Why SHOP@RIC?

- Intake of fruit and vegetables in remote communities is extremely low and added sugar drink intake is very high
- Evidence suggests that eating more fruit and vegetables and drinking less soft drinks can reduce risk of overweight and obesity, heart disease and stroke
- Menzies will work with Arnhem Land Progress Aboriginal Corporation (ALPA) and Outback Stores (OBS) and store committees to conduct the Stores Healthy Options project study in remote Australia to examine if reducing the price of food will:
  a. Impact on people’s spending
  b. Help people to buy more healthy food
  c. Be a health cost savings in the long term
- We will work with 20 consenting communities and they will be consulted and kept informed throughout the process
- All 20 communities will benefit from a 20% discount on all fresh and frozen fruit, vegetables, diet soft drinks and water
- 10 communities will receive a nutrition education strategy which will give tips on healthy eating and food purchasing. Some customers will be invited to provide information on dietary intake, food spending and thoughts on healthy eating

Benefits?

- Customers will benefit from cheaper fruit and vegetables, soft drinks and water
- There is no cost to the store as the 20% discount is funded by the project
- Communities (including store committees, store organisations and government) will have evidence on the impact of price reduction on food spending
- This study will also provide important evidence that can be used throughout Australia and other countries

When will SHOP@RIC happen?

Throughout the period from June 2013 to June 2014 your store will receive a 20% price discount for a six month period.

Your contact…

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We look forward to working with your community store on this exciting project.