

ASSEMBLY BILL

No. 2586

Introduced by Assembly Member Hueso

February 24, 2012

An act relating to food access.

LEGISLATIVE COUNSEL'S DIGEST

AB 2586, as introduced, Hueso. The California Healthy Choices Program.

Existing law requires the Department of Food and Agriculture, headed by the Secretary of Food and Agriculture, to promote and protect the agricultural industry of the state. Existing law also establishes the California Healthy Food Financing Initiative for the purpose of promoting healthy food access in the state, and requires the department to implement the initiative.

This bill would express the intent of the Legislature to establish the California Healthy Choices Program, a voluntary grocery store certification program, to be implemented by the department. The bill would state findings and declarations relating to stocking and promoting of healthy foods in stores.

Vote: majority. Appropriation: no. Fiscal committee: no.
State-mandated local program: no.

The people of the State of California do enact as follows:

1 SECTION 1. The Legislature finds and declares all of the
2 following:

1 (a) Despite various local and state policies to encourage healthy
2 living, the percentage of overweight and obese people in California
3 continues to be a major concern.

4 (b) A recent study by the University of California at Los Angeles
5 found that between 2005 and 2010, more than half of the counties
6 in the state experienced an increase in rates of overweight and
7 obese youth.

8 (c) According to an annual report by the Trust for America's
9 Health, nearly 25 percent of adults in California are obese and an
10 additional 37 percent are overweight.

11 (d) Being overweight or obese is associated with serious health
12 risks, including cardiovascular disease and diabetes.

13 (e) Being overweight and obese have significant economic
14 impacts, both directly and indirectly. Direct costs may include
15 diagnostic and treatment services related to being overweight and
16 obese. Indirect costs may include decreased productivity, restricted
17 activity, and future value lost by premature death. It has been
18 estimated that California families, employers, the health care
19 industry, and the government pay more than \$21 billion each year
20 on costs related to being overweight and obese.

21 (f) Regional variations in overweight and obesity rates exemplify
22 how differences in demographic, social, economic, and
23 environmental characteristics and local policies and programs play
24 a major role in healthy options for a community.

25 (g) The food environment in California varies greatly, and some
26 counties have limited access to stores that offer fresh fruit and
27 vegetables as compared to the availability of fast food and
28 convenience stores in those counties.

29 (h) Studies have shown that the display and advertisement of
30 unhealthy products in stores directly impacts consumer patterns.
31 When stores stock and promote healthy foods, consumers buy
32 those foods more often.

33 (i) The overall layout of a store affects what consumers buy,
34 and consumers are influenced not only by what is available and
35 affordable, but also by how products are organized and advertised
36 inside the store. When nuts and granola bars, rather than candy
37 and chips, are stocked in check-out lanes, consumers are much
38 less likely to make an unhealthy impulse purchase. Marketing
39 displays in a store also impact consumer choices.

1 (j) The creation of a voluntary grocery store certification
2 program will build a partnership between health experts, grocers,
3 and community members to encourage healthier lifestyles for all
4 Californians.

5 SEC. 2. It is the intent of the Legislature to enact legislation
6 to create the California Healthy Choices Program, a voluntary
7 grocery store certification program for California grocery stores,
8 to be implemented by the Department of Food and Agriculture.

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