

Shop Healthy Iowa Success Story

Program: Shop Healthy Iowa

Unit: Woodbury County

Title: La Pinata Grocery

In La Pinata grocery store in Sioux City, the store owner, Marisela Trejo, makes the most of the limited space she has. Although the fruits and vegetables could not be moved to another location closer to the store entrance, one of the items purchased was a two-sided, three-level wooden box display that has wheels and could be placed near the front of the store when possible. When large shipments come in on pallets, Marisela can easily move the display to the side to unload. The display also has a chalkboard, which they have used to market the produce prices, using chalk pens to make the information more decorative and eye-catching. Since the Shop Healthy project, she now has uniform display baskets she can use on the shelving system that used to hold boxes and plastic crates.

The building La Pinata occupies was once a Pizza Hut, which is apparent in the traditional Pizza Hut shape of the building and the main entrance door. She and her husband have done a lot to make it their own store and style. Marisela also kept a heating table that was presumably used for the buffet when it was a restaurant. This table is now used for produce during the week, and on the weekends she has a taco bar on it for her customers, with fresh produce and meat from the store's meat counter. In addition to what she learned through the Shop Healthy Iowa program, she has her own innovative ideas to draw customers and provide fresh food options.

