Midwestern Regional Grocery Store Chain Canned & Frozen Vegetable Sales
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Study Design, Settings, Participants
• Cross-sectional, secondary analysis of canned & frozen vegetable sales from Dec. 2012 - Aug. 2015 of a Midwestern regional grocery chain in Oklahoma (n=64 stores)
• Units sold were pair-matched by preparation & averaged across 144 weeks
• SNAP Sales were a proxy for store’s shopper SES (high SNAP sales = lower shopper SES)
• High SES stores (n=16, bottom quartile) had 5.7% SNAP sales & low SES stores (n=16, top quartile) had 14.7% SNAP sales

Conclusions
• Low SES stores sell more canned vegetables than high SES stores in Oklahoma
• Data are representative of Oklahoma sales & comparable to national trends
• Findings demonstrate a need to understand how individuals living in low SES households make purchasing decisions to improve public health intervention strategies attempting to improve diet quality