

This work is part of *Live Well San Diego: Healthy Works* and is implemented by UC San Diego Altman Clinical and Translational Research Institute, Center for Community Health. Funded by USDA SNAP, an equal opportunity provider and employer. This work supports *Live Well San Diego*, the County's vision for a region that is Building Better Health, Living Safely, and Thriving. For more information, visit [www.LiveWellSD.org](http://www.LiveWellSD.org). Visit [www.CalFreshHealthyLiving.org](http://www.CalFreshHealthyLiving.org) for healthy tips.

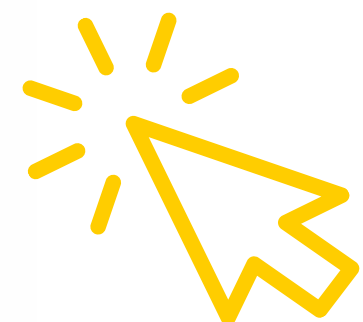


Rema Halal Foods  
El Cajon, 2017



# SEE HOW WE HAVE HELPED SMALL MARKETS

LIVE WELL COMMUNITY MARKET PROGRAM







Louie's Market Place, Oak Park, 2016

# Exterior and Interior Makeovers

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## Make Your Market Beautiful!

Since 2017, we have invested over \$100,000 to  
beautify small neighborhood markets in  
San Diego County.





**BEFORE**

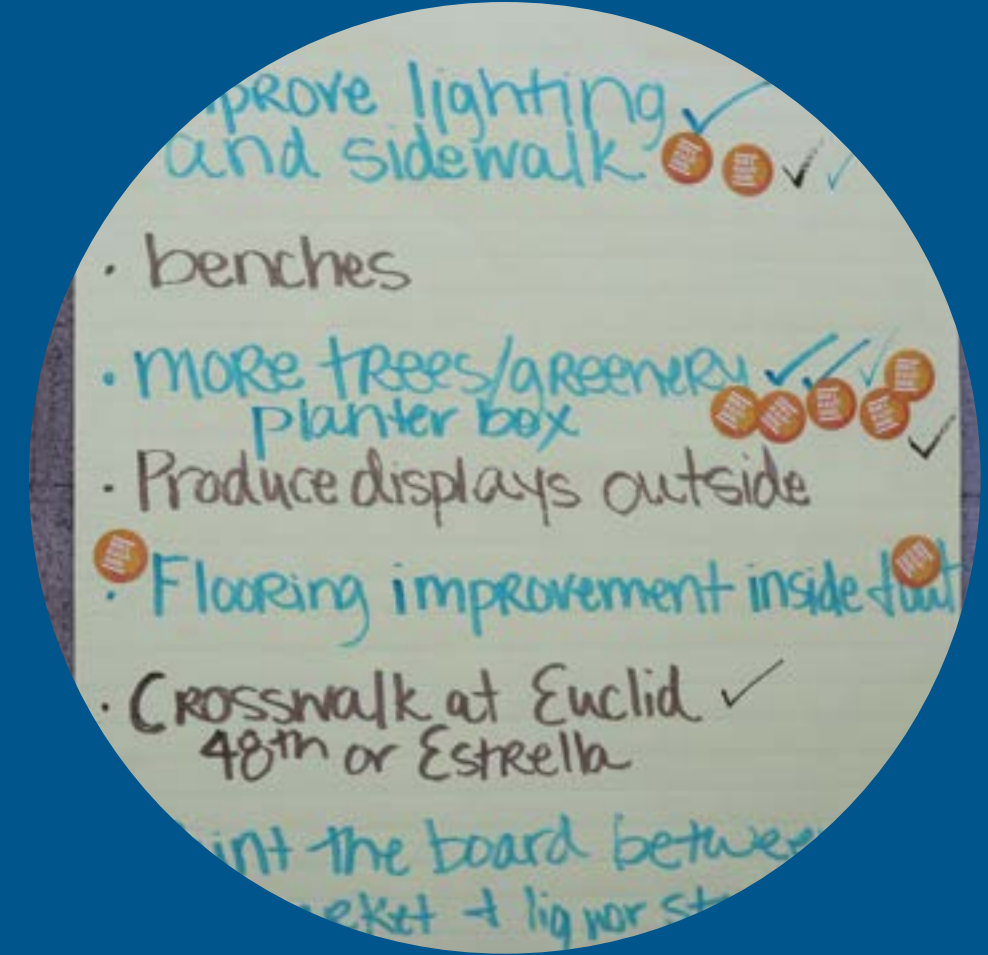
African Caribbean Market, City Heights, 2017



