

U.S. Conference of Mayors Highlights Dollar General and Baton Rouge Partnership

This week, the [U.S. Conference of Mayors](#) highlighted Dollar General's role in helping to increase fresh produce and access to healthier food in Baton Rouge in its newly-released [2020 Best Practices Report](#). The report — produced annually by the U.S. Conference of Mayors' Business Council, and showcasing innovative public-private partnerships that are helping to address challenges facing communities across the country — highlighted how Dollar General partnered with Baton Rouge Mayor-President Sharon Weston Broome to bring fresh fruits and vegetables to two stores.

"We are grateful for the recognition from the U.S. Conference of Mayors that demonstrates the potential and possibilities that are available when cities and companies work together to find solutions for local communities," said **Steve Brophy, Dollar General's vice president of government relations**. "We appreciate the collaborative spirit from Mayor-President Broome, her entire staff and the Geaux Get Healthy Initiative team, and we welcome the opportunity to work with additional municipalities on ways DG stores can help improve customers' and constituents' lives."

"Here in Baton Rouge, we are firm believers in the power of public-private partnerships," said **Baton Rouge Mayor-President Sharon Weston Broome**. "These collaborations allow our municipal government to work businesses and non-profits to address the needs of our residents. Our HealthyBR team is looking forward to working with Dollar General to advance the Geaux Get Healthy Initiative. Our community is thankful to have partners like Dollar General, Our Lady of the Lake Regional Medical Center, and the American Heart Association as we work to address food insecurity in East Baton Rouge Parish."

Working closely alongside Mayor-President Broome, Dollar General remodeled two stores in Baton Rouge to provide healthier food options, including produce, to communities without a nearby grocery store. The curated assortment provides fresh fruits and vegetables including lettuce, tomatoes, onions, apples, strawberries, potatoes, sweet potatoes, lemons, limes, salad mixes, and more. The produce set offers the top 20 items typically sold in traditional grocery stores and covers approximately 80% of produce categories most grocery stores carry.

The report further highlights how Dollar General was able to also partner with the American Heart Association and a local hospital to provide "Simple Cooking with Heart" classes, which shows residents how to make affordable, heart-healthy meals with fresh produce available at Dollar General.

"Mayors and business leaders walk side by side bringing real solutions to the challenges cities face. The United States Conference of Mayors is proud to showcase the innovative public private partnerships of Dollar General and our other Business Council members who partnered with mayors across the nation to address the impact of the pandemic on our communities," said **Tom Cochran, CEO & Executive