

File Number

07-1305

Last Changed Date

08/08/2007

Title

PILOT PROGRAM / CORNER STORES / LOW-INCOME COMMUNITIES

Initiated by

Huizar Mover 2007 / Alarcon

Subject

Motion - The lack of supermarkets in inner cities is well-documented. In fact, a 2002 report by the Urban and Environmental Policy Institute at Occidental College found that middle- and upper-income neighborhoods to have 2.26 times as many supermarkets per capita than low-income neighborhoods. Corner stores-while more prevalent in low-income communities than full-fledged supermarkets-often feature only alcohol, cigarettes, and convenience foods. These items are attractive to store owners because they are non-perishable and allow for high profit margins. Demand for them is also consistently high. However, research also demonstrates that residents of low-income communities want high-quality, low-cost produce, just as more affluent communities do. The current lack of supply for such foods therefore leaves a tremendous unmet demand. In fact, some corner store operators would be interested in offering these foods. Currently, however, they encounter a range of obstacles, including limitations in shelf space and refrigeration; lack of capital for inventory and advertising; lack of access to wholesale distribution networks; and limited management experience in operating a full-service market. A recent pilot program in Oakland, California successfully met these challenges to transform a convenience store into a fully stocked supermarket. By offering a range of fresh produce items, The School Market, in Oakland's Fruitvale District, actually increased its profitability. In time, it became a self-sustaining business and a critical community resource. THEREFORE MOVE that the Chief Legislative Analyst and City Administrative Officer be directed to jointly report to Council with recommendations for how to establish a pilot program that supplies corner stores with the inventory and expertise needed to begin selling fresh fruits and vegetables in low-income communities.

Date Received

04/24/2007

File History

- 4-24-07 - This day's Council session
- 4-24-07 - Ref to Arts, Parks, Health and Aging Committee
- 4-24-07 - File to Arts, Parks, Health and Aging Committee Clerk
- 6-27-07 - Communication submitted in Committee from Councilmember Huizar, dated June 27, 2007, relative to establishing a pilot program that supplies corner stores with inventory and expertise needed to begin selling fresh fruits and vegetables in low-income communities - to Arts, Parks, Health and Aging Committee Clerk.
- 7-25-07 - Council Action - Motion ADOPTED to approve communication recommendation from Arts, Parks, Health and Aging Committee to INSTRUCT the Chief Legislative Analyst and City Administrative Officer to jointly report to Council with recommendations on how to establish a pilot program that supplies corner stores with the inventory and expertise needed to begin selling fresh fruits and vegetables in low-income communities.
- 8-7-07 - File to Arts, Parks, Health and Aging Committee Clerk OK
- 8-8-07 - File in files