Innovative Access to Healthy Food in West Oakland
Incentives to Buy Fresh Food at Corner Stores Using Edible Credits on Smartphones and Tablets
The Challenge in West Oakland

Mostly shelf-stable, unhealthy food in liquor stores and bodegas

High percentage of SNAP recipients

High rate of type 2 diabetes and obesity

The current food environment worsens residents’ health, typically treated with conventional medication.
The Supply Problem

“They only sell junk food.”
The Demand Problem

“They don’t buy healthy food.”
Fresh Creds Program

Physicians “prescribe” *edible credits* for fruit & vegetable to their patients.
Mandela Marketplace stocks local stores with fresh food.
With Credibles, cashiers “stretch” SNAP purchases for fruit and vegetables by 35%. (USDA Grant)
community funding for local food business with edible credits
Using existing devices

Innovative approach vs coupons or cards

High smartphone adoption and familiarity

Existing platform

No stigma when “I use Credibles.”

Development and support assured by broader base.
Learning and Experimentation in the Pilot

Appropriate locations?
Suitable participants?
Meaningful bonus rates?
Sustained change in food habits?
Easy interfaces??
Health improvements?

Behavioral economics in nutritional health.
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