluntary organization devoted to fighting cardiovascular diseases and stroke. Founded by six cardiologists in 1924, the organization now includes more than 22.5 million volunteers and supporters working tirelessly to eliminate these diseases. The American Heart Association funds innovative research, fights for stronger public health policies and provides lifesaving tools and information to save and improve lives.

More information at: njhealthycornerstores.heart.org



**New Jersey Partnership
for Healthy Kids**
Communities Making a Difference
to Prevent Childhood Obesity



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New Jersey Healthy Corner Store Initiative

**Strengthening local businesses.
Building healthy communities.**

Your Neighborhood Store. Healthier.



Corner stores are often the main source of food for people living in communities that do not have supermarkets nearby. While convenient, many stores sell very few fresh fruits and vegetables. **Stores can provide fresh, nutritious, affordable food that is both profitable and helps create healthier communities.**

New Jersey Healthy Corner Store Initiative is a partnership between The Food Trust and the New Jersey Partnership for Healthy Kids that connects corner store owners and community leaders with the resources they need to increase the availability of fresh fruits and vegetables and other healthy foods in corner stores and bodegas throughout New Jersey.