SHoppers TO ENJOY A RAINBOW OF HEALTHY FRUITS AND VEGETABLES DURING FRUIT AND VEGGIE FEST 2020
California Health Collaborative Partners with Grocery Outlet Bargain Market To Make Shoppers’ Health a Priority

WHAT: The 2020 Fruit and Veggie Fest will encourage shoppers to improve their health by filling their carts with an array of colorful fruits and vegetables in all forms including fresh, frozen, dried and canned. This event is sponsored by California Health Collaborative in partnership with Fresno County Department of Public Health.

In Fresno, Grocery Outlet Bargain Market is committed to their customers’ health. With the help of the healthy retail program, Grocery Outlet Bargain Market is joining the movement for healthy change in our community by offering healthier, budget-friendly food choices in their store. Food demonstrations will highlight easy to make healthy recipes from the CalFresh Healthy Living campaign.

WHEN: Tuesday March 3, 2020

WHERE: Grocery Outlet Bargain Market
2820 Tulare St., Fresno, CA 93721

WHY: From corner stores to supermarket chains, California’s grocers are on the frontlines of the obesity epidemic, which is why the California Health Collaborative and Fresno County Department of Public Health CalFresh Healthy Living program works with many stores locally to reach shoppers at the point of purchase. Retail partnerships and in-store activities like Fruit and Veggie Fest are critical in the battle against the obesity epidemic, particularly among low-income Californians who are at greater risk. It’s important to remember we are all in this together. Healthy change starts with each of us taking charge of our shopping cart and the food we buy for our families. By working together, we can also make healthy change happen in our communities and ensure everyone has access to the foods they need to live a healthy lifestyle.

VISUALS: Activities include:

• Sharing tips and ideas to help shoppers find healthy and affordable produce options
• Sampling nutritious recipes featuring in-season fruits and vegetables
• Free blood glucose tests and blood pressure screenings

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