



## Los Angeles Food Policy Council Kicks Off 2013 Business and Leadership Development Series for Neighborhood Markets

**May 23, 2013** – This spring, the Los Angeles Food Policy Council (LAFPC) hosted two business and leadership development trainings for neighborhood markets in Los Angeles County, as part of the Healthy Neighborhood Market Network Training Series launched last summer. Market owners who participated in the Network last year requested that future trainings include a culturally focused component, addressing the unique strengths and challenges faced by immigrant or minority market owners in Los Angeles. In response, LAFPC organized a Korean-language focused training and a Spanish-language focused training to kick off the training series in 2013.

### Tuesday, March 19, 2013 – Korean Language Focused Training

#### **HEALTHY FOOD, HEALTHY BUSINESSES**

**Date & Time:** Tuesday March 19, 2013 from 10:30 AM – 2:00 PM

**Location:** Roy A. Anderson Recreation Center, Expo Center. 3980 Bill Robertson Lane. Los Angeles, CA 90037.

The Korean language focused training, “Healthy Food, Healthy Businesses” brought together food retail and business development experts, neighborhood market owners and community-based organizations to build skills and relationships needed for successful healthy market makeovers. Over 70 storeowners participated in this training, making for an intimate workshop environment that allowed for lively dialogue between industry experts and attendees.

The training was offered in two parts, an opening plenary of guest speakers, followed by food retail skills building workshop sessions. Larry Frank, Deputy Chief of Staff in the Office of the Mayor, gave a warm welcome to begin the day. Our keynote speaker was Bob Annibale, Global Director of Citi Microfinance and Community Development, who spoke to the significance of small businesses to the global economy. The plenary provided a cultural and historical context for the gathering of Korean store owners, beginning with Professor Kye-Young Park (UCLA) who discussed the history of Korean immigrant shop owners during and since the 1992 civil disturbance and the evolution of cross-cultural relationships in South Los Angeles. Dr. Tony Kuo from the Los Angeles County Department of Public Health provided an overview of health disparities across race, class and geography, which allowed store owners to further locate themselves as important stakeholders in the city and county’s public health crises. Esther Park from the Los Angeles Food Policy Council spoke to the valuable role that store owners can play in creating diverse, healthy communities through their participation in the Healthy Neighborhood Market Network and the Community Market Conversion Program or even on their own as they choose to provide healthier food products and safe spaces in their stores. Moderator Yonah Hong weaved together the many threads of discussion from her perspective as a Korean-American community development and outreach specialist. Some of the speakers and workshop experts led their sessions entirely in Korean, with translation into English and Spanish. To make the training as language accessible as possible, all other speaking segments were translated from English into Korean and Spanish.

Training participants included existing members of the Healthy Neighborhood Market Network, storeowners new to the Network and representatives from community-based organizations, public service offices, and community development financial institutions. A lunch of locally grown fresh greens, black eyed peas, brown rice and apple pear crumble was provided with a brief cooking demonstration by Community Services Unlimited, Inc.

### Thursday, April 25, 2013 – Spanish Language Focused Training

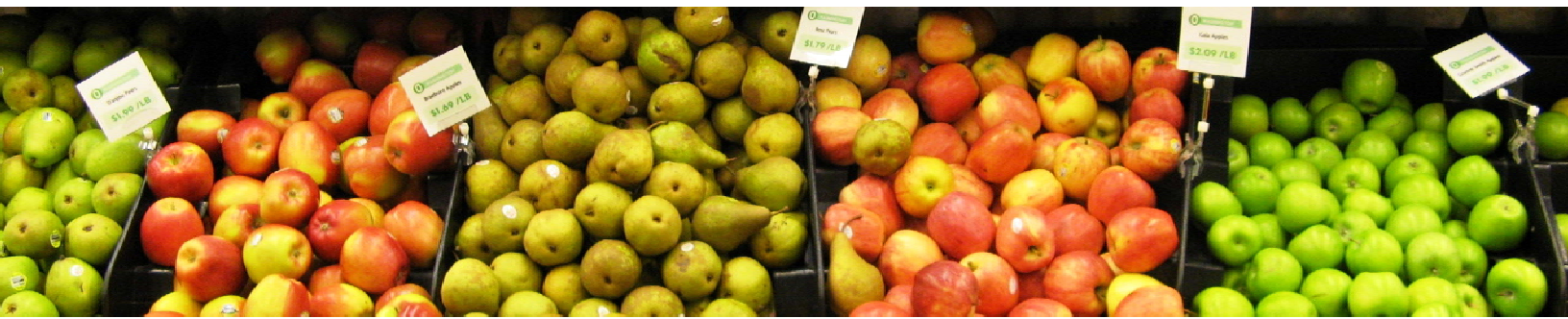
#### **ENTRENAMIENTO PARA MERCADOS COMUNITARIOS**

**Date & Time:** Thursday April 25th, 2013 from 10:00 am to 2:00 PM.

**Location:** 202 North Saratoga Street. Boyle Heights Los Angeles, CA 90033 (East Los Angeles)

This training was designed to provide independent, Spanish-speaking storeowners and staff with the skills necessary to become a successful healthy food enterprise. Industry and nonprofit experts provided special training on business accounting, healthy food promotion and marketing, and accessing capital for store improvements, all with the goal of developing healthy food champions in Boyle Heights and East Los Angeles. All speaker sessions were offered in Spanish or English with simultaneous Spanish translation.

