

Why a Healthy Market Program?

Compared with the rest of Massachusetts, a greater percentage of people in Fall River, are overweight*, and consume fewer than five servings of fruits and vegetables daily*.

Each of these factors contribute to the higher rates of heart disease* and diabetes* among City residents. In order to promote healthier nutrition among people who live or work in the City of Fall River, the Healthy City Fall River initiative has established a voluntary designation for neighborhood markets that wish to be known as offering nutritious foods in a healthy environment.

This program is modeled after other programs across the nation that seek to improve health by increasing the availability of nutrition information to consumers and by expanding the range of choices offered by food vendors.

There is no requirement that any establishment participate in this program nor any penalty for not participating.

The Healthy Market Program recognizes that the latest nutrition guidelines have placed a greater emphasis on increasing fruits and vegetables in the diet, as well as whole grain bread, cereals and rice, as well as using lower fat milk and other items.

The Healthy Dining Program criteria support healthful eating and are appropriate for the majority of the population, however, persons with allergies, chronic conditions requiring a therapeutic diet, or highly restricted nutrient intakes should see their physician and a registered dietitian for an individualized nutrition plan and information about their individual nutritional needs.

(*www.gfrpartners.com/LeadingHealthIndicators.htm)

Healthy Market Program Criteria

In order to participate in the program, food establishments must submit an application that documents that the establishment:

1. Has all appropriate public health licenses and no unresolved health code violations
2. Provides handicap access or assistance to persons in wheelchairs
3. Offers a choice of fresh, canned or frozen fruits and/or vegetables (other than potatoes) with no added sugars (e.g. in syrup) or sauces.
4. Ensures that at least 20% of all grain foods (bread, cereals, and rice) are whole grain products.
5. Provides dried or canned beans and/or peas.
6. Provides 1% or skim milk and alternatives to sugared beverages (i.e. water)
7. Participates in the Supplemental Nutrition Assistance Program (SNAP) for low-income persons.



2010 Healthy Neighborhood Markets*



Acores Market

303 William Street
508-679-6521

Al's Variety

306 Fourth Street
508-672-9377

Amaral's Central Market

873 Globe Street
508-674-8042

Andrew's Fruit & Produce

1697 S. Main Street
508-672-5373

Brightman Street Poultry Company

237 Brightman Street
508-672-1060

Daou Market

1678 President Avenue
508-679-0500

Flint Fruit & Variety

1174 Pleasant Street
508-677-9651

Gene's Market

540 Brayton Avenue
508-673-5311

International Market

1572 Pleasant Street
508-674-7691

Marques Market

1744 N. Main Street
508-672-7751

(continued)

Oriental Food Market

418 Quequechan Street
508-677-9278

Pacheco's Market

189 Davis Street
508-674-7154

Quality Fruit & Flower

179 President Avenue
508-676-1926

Reis Meat Market

375 Alden Street
508-678-3401

Soriya Market

1100 Pleasant Street
508-672-2244

Sunset Variety

508 Bowen Street
508-673-2121

**Sample List Only from January 2010 Survey*



The Fall River Healthy City Initiative

was established in 2003 in partnership with the City of Fall River and Partners for a Healthier Community.



Healthy Lives is part of Healthy City Fall River, an initiative of the Mayor's Office in partnership with the Massachusetts Department of Public Health's Community Health Network Area organization, Partners for a Healthier Community, Inc., supported by DPH linkage funds and involving all of the people who live or work in the City of Fall River.

Complete information about the initiative is available at www.healthycityfallriver.org.

Healthy City Fall River

One Government Center, Room 422
Fall River, MA 02722
508-324-2411

Partners for a Healthier Community is the local Community Health Network Area (CHNA) organized by the Massachusetts Department of Public Health to establish a working partnership between DPH and area residents to improve the health status of all those who live or work in the CHNA.

**Partners for a Healthier Community
P.O. Box 1228
Fall River, MA 02722**



**Fall River's
Healthy
Neighborhood
Markets**

