



What's in your neighborhood store? Not fruits and veggies according to new report.



EUREKA - Humboldt stores fall behind most other California counties when it comes to providing healthy food according to the Healthy Stores Healthy Communities report.

The survey found that, consumers have both greater access to and encouragement to buy unhealthy food than fresh fruits and vegetables. For example, out of 108 county retailers, 60% advertised products like snacks, alcohol and sugary drinks on storefronts while none promoted healthy foods.

Health Education Specialist for Tobacco Free Humboldt Jay McCubbrey said, "We recognize that this unhealthy balance in the retail environment is one of the major causes of chronic diseases which are the leading health problems in California today. So efforts to address this problem are varied among communities. It's up to each community to decide how best to address the problem."

At the Humboldt County Office of Education, health officials, educators and community members offered their feedback.

Options ranged from a soda tax to a recognition program for businesses who promote good health or even offering a healthy checkout line that replaces last minute junk food buys with healthy snacks. They also emphasized the importance of consumer education while working to increase access to healthy food.