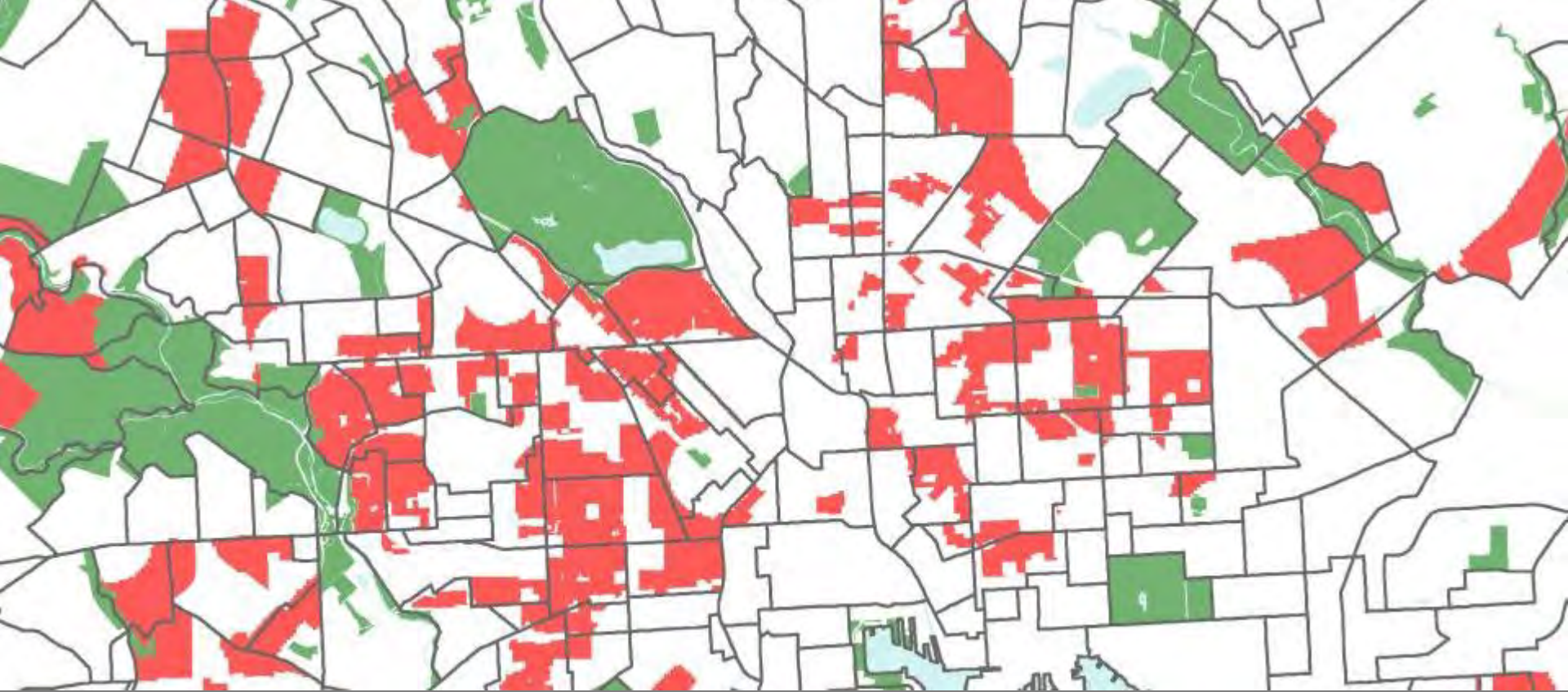




Licensing and Staple Food Ordinance





Current Licensing

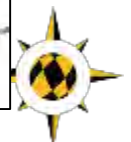
LICENSING

Reminder: Zoning dictates the “what” and the “where”

Licensing dictates the “how”

There is no city business license specific to small food retail

There is no city definition for small food retail for licensing



FOOD FACILITY LICENSE

- Health and safety = sanitation and food-borne illness
- Assigned “risk” based on what and how they prepare, serve and sell food.
- Inspections based on risk, and complaint-driven:
 - High - 3x per year
 - Med - 2x per year
 - Low- 1X every 2 years





STAPLE FOODS ORDINANCE

Minneapolis Code of Ordinances, Title 10, Chapter 203, Grocery Stores

National Best Practice: Minneapolis Staple Foods Ordinance

BACKGROUND

Rationale:

- Focus on obesity prevention
- Healthy corner store program was not viable
 - Recruitment
 - Impact
 - Funding
- Link to crime
- Window signs