Attendees included storeowners, staff from community non-profits working on health and neighborhood development, and engaged residents looking to transform the food landscape. Several non-profit practitioners who are just beginning to work with corner stores in their communities found the training helpful for program design and engaging business owners. A nutritious, meatless lunch was provided by Beyond Meat. Keep reading to learn more about the Healthy Neighborhood Market Network training series and see agendas from each of the spring trainings!



# PROGRAM.

## *HEALTHY FOODS, HEALTHY BUSINESSES*

*A Korean Language Focused Training for the Healthy Neighborhood Market Network*

### **Part I: Corner Stores in LA and their Communities**

11:00 – 12:00 (Comrie Hall). Korean language focused plenary session. English & Spanish translation available by request.

Moderator: Yonah Hong

Welcome: **Paula Daniels & Larry Frank**, Office of Mayor Villaraigosa

Opening remarks: **Bob Annibale**, Global Director, Citi Microfinance and Community Development

Guest Speakers

- **Professor Kye-Young Park**, University of California Los Angeles – The Immigrant Store Owner Experience: Professor Kye-Young Park provides context on the history of Korean store owners in Los Angeles, and the potential of fresh and healthy foods as a point of connection between store owners and the communities in which they work.
- **Dr. Tony Kuo**, Los Angeles County Department of Public Health – Food Access & Health for Our Communities: Dr. Kuo speaks on food access disparities and nutrition issues in Los Angeles. In addition to the value of eating healthy foods, Dr. Kuo discusses the impact of food retail environments on the health of Angelenos.
- **Esther Park**, Los Angeles Food Policy Council – Understanding Community Market Conversions: Ms. Park shares about efforts underway to transform neighborhood markets into healthy food stores through the Healthy Neighborhood Market Network and the Community Market Conversion Program.



### **Local, Organic Lunch & Healthy Cooking Demo**

12:00 – 1:00 PM (Multipurpose Room)

Youth leaders from **Community Services Unlimited** share easy, healthy recipes that can be made from a few basic food items stocked at a corner store. Enjoy some Soul Food flavors with fresh greens, black eyed peas, brown rice and apple & pear crumble and learn how to promote healthy eating in your store.

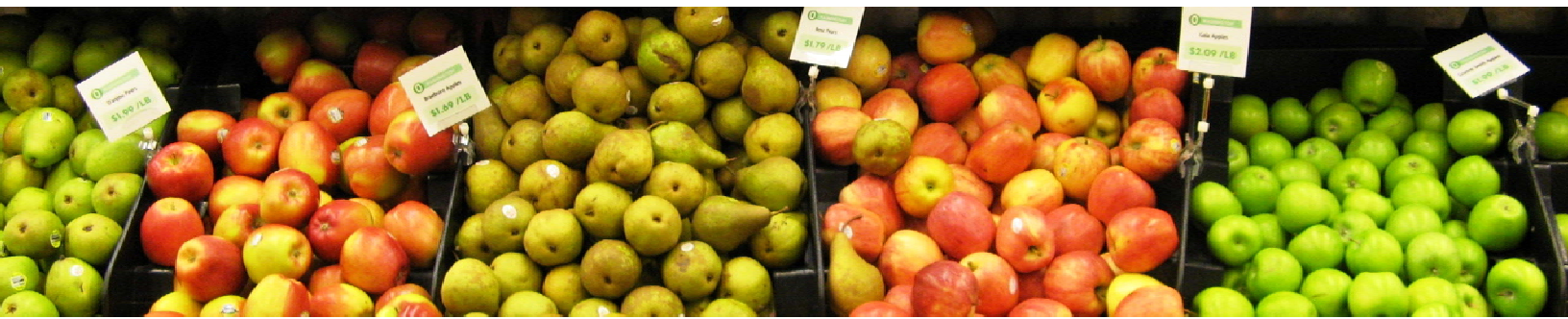
### **Part II: Food Retail Skills Building**

1:00 – 2:00 PM (Various locations, 2nd Floor). English language sessions. Spanish and Korean translation available by request.

Workshops: Experts meet with store owners in small groups to provide concrete tips on improving business and store practices in their area of expertise.

