

Garcia Market

1198 Main St, Brawley, CA 92227

Storeowners: Alonzo and
Adriana Garcia

Garcia Market, a small family-owned grocery store, is located in a low food access area in Imperial County, Southern California. With over twenty years in business, they offer meat, produce, dairy products, and run a deli.



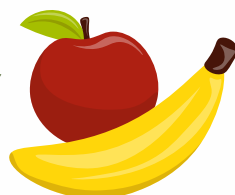
What led you to apply for the Healthy Refrigeration Grant Program?

Our produce deli cases were very outdated and did not work properly which kept us from being able to sell certain items and cut the shelf life of produce. The grant funded two new energy-efficient 24" produce cases, extending shelf life and allowing new items to be added.

How has your business continued to evolve since you received the grant?

We have grown— we hired more people. We replaced our old register with new software. Our meat department has new scales because we sell much more produce and products from the deli.

“The Healthy Refrigeration Grant Program WORKS. You need to work with your community for what they need.”



What impact did the program have on:

Your business?

The new produce case made our store look much better, so we added more to our store. Since we got that grant, everything changed. Our store sells more, people are so happy, our revenues went up, our customers are buying more than before, and we hired more people! It's been good.

The low-income and low food access area you serve?

Wow— A lot! We started selling more produce and deli products and our customers were very glad. We are so happy for their help. It's been hard after the pandemic, but the community loves our store! We service many elderly and disabled customers as we are located in a rural area with limited public transportation. There is a lot of public assistance and senior housing near our business. Being the neighborhood store, we try to stock our store with all their healthy daily fruits, vegetables, meats, etc. Thanks to the grant helping purchase the new produce cases, we are able to service this community with better healthy options.

Your business' energy efficiency?

Very good. Because the produce cases and light fixtures are energy saving, my electric bill went down.

Your local farmers and your experience overall with CA-grown agriculture?

It was so good. We will continue to support and purchase our vegetables and meat from local farmers and ranchers in Brawley and the Imperial Valley.