

When discussing the need for healthy food retail, here are some talking points which will help support your argument when writing letters to newspaper editors and op-ed columns, or pitching a story to a journalist:

**A fair chance at health**

Everyone, regardless of where they live, deserves the chance to eat healthfully. Yet some communities lack healthy food and are instead over-burdened by convenience outlets and fast food. We must give all communities a fair chance at health and that starts with ensuring access to high-quality, affordable, fresh food.

**Healthy food retail brings economic benefits**

Encouraging grocery stores in underserved neighborhoods is good for business. Not only do grocery stores provide good jobs, they often serve as an “anchor” for other retail stores because they generate lots of foot traffic. The result? Residents’ dollars stay within the community rather than being spent elsewhere, thus improving the local economy and generating even more jobs.

**Fresh food is core to a vibrant community**

The presence of healthy food retail provides residents a sense that they live in a healthy and vibrant community. This helps to ensure better mental health for all, and creates a positive atmosphere for the community.