

## What Do We Do

The Healthy Grocery Initiative (HGI) works with Oakland independent grocery store owners to support business growth, build customer loyalty, and increase healthy food options, such as fresh, frozen, lightly processed, and packaged fruits and vegetables, in their communities.

Our central goals are to uplift independent stores as viable, affordable, and health-promoting stores and to increase profits through healthier food sales.

## How We Do It

HGI provides free support services to assist store owners with selling produce and healthy inventory profitably and meeting health-aligned business goals. We offer training in 8 retail areas, including produce management and merchandising. Established partners may be eligible to receive equipment upgrades or renovations (as funding is available).

Our Fresh Creds program deepens the impact of our food access work by allowing us to offer CalFresh-enrolled customers a 50% discount on California-grown fruits and vegetables. We offer the discount and associated marketing materials to small and medium-sized independent grocery stores or cooperatives.

## Contact Us

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### Mandela Partners

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## About Us

Mandela Partners is a nonprofit organization that works in partnership with local residents, family farmers, and community based businesses to improve health, create wealth, and build assets through local food enterprises in limited-resource communities.



**MANDELA PARTNERS**

ENGAGE. INVEST. TRANSFORM.

# HGI

**Healthy Grocery Initiative**  
from Mandela Partners



## Services Offered

### Produce Infrastructure Support

- Training in produce management
- Fruit and vegetable vouchers and discount programs for customers

### Retail support

- Training in retail areas (produce management, marketing, store layout, customer service, pricing and profitability, merchandising, social media, healthy inventory)
- Energy efficiency support
- Access to legal consulting

### Marketing

- 1 on 1 marketing consulting
- Branding and logo support
- Social media promotion

### Store upgrades

- Refrigeration and merchandising equipment (for produce only and other limits apply)
- Coordinate the purchase and installation of store upgrades (limits apply)

### Other

- Advocate for small businesses within the City of Oakland and Alameda County
- Research on behalf of retailers
- Gather customer feedback

*Stores featured: Mi Carnal Market, Jalos Market, and Supermercado La Raza*

