

# EXTENSION SNAPSHOT

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## SNAP-Education Partner Spotlight: Haddad's Market

There is something special about small, neighborhood grocery stores. The staff get to know their customers and can better meet their needs.

The city of [West Peoria](#) is proud of their strong community support where families have lived for generations, and [Haddad's Market](#) shares those same values. It has been serving the community since 1919.

"Haddad's is a notable establishment for many reasons," explained [Tara Agama](#), [University of Illinois Extension, SNAP-Education](#) instructor. "It is a vital resource for the families who live nearby, especially those who are elderly and those without transportation. It is the only grocery store near the south end of Peoria, which has been characterized as a food desert.

"They offer fresh produce, groceries, and essential household items. Without them, many local families would be relying heavily on convenience stores and fast-food outlets which is not good for their health."

Haddad's location is just the beginning of their importance in the lives of so many in the community. They also provide online shopping, curbside pickup, and home delivery.

"In our work we are mindful of communities, both urban and rural, that have issues with food security," noted [Rebecca Crumrine](#), SNAP-Education educator. "There are many reasons families may struggle with having enough healthy food options: affordability and distance to healthy food sources are key reasons."

Haddad's has taken their service to the community to the next level by partnering with SNAP-Education staff to offer customers education at the store.

"Twice a month we set up a table inside the store and provide shoppers with free recipes, nutritional handouts, food samples, and access to our SNAP-Ed texting program," Tara explained. "We also invite customers to our free nutrition classes that teach how to stretch their food dollars and our cooking classes. We like to point out foods on special and share ideas how they can enjoy them."

"A partnership like this can make a huge impact on the physical and mental health of the people and even the economic health of the community," noted Rebecca. "Data shows nutrition-related diseases such as obesity, diabetes, and heart disease are higher in areas defined as food deserts. We aim to reach people with nutrition education where they eat, learn, live, and shop so the healthier choice can become the easier choice to make."

Haddad's and SNAP-Education share the same commitment for supporting the people in which they serve. Their partnership is another valuable asset to the community.



*Tara Agama, SNAP-Education instructor greets a customer with free samples and nutrition education as he enters Haddad's Market in West Peoria. The partnership with Haddad's and SNAP-Education is one of many ways the duo work to serve the community.*

**Tara Agama**

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