



Minneapolis Healthy Corner Store Program Owner interview*

Store Name: _____ Address: _____

Background Questions

1a. Are you a resident of the community in which your store is located?

Yes / No

➤ 1b. How long have you lived in this neighborhood?

2. How long have you owned this store?

0-2 years

3-5 years

6-10 years

10+ years

3a. Do you own other stores in Minneapolis?

Yes / No

➤ 3b. Where?

4. How many employees do you have (not including yourself)?

5. What is your typical weekly work schedule?

6a. Does your store currently advertise?

Yes / No

➤ 6b. Where and how often?

Product Offerings and Inventory System

7. Who orders the products for your store?

8. How do you make your product selections?

9. How do you track your inventory?

10. How do you track your product sales?

11. How many vendors do you have? Who do you work with?

12a. Do you or your staff currently order from any produce suppliers?

Yes / No

➤ 12b. Which Suppliers?

13a. If your supplier is Core-Mark, are you familiar with their "right size" program?

Yes / No

➤ 13b. What are you currently selling from this product line?

14. What, if any, challenges have you had in carrying fresh produce?

Sourcing affordable produce

Spoilage before it sells

Having adequate refrigeration

Other (please describe): _____

None

Customer-Base

15. Tell us a bit about your customer-base. Check all that apply.

Limited English Proficient (LEP). Which language(s)?

Neighborhood residents.

Seniors

Youth/ Students

Families

Commuters.

Other (Please describe): _____

16. What percent of your customers do you estimate are "regulars?"

less than 20% 20 - 40% 41 - 60% 61 - 80% 81 - 100%

17. Who shops at the store most frequently? (seniors, youth, workmen)?

18a. Do you have a way to track the number of customers that come in each day?

Yes / No

➤ 18b. Please describe how:

19. On average, how many customers do you have each day?

- under 50 50-100 101-150 151-200 over 200 All ages

20. What are the busiest days of the week?

- Mon Tue Wed Thu Fri Sat Sun All the same

21. What % of your customers do you estimate use WIC vouchers? N/A

- less than 20% 20 to 40% 41 to 60% 61 to 80% 81to 100%

22. What % of your customers do you estimate use EBT? N/A

- less than 20% 20 to 40% 41 to 60% 61 to 80% 81to 100%

Customer Preferences

23. What percent of your customers do you estimate comes in primarily for snack foods (e.g. pop, chips, candy):

- less than 20% 20 to 40% 41 to 60% 61 to 80% 81to 100%

24. What percent of your customers do you estimate comes in primarily for staples like eggs, milk, butter, fruits and vegetables:

- less than 20% 20 to 40% 41 to 60% 61 to 80% 81to 100%

25. What percent of your customers do you estimate comes in primarily for all of their food needs:

- less than 20% 20 to 40% 41 to 60% 61 to 80% 81to 100%

26a. Do neighborhood residents ever comment about the fresh produce for sale here?
Yes / No

 ➤ 27b. What do they say?

27. What are your average sales of fresh produce (store over all versus fresh produce):

Sales	Daily	Weekly	Monthly	Annually
Fresh Produce				

Potential enhancements for store

28a. Do you have any plans for any physical improvements to your store in the next year?

Yes / No

➤ 28b. Please Describe:

29a. Do you currently have any broken coolers that need to be removed?

Yes / No

➤ 29b. How many?

30. We will be developing a project plan for your store to enhance the visibility of fresh produce of healthy foods. What are your top 3-4 interests from the list below?:

Assistance opportunity	Owner's top 3-4 interests
a. Cooking demonstrations with fresh fruits and vegetables	
b. Recipe cards for healthy dishes that include the foods sold in your store	
c. Resources to purchase or update equipment or make other internal improvements (baskets, small shelving)	
d. Energy efficient lighting/refrigeration	
e. In-store signage promoting healthy food options	
f. External improvements (i.e. painting your store, selling fresh produce outside)	
g. Tracking and monitoring sales of healthy foods	
h. Alternative sourcing strategies such as purchasing produce from the farmer's market, community garden, mini farmers market	
i. Purchasing, pricing, and stocking healthy food affordably (includes training on produce handling)	
j. Strategically displaying fresh produce and healthy foods	
k. Promoting healthy food choices to neighborhood residents	

Store Owner Input on the Minneapolis Healthy Corner Store Program

31. What about this program made you interested in wanting to become a part of it?

32. Do you have any ideas to increase the availability, visibility and affordability of fresh produce and healthy foods in your store?

33. Are you willing to work with youth, community based organizations, and/or neighborhood residents on this project?

34. As part of your assistance, you will be receiving training on produce handling. Would you be available to attend a training with other store owners?

35. What concerns you the most about being a part of this program?

36. Are there any other questions you have about the program?

Comments:

Creating a Healthier Minneapolis
healthy eating + physical activity + smoke-free living

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*Adapted from Delridge Corner Store Project