

**The Food Trust's Healthy Corner Store Initiative**  
*Case Study: Christian Food Market, Philadelphia PA*

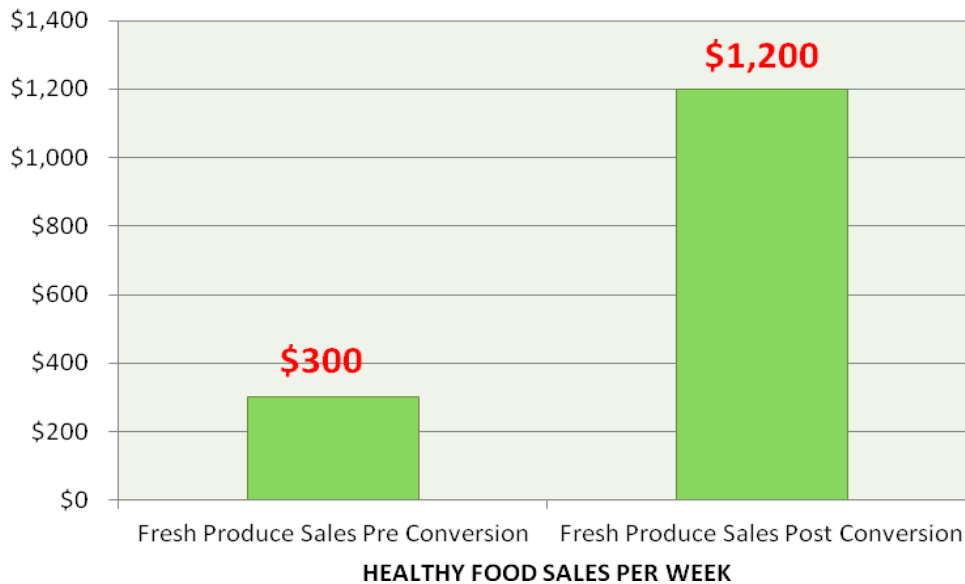
Christian Food Market, located in south Philadelphia, is a community hub where many residents go to buy their groceries. Ramon Fernandez, an immigrant from the Dominican Republic, has owned the store with his family for over 5 years.

When the store was approached to participate in the program, he signed on without hesitation. The first products introduced in the store were a few fresh vegetables, canned fruits and water. After introducing the new healthy products, Ramon realized that people liked the new healthy products and he became interested in creating a larger produce section in his store. In April of 2011 the store received conversion equipment including a single door refrigerator, produce rack and baskets, which allowed him to greatly increase his inventory of fresh produce and low-fat dairy products. After introducing the products, the store became WIC certified.

The owner gives a great amount of credit to the Healthy Corner Store Initiative for pushing him to introduce products that he before thought would not be profitable. The store's success was highlighted in an article by the Philadelphia Inquirer, which Ramon proudly displays the article by his register. The program has also had a positive impact on Ramon and his family. He reports that they have made lifestyle changes to encourage healthier eating habits. He has shed some weight and his daughter lost 25 lbs! Since his store received a conversion, the owner reports that the store sells:

- Over 15 varieties of fruits & vegetables
- 50 fruit salads a day equaling \$30 in profit
- 5 cases of bananas a week equaling \$60 in profit

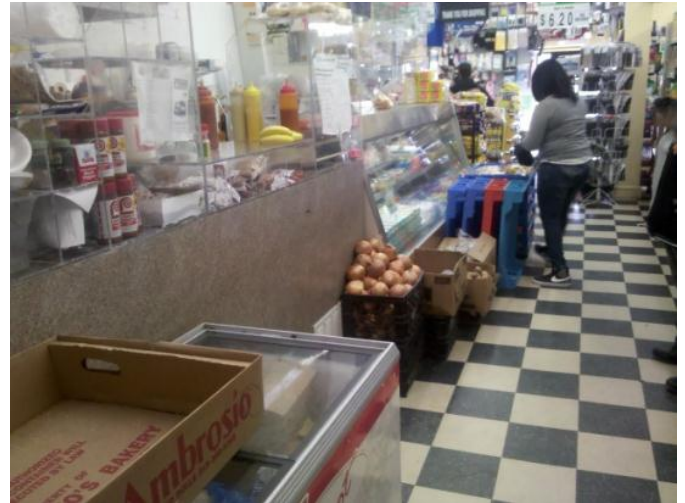
**Increase in Healthy Food Sales**  
Christian Food Market, Philadelphia PA



*“The more healthy foods I add, the healthier my customers eat. When I first came here five years ago, whole-wheat bread didn't sell. Now, it's going good, going better than white bread. People are asking for 1 percent, 2 percent milk. That never happened before.”*

*-Mr. Fernandez, Owner of Christian Food Market*  
**Christian Food Market: Before and After**

**BEFORE**



**AFTER**

