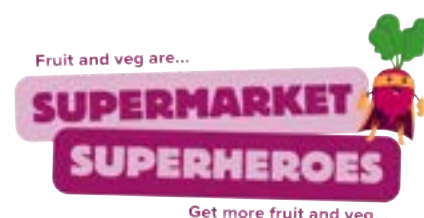


## Partnering with Local Grocers: A Recipe for Healthy Communities

The Country Kitchens team recently launched the Supermarket Superheroes project; an initiative designed to improve the healthiness of the in-store environments and encourage customers to cook more at home and add more fruit and veg to their meals. Using collateral such as posters, recipe cards, stickers, and shelf tags, the campaign promotes fruit and veg as 'superheroes' and will be piloted in a small number of stores across Queensland.



While your local store may not be able to participate in the full campaign, partnering with a local grocer is still a worthwhile consideration. In this edition of NutEd, we'll explore how and why these partnerships can make a positive impact.

Local grocers are more than just places to buy food. They are trusted community hubs that play a vital role in shaping what and how people eat. This is especially true in regional and remote areas of Queensland, where these stores are often the primary source of groceries. As such, forming a partnership with your local grocery store for Country Kitchens activities presents a unique opportunity to positively influence the health of your community.

A partnership between grocery stores and QCWA can offer benefits for both parties. For Country Kitchens facilitators, it creates the potential to engage with the community in a trusted, accessible space and seek support for community-based health promotion activities. For grocers, it's a chance to strengthen their role as valued community hubs by contributing to health promotion efforts, while also benefiting from the support of the QCWA's trusted and extensive network. While each partnership will look different, working together can support healthier lifestyles and help build stronger, more connected communities.



### Benefits to Country Kitchens Facilitators

- Share health promotion messages directly with the public in a familiar and trusted setting.
- Share recipes and nutrition information at the point where people make food decisions.
- Provides an opportunity to raise the profile of the QCWA and the Country Kitchens program.
- Opportunity to expand program reach and engagement by tapping into existing customer base and potentially foot traffic with store based promotions.
- Receive support in various forms for community activities, events and workshops.

### Potential Partners to Consider:

- Independent grocery stores
- Large supermarkets and chain stores
- Independent fruit and vegetable stores
- Local corner or convenience stores

## Benefits to the Grocery Store

The QCWA Country Kitchens program promotes 5 key messages, including encouraging increased fruit and vegetable consumption and cooking more meals at home. These messages can complement the objectives of grocery stores by encouraging the purchase of fresh produce and staple ingredients, supporting both customer needs and health. By supporting this initiative, grocers can position themselves as supporters of healthy lifestyles, boost sales of nutritious foods, and strengthen their connection with the local community. Other benefits include:

- Stand out from competitors: Differentiate the store from others through meaningful community engagement.
- Boost reputation: Be recognised as a business that supports local community initiatives and health promotion.
- Community exposure: The store may benefit from the support of QCWA's wide-reaching community network.

## Collaboration Ideas

There are many creative and practical ways for QCWA Country Kitchens facilitators and local grocery stores to collaborate. Some suggestions include:

### Recipe Promotion

- Display Country Kitchens recipe cards in-store for customers to take or QR code posters with links to recipes, encouraging them to purchase the ingredients needed to make the recipe.
- Create recipe promotion hampers by packaging shelf-stable ingredients in a box with the recipe on top, ready for customers to purchase as a convenient meal solution.
- Incorporate imperfect or sale produce into recipe promotions to highlight affordable, accessible cooking options and help the store to reduce food waste.



### Showcases

- **Static** showcases can include recipe cards, promotional materials, and key message displays. These can be set up on tables, or in available window or wall space within the store with their permission.
- **Interactive** showcases may involve taste testers, games, or giveaways. For example, grocers have provided fruit and veg box donations used in activities like "guess the weight" or "guess the number of fruits or vegetables" and lucky door or raffle prizes.
- **Demonstration** showcases may include a live cooking demonstration in-store or outside the store entrance, featuring recipe cards, taste testers, healthy cooking tips, and other take-home resources. Some stores have supported these by donating ingredients for taste testers.

### Workshops

- Stores may choose to support Country Kitchens workshops by donating or discounting produce for the workshops. In return, they can be recognised as sponsors through workshop materials, local promotional efforts, and QCWA's community and social media networks.



## Examples of Successful Partnerships between Country Kitchens and Local Grocers

Anne from Sandgate branch incorporated a Country Kitchens showcase into a local convenience store's new weekend fruit and vegetable display in Brighton, providing recipe booklets and nutrition handouts to engage customers, promote healthy eating, and support increased sales of fruit and vegetables for the store.



Frenchville branch have developed a partnership with Doblo's in Rockhampton. They started with a showcase outside the entrance of the store with taste testers and have progressed to having an instore static showcase with recipe cards and the corresponding fruit and vegetables on display.



Emu Park branch has had a longstanding partnership with Drake's— previously they have had showcases with taste testers outside the store entrance for customers to observe and try recipes on their way into the store.