Overview:

- Passed in 2008, updated in 2014
- Based on WIC standards

Before

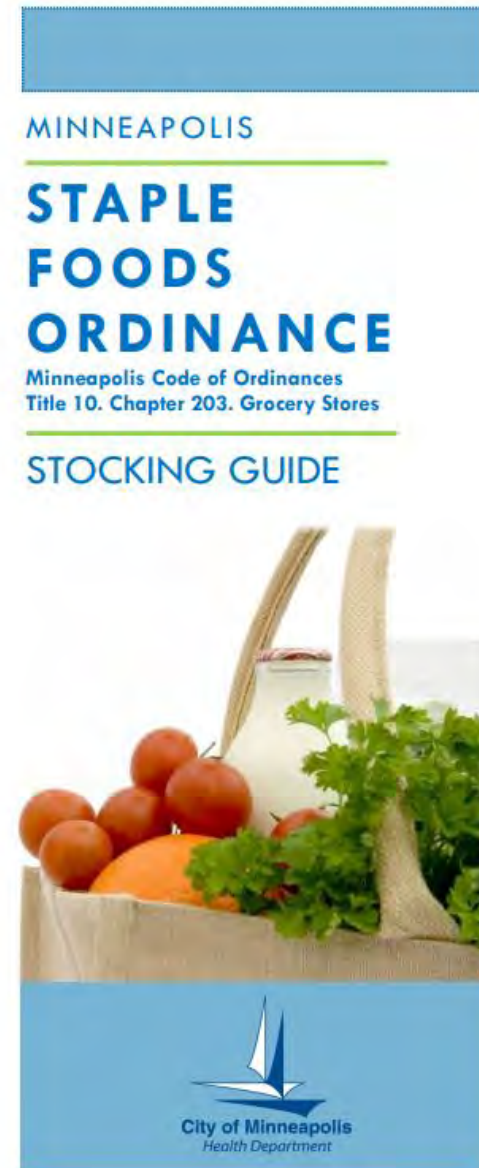


After



COMMUNITY ENGAGEMENT PROCESS

- **Retailer Engagement**
 - Sent letters to & visited every store
 - Held 2-3 industry meetings
 - Presented to business advisory groups
- **Resident Engagement**
 - Food Policy Council
 - Held one public hearing w/ 30 people testifying



HOW AND WHY THESE FOODS WERE SELECTED

Tried to be very responsive to feedback

- Most about depth of stock (number of units)
- Retailers wanted more flexibility than WIC standards

Specific Foods (each has specific size and number of units):

- Milk
- Cheese
- Eggs
- Meat and vegetable protein
- Fruits and vegetables
- 100% juice
- Whole grain cereal
- Whole grains
- Canned beans
- Dried beans, peas and lentils

<h3>MILK</h3> <p>REQUIREMENT</p> <ul style="list-style-type: none">• 5 gallons total• Gallon or half-gallon containers• At least 2 of the following varieties: skim/nonfat, 1%, or 2% milk, or "plain" or "original" soy milk or other milk alternatives  <p>DOES NOT MEET REQUIREMENT</p> <ul style="list-style-type: none">• Flavored or sweetened milk or milk alternatives <i>Example: Chocolate Milk</i>• Whole milk• Evaporated or powdered milk 	<h3>FRUITS & VEGETABLES</h3> <p>REQUIREMENT</p> <ul style="list-style-type: none">• 30 lbs. or 50 items fresh and/or frozen• At least 7 varieties; at least 5 must be fresh• No more than 50% from a single variety  <p>DOES NOT MEET REQUIREMENT</p> <ul style="list-style-type: none">• Frozen items with added ingredients such as sugar, salt or spices• Canned or dried fruits or vegetables 
<h3>100% JUICE</h3> <p>REQUIREMENT</p> <ul style="list-style-type: none">• 6 containers of 100% juice; at least 2 must be citrus• Frozen/non-frozen concentrate: 11.5-12 oz. containers• Juice: 59 oz. or larger containers  <p>DOES NOT MEET REQUIREMENT</p> <ul style="list-style-type: none">• Juice or juice drinks with added ingredient of sugar or high fructose corn syrup. <i>Example: Lemonade, fruit punch, or cocktails</i> 	<h3>CHEESE</h3> <p>REQUIREMENT</p> <ul style="list-style-type: none">• 6 pounds, at least 3 varieties• Packages of at least a half pound (8 oz.)  <p>DOES NOT MEET REQUIREMENT</p> <ul style="list-style-type: none">• Processed cheese products <i>Examples: American cheese singles or cream cheese</i> 
	<h3>EGGS</h3> <p>REQUIREMENT</p> <ul style="list-style-type: none">• 6 one dozen containers• Large size only  <p>DOES NOT MEET REQUIREMENT</p> <ul style="list-style-type: none">• Medium or Extra Large size• Half dozen containers



Implementation

Which stores qualify?

