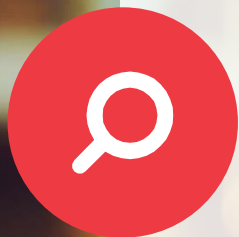




Making the healthy choice  
the convenient choice

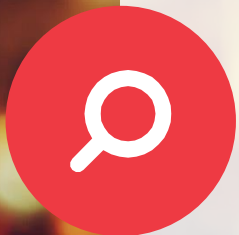


# FOCUS AREAS



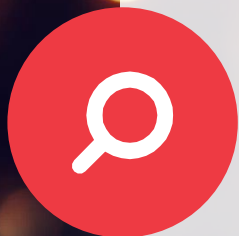
## SUPPLY

PHA works with the private sector to increase supply of healthier options.



## DEMAND

Through signature initiatives like FNV and Drink Up, PHA increases consumer demand for healthier options.



## CONVENINGS

PHA brings together leaders across sectors to find solutions rather than placing blame.



## 200+ PARTNERS

## 25 STAFF MEMBERS

# 7 YEARS OLD

## BASED IN DC



## VERIFIED RESULTS

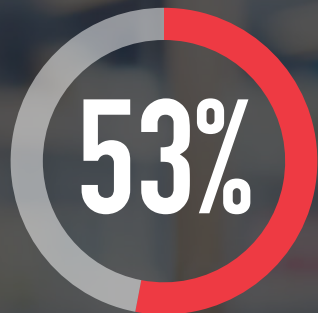
[SEE PRIOR YEARS' PROGRESS >](#)

COMMITMENT ELEMENT	COMPLIANCE DATE	REPORTING DATE	VERIFIED RESULTS
Improve by 10% the Nutrient Density (ND) of the overall portfolio of products within the Scope.	June 2016	September 2015	Through a mix of reformulation, healthy line extensions, introduction of new products, and by phasing out products inconsistent with nutrition goals, nutrient density for the overall product portfolio has improved 4.8% from baseline. Average nutrient density across all products in the scope is 40.73, up from a baseline of 38.88.
70 % of the volume of products produced within the Scope and 100% of the volume of products intended for children contain <23g total sugars per 170g (6 oz).	June 2016	September 2015	Dannon has met their overall commitment for total sugars reduction with 76% of the volume of products containing <23 g total sugars per 170g (6 oz). Dannon continues to make strides to reduce sugar in children's products with 93% of children's products meeting the sugar standard. This change represents a 2.5 percentage point increase in products from 2014, and is up significantly from 29.2% of children's products at baseline.
75% of the volume of products within the Scope meet the US FDA definition of "fat free" or "low in fat."	June 2016	September 2015	Dannon met its overall commitment for fat reduction with 83% of the volume of products meeting the US FDA definition of "fat free" or "low in fat." This change represents a 13 percentage point increase in low in fat and fat free products from 2014 and a 15 percentage point increase from baseline.



# WHY CONVENIENCE STORES?

Half the U.S. population visits a convenience store every day.



of consumers would visit c-stores more for healthier foods



of convenience stores have expanded fresh fruit sales



have increased cut fruit & vegetable offerings

# INDUSTRY PARTNERS

**Kwik Trip**



**ALOHA**  
Petroleum, Ltd.



**Core-Mark**



Across the country, convenience stores are expanding healthier options in

**OVER 1,500 LOCATIONS**



Distributors are ensuring healthier foods are readily available and promoted to

**OVER 120,000 STORES**

Photo Credit: Loop Stores



# COMMITMENT FRAMEWORK

## SUPPLY

- ✓ Increase offerings & affordability of healthier foods and beverages
- ✓ Increase marketing & promotion of healthier products
- ✓ Support community & employee benefits

## DEMAND





# What does a commitment look like?

## Increase Offerings & Affordability of Healthier Foods and Beverages

- ✓ Increase the amount of fresh fruits and vegetables, whole grain products and low fat/nonfat dairy offered
- ✓ Offer a minimum number of healthier pre-packaged products
- ✓ Offer healthier made to order/grab & go and combo meals that meet food and nutrition criteria
- ✓ Offer healthier combo meals

# What does a commitment look like?

## Increase Marketing & Promotion of Healthier Products

- ✓ Increase healthier options at check-out
- ✓ Display pictures/promotions featuring healthier foods and beverages in the store, at the pump and on the website
- ✓ Support signature campaign Drink Up
- ✓ Support signature campaign FNV



# What does a commitment look like?

## Support Community & Employee Benefits



Provide employee discount on healthier items



Reimburse employee gym memberships



Offer free health screenings



Conduct an employee wellness challenge



Offer outdoor bicycle racks for patrons and employees



Run a cause marketing campaign in support of PHA



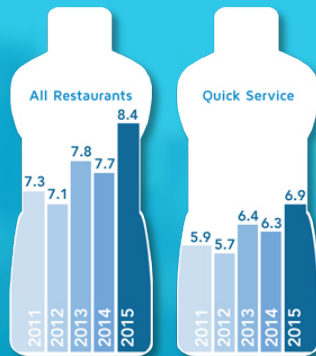
drink  
up

Drink Up's  
digital advertising  
proved effective, driving a

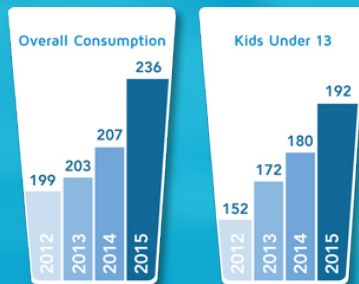
**+5%\***  
lift in sales  
of bottled  
water among  
our target  
audience.

**8x** Providing a  
Return on  
investment.

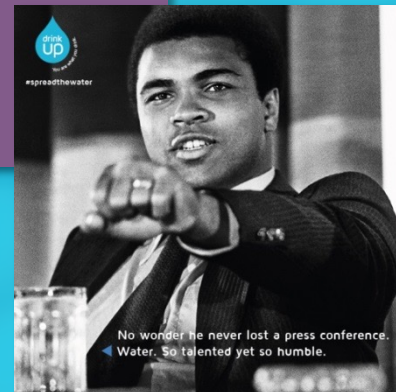
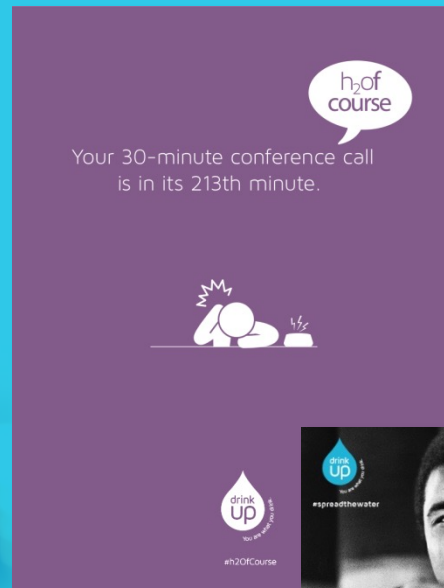
## INCREASED WATER CONSUMPTION



### Bottled Water



### Tap Water





of those aware of FNV claimed they consumed and purchased more fruits and veggies after seeing the campaign.

Customers who bought produce increased 25 basis points (.25%) in Farm Fresh grocery stores after executing FNV in-store creative

Over six months, fruit and veggie consumption increased or stayed the same for 91% of 18-32 year olds in FNV's two target markets

FNV delivers a campaign 10x its resources due to Team FNV support and earned, owned and donated media







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# THANK YOU

Caitlin Simon

[csimon@ahealthieramerica.org](mailto:csimon@ahealthieramerica.org)