

# Healthy Shopper

## Hy-Vee Opens 1<sup>st</sup> Free-Standing HealthMarket

MIDWEST GROCER OFFERS WEEKLY NUTRITION TOURS

**A**n expansion of an in-store department, the new free-standing Hy-Vee HealthMarket opened this summer in the retailer's home base of West Des Moines, Iowa.

The 15,700-square-foot store offers many of Hy-Vee's original store-format features, including fresh produce, high-quality meat and seafood, dairy and frozen food items, and Aisles Online pickup lockers, as well as health-related amenities such as a full-service pharmacy, a health clinic and hearing aid center, and a sports nutrition area.



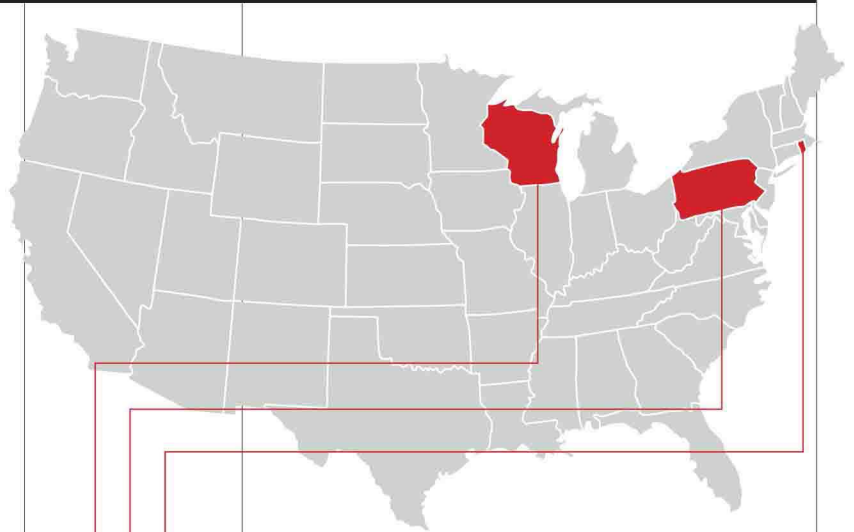
The store also features a hydration station that includes nitro coffee, kombucha and Bevi infused waters, along with an adjacent Orangetheory Fitness center, thanks to a partnership developed last year. Products from Basin, a beauty brand specializing in all-natural bath and body products, will also be prominently featured. All told, the store will offer more than 11,000 items.

As a free-standing store, HealthMarket is about three times larger than the in-store department that inspired it.

"This is a trial run," Hy-Vee CEO Randy Edeker told *The Des Moines Register* at the time of the store's opening. "I already see some things I'd do different."

The company plans to open up to 60 HealthMarket stores, with two being added next year in the Kansas City area, and in Madison, Wis.

Chain-wide, Hy-Vee's 190 stores have started offering free nutritional tours conducted by retail dietitians.



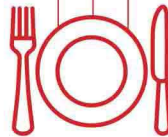
## 17.6M in U.S. Have Limited Access to Healthy Food

**A**ccording to an updated analysis by Reinvestment Fund, a community development financial institution, 5.6 percent of the U.S. population has limited access to supermarkets carrying healthy food.

In spite of some improvement over the past decade, 17.6 million U.S. residents — 5.6 percent of the population — still live in Limited Supermarket Access (LSA) areas, Reinvestment Fund's recently updated LSA analysis of urban and rural communities found. But this represents a decline of 15 percent, or 3.1 million fewer people, from 2010.

"For more than a decade, we have worked to ensure that all Americans have equitable and adequate access to healthy food," says Don Hinkle-Brown, president and CEO of Philadelphia-based Reinvestment Fund. "The LSA has been at the core of our evidence-based approach to solutions that bring improved access to healthy food as well as economic opportunity to communities across the country."

The LSA analysis gauges access to healthy food by determining which areas are well served by supermarkets and which have relatively limited access. Reinvestment Fund's analysis goes beyond just identifying areas with limited access, however, also measuring the extent to which LSA areas can support new or expanded food retail. ▶



**Rhode Island, Pennsylvania and Wisconsin were identified as the top three states where LSA areas are disproportionately located in low-income areas; minorities are also disproportionately concentrated in LSA areas in these states.**

► According to the updated analysis, while access to healthy food in the United States has grown overall in the past decade, progress has been uneven, with improvements in food access followed by setbacks in some areas, and even substantial declines in certain communities.

Among the top 10 states where healthy-food access has improved, the number of people living in LSA areas declined by more than 30 percent from 2010 to 2016, with North Dakota, Idaho and Iowa experiencing significant declines in underserved populations. By contrast, Maine and Nevada saw considerable increases in their LSA populations from 2010 to 2016. While most states' LSA populations declined, many lagged behind the national decrease of 15 percent, including states that experienced substantial population growth, such as Florida and Arizona.

The analysis also pinpointed states and metro regions in which low-income residents and minorities disproportionately live in LSA areas. Rhode Island, Pennsylvania and Wisconsin were identified as the top three states where LSA areas are disproportionately located in low-income areas; minorities are also disproportionately concentrated in LSA areas in these states. In Rhode Island, for example, 91 percent of the LSA-area population is low-income, versus 44 percent nationally.

The 2018 LSA analysis is the second update to the data, which was first issued in 2011. The latest update covers LSA data from 2010 through 2016. The data is available free via the PolicyMap platform. **PG**