Participants choose one of the following workshops:

- **Look & Feel**: Creative Design Solutions For Your Store with Michael Powell of Shook Kelley (Multipurpose Room 1)
- **How to Manage & Sell Fresh Produce** with Jill Overdorf, Coosemans Shipping of Los Angeles (Multipurpose Room 2)
- **Codes & Permits for Healthy Food Retail** - Code Enforcement Issues with Joy Kim of The Code Solution (Classroom)



# PROGRAM.

## *ENTRENAMIENTO DE MERCADOS COMUNITARIOS*

*A Spanish Language Focused Training for the Healthy Neighborhood Market Network*

### Registration

9:30 AM

### Welcoming

10:00 AM – 10:20 AM. This presentation was held in Spanish, with English translation.

Moderator: **Tony Bautista** – Director of Community Programming, YouthBuild Boyle Heights

Keynote Speaker: **Nelson Garcia** – South Los Angeles store owner, currently enrolled in the Community Market Conversion program.



### Business 101

10:20AM – 10:50 PM. This presentation was held in English, with Spanish translation.

Speaker: **Jose E. Rodriquez**, Executive Director, TELACU Community Capital

### Produce Handling & Purchasing

10:55AM – 11:25 AM. This presentation was held in English and Spanish.

Speakers:

- **Veena Raghavan**, MPH. Retail Program Manager. Network for a Healthy California
- **Teresa Espino**, Community Health Leader, Network for a Healthy California

### Lunch

11:30 AM. A vegetarian lunch provided for all registered participants by Beyond Meat.

### Marketing

12:20 PM – 12:50 PM. This presentation was held in English and Spanish.

Speakers:

- **Yelena Zeltser**, Program Manager, UEPI, Occidental College

- **Michael Amiri**, Owner, Prime Time Nutrition

### Applying for Loans

12:55 PM – 1:25 PM. This presentation was held in Spanish, with English translation.

Speaker: **Rudy Espinoza**, Executive Director, LURN Network

### Feedback & Closing Statement

1:25 PM. This portion of the training was held in Spanish, with English translation.

Speaker: **Christina Cardenas** – CA Center for Public Health Advocacy



## 2012-2013 Healthy Neighborhood Market Network Trainings

- **Thursday, July 26, 2012** | From Corner Store to Community Grocer: Everything You Need to Know to be a Healthy Neighborhood Market (Full-Day Training Series Launch)
- **Tuesday, March 19, 2013** | Healthy Food, Healthy Businesses – A Korean Language Focused Training
- **Thursday, April 25, 2013** | Entrenamiento para Mercados Comunitarios – A Spanish Language Focused Training

## Upcoming Trainings

- **Saturday, August 3, 2013** | Full-Day Training Conference
- **Winter 2013** | Healthy Neighborhood Market Networking Event TBA

## About Us

The **Healthy Neighborhood Market Network (HNMN)** is a not-for-profit association of independent, small, food retailers; community groups; and residents seeking to revitalize community markets as an important part of how communities access fresh and healthy food. The Network builds the capacity of neighborhood market owners, managers and staff to grow their business as healthy food retailers by connecting them to training, resources and networks of food industry experts and community-based organizations.

The Network offers a series of business and leadership development trainings designed to build the skills and networks of neighborhood markets. The HNMN Training Series empowers independent store owners and their staff to offer healthy food items or fresh produce at their stores. From adding just a few new items to full-scale store transformations into healthy food retailers, store owners learn how to build their business with healthy food.

Popular topics at our trainings include:

- **Creative Design Solutions:** Strategic store layout design to make an impression and attract new customers,
- **Managing Fresh Produce:** How to extend shelf life and pick the right produce products to maximize profitability, and
- **Codes and Permits:** All about the permits related to store renovations and introducing new fresh food products.

## Our Partners

The Healthy Neighborhood Market Network Training Series is presented by the Los Angeles Food Policy Council, with support from our funders: Citi Community Development, The JIB Fund Community Building Initiative, and our many partners: Community Coalition, LA CAUSA YouthBuild, The California Endowment, Leadership for Urban Renewal Network, Urban & Environmental Policy Institute and more. Thanks also goes to the Healthy Food Retail Working Group of the Los Angeles Food Policy Council; our caterers: Community Services Unlimited, Inc. and Beyond Meat; LAFPC staff, Youth Build Boyle Heights, and our many volunteers. The Healthy Neighborhood Market Network is a community resource coordinated by the Los Angeles Food Policy Council.

For more about the Community Market Conversion program, visit [www.communitymarketconversion.org](http://www.communitymarketconversion.org).

For more information about the Los Angeles Food Policy Council, visit [www.goodfoodla.org](http://www.goodfoodla.org).

## About Store Conversions

The purpose of “converting” corner stores, convenience and liquor stores into community-based grocers that offer nutritious, healthy food is to expand access to healthy food in underserved neighborhoods. Store conversions invest in the existing local food retail landscape, support neighborhood development and invest in local business to move the Good Food for All Agenda forward in Los Angeles.