**AFTER**



# AFRICAN CARIBBEAN MARKET





Center City Market, City Heights, 2019

**AFTER**

**BEFORE**





# CENTER CITY MARKET MAKEOVER







# Fresh Produce

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## **Stock, Display, and Sell Produce Better**

Since 2016, we've helped markets with produce section training, display equipment, signage, and access to farmers and distributors.



## Frutería Nayarit, Barrio Logan, 2022

Featured in upcoming film,  
*Fighting for Food Justice: San Diego  
Community Heroes*



New \$8,000  
energy efficient  
produce cooler  
and increased  
produce stocking.









# Healthy Snack Zones

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## Stock, Display, and Sell Healthy Snacks

We provide technical support and resources to help market owners promote healthier snack choices.





¡DISFRUTE  
DE UN  
BOCADILLO  
SALUDABLE!







GRAB A  
HEALTHY  
SNACK!



↑  
HEALTHY FOOD  
THIS WAY!

COMIDA SALUDABLE POR AQUI!

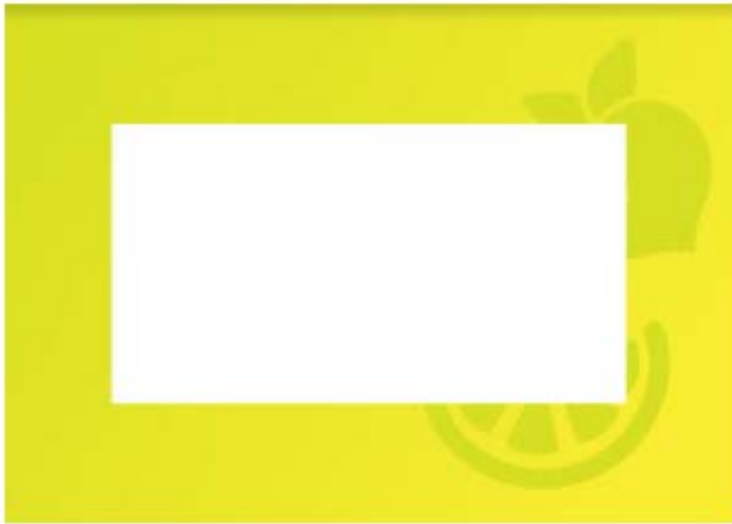
# Free Signage Available

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**Choose a color.**

We have price signs, healthy snack stickers, produce banners, floor stickers, and other signage in green, yellow, orange, and blue to help you organize and promote healthy foods and beverages. **Choose one color option only please.**





**HEALTHY SNACK ZONE**  
*grab a healthy snack*

**DID YOU KNOW?**

**...WE SELL HEALTHY SNACKS**

**LOW IN TRANS/SATURATED FATS**

**LOW IN ADDED SUGARS**

**LOW IN SODIUM**











# Neighborhood Improvements

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**Together We Can Improve the  
Neighborhood for Your Shoppers**

Bike racks, safer crosswalks, clean up graffiti,  
plant trees, and more.





## Bike Racks

**Louie's Market Place**  
Oak Park



## Tree Planting

**Center City Market**  
City Heights



## Safer Crosswalks

**Fresh Garden Market**  
Mt. Hope



# FRESH GARDEN MARKET



Fresh Garden Market & Project New Village, 2017





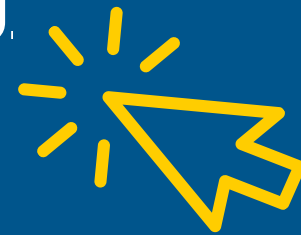
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[ucsdcommunityhealth.org](https://ucsdcommunityhealth.org)



Thank you for your time!  
Be well.



Center City Market, City Heights, 2019

**UC San Diego**  
ALTMAN CLINICAL & TRANSLATIONAL RESEARCH INSTITUTE

**Center for  
Community Health**