- Based on the Grocery License
- Applies to all food stores with few exceptions
- Stores that accept SNAP or WIC cannot be exempt

Enforcement:

- Had one year to comply
- Staple food specialist checks for compliance and does TA at the same time
- Sanitarians inspect and enforce ordinance
- Violation then fines for non-compliance

WHOLE GRAIN CEREAL

REQUIREMENT

- 4 boxes or bags, 12 oz. or larger, whole grain cereal or cereal grains
- At least 3 varieties



DOES NOT MEET REQUIREMENT

- Single serving size of cereals
- Cereals without whole grains as the first ingredient



WHOLE GRAINS

REQUIREMENT

- 5 pounds
- At least 3 varieties such as bread, corn tortillas, brown rice or oatmeal



DOES NOT MEET REQUIREMENT

- Grains with the bran or hull removed
Example: White rice
- Quick cooking grains or meals
Example: Instant rice meals



DRIED BEANS, PEAS, LENTILS

REQUIREMENT

- 4 packages
- Up to 16 oz. in size
- No added ingredients



DOES NOT MEET REQUIREMENT

- Bean mixes with added seasonings, vegetables or meats



TECHNICAL ASSISTANCE FOR RETAILERS



Support for the SHIP to the Department of



DO YOU NEED THIS INFORMATION IN ANOTHER LANGUAGE?

For reasonable accommodations or alternative formats please contact Minneapolis Health Department at 612-673-2301 or email SHIP@minneapolismn.gov.

People who are deaf or hard of hearing can use a relay service to call 311 at 612-673-3000. TTY users call 612-673-2157 or 612-673-2626. Para asistencia 612-673-2700 - Rau kev pab 612-673-2800 - Hadil aad Caawimaad u baahantahay 612-673-3500.

- Merchandising kit
- Reference materials in multiple languages
- Connections to model stores/mentors
- Low interest loans for equipment (underutilized)
- Brightside Produce for supply chain



EVALUATION AND IMPACT

- **Compliance (Retailer)**
 - Compliance ~ 70%, with most of stores being close to compliant
 - Stores struggle most with fruits and vegetables, whole grains, and dried peas, beans or lentils
- **Consumption (Community)**
 - Did not see significant increases in healthy food purchasing compared to Saint Paul, which doesn't have ordinance
- **Evaluation was too narrow**
 - Include behavior change or values-based outcomes in addition to consumption
 - Crime was an initial rationale, but no one evaluated the impact
 - Need to examine how store relates to community and food environment overall



LESSONS LEARNED

- Change Staffing structure
- Create mandatory funded legislation
- Create local supply chain
- Compliance with USDA
- Dollar stores dropped SNAP
- Must include strategies to increase demand
- Embed in larger citywide movement





Questions to consider for Baltimore

BALTIMORE PROCESS

Community Engagement

- What does that look like?

Retailer Engagement

- Kristin Dawson, BDC

Role of RFEA

- Legislation
 - Review draft
 - Testimony and written support
 - Meeting with council members
- Present at meetings in your community

Funding

- Leveraging policy for grant money for transition
 - Training Videos, merchandizing kids
 - Incentives for produce (double incentive dollars)
- Grants
- City Funding for FTE and modest \$ for sustained program



SMALL FOOD RETAILER LICENSE

If we had a food retailer license through the Health Department what would you want it to accomplish related to food?

	PROS	CONS
List of specific foods and quantities (like Minneapolis)	<ul style="list-style-type: none">•••••	<ul style="list-style-type: none">•••••



FUTURE SNAP RETAILER ELIGIBILITY

MEAT/POULTRY/FISH



BREAD/CEREAL



VEGETABLES/FRUITS



DAIRY



SMALL FOOD RETAILER LICENSE

If we had a food retailer license through the Health Department what would you want it to accomplish related to food?

	PROS	CONS
Categories of food (like SNAP)	<ul style="list-style-type: none">•••••	<ul style="list-style-type: none">•••••



QUESTIONS TO CONSIDER

If we had a food retailer license through the Health Department, what else would you want it to accomplish?

-
-
-
-
-
-
-



QUESTIONS

