

Shop Healthy Iowa Success Story

La Favorita Grocery Store Des Moines Polk County

La Favorita Grocery Store has been in the same location in the Capital East Neighborhood of Des Moines for over 15 years. It is truly a community store, drawing clientele from the Eastside and being a walkable option for folks in the neighborhood. Husband and wife team Hugo and Yadira Ramirez took over the family store from Hugo's father ten years ago and have been building on the popularity of the store's meat counter and neighborhood convenience. They understand the importance of building relationships with their customers, including being a trusted source of community information.

Hugo and Yadira view offering fresh produce and healthy food options at reasonable prices as a way to give back to their customers, many of whom rely on the convenient location of the store for meeting their grocery needs. Through Shop Healthy Iowa, they are able to highlight fresh produce in the store through improving the quality of their displays and baskets. Having displays on wheels allows them to more easily move some produce, such as plantains and onions, to the front of the store to promote when there is a special. Switching out the wicker baskets for mold-resistant plastic ones in the refrigerated case will help maintain produce freshness. The Shop Healthy Iowa signs and price tags create a visible impact in organizing the healthy food options available in the store. Indeed, the signs were such a big hit, Yadira used them to replace many of the advertisements for beer that covered the windows in order to block out the direct sunlight! The change is a message she can feel good about, especially, she says, because of the kids that stop in on their way home from school.

