

Making the Business Case for Prevention: Healthy Corner Stores

[Tim Webb] Our business has really grown the last 5 or 10 years. We've made some new improvements to the front of the store and selling produce and things.

[Luai Hasouneh] There's a lot of people who did not like to spend much money in this kind of neighborhood. And in the produce section, I thought it's not going to do any good in this neighborhood. And, it's unbelievable business in the produce section.

[Tim Webb] It's been very successful. We sell twice as much produce a week than we ever have.

[Sasha Belenky] Louisville isn't the healthiest place to live. We have a lot of issues here with chronic disease, particularly obesity.

[Area resident] And in most of those neighborhoods you end up with what people consider a food desert.

[Steve Tarver] The scope of the impact that's being made on the community right now is beyond my wildest dreams. The fun part is seeing people at the cash register actually checking out with fresh fruits and vegetables.

[Luai Hasouneh] They can walk into my store and buy their greens, bananas, apples, oranges, and I think I help the community to get access to it.

[Tim Webb] We have a lot of new customers coming in, for the first time, seeing what we have to offer. That's been the greatest.

[Denise Bentley] I tell any business owner it is something that with the national trend, with the fact that there's so much talk about obesity, it is something that they should try, and I think they will realize that it will pay off financially.

[Greg Fischer] We can't be a great city if we're not a healthy city. I believe you've got to live in a city where everybody's got a chance to win and realize their potential, and their health obviously is a vital part of that.

[Tim Webb] Now you come in our front door, and the produce is exposed more. It's more friendly.

[Area resident] The work that they've done on the outside of the building, in brightening the building up, it looks a lot more inviting. So that sends a good message, I think, to the neighbors and to our kids.

[Marcus Bentley] Just the growth of this store over the last year, the growth of the community over the last year, has been tremendous. And the support that the community has given us with this store has also been tremendous.

[Steve Tarver] There is profit to be made in this. Thousands of servings of fresh fruits and vegetables leave these small locally owned stores.

[Luai Hasouneh] I took the chance and I get success with it. The store's doing well.

[Sasha Belenky] We've been able to hire young people and senior citizens to work from the community in these stores.

[Greg Fischer] Everybody wins. It's good for the economy. It's great for the neighborhoods. It builds community and, of course, it's great for health.

[Steve Tarver] This is a movement that will improve productivity as a community not only from a quality of life standpoint, but from an economic-development, workforce-development standpoint as well.

[Luai Hasouneh] And if they do it in the long run, it will be very profitable.

[Tim Webb] It's a win-win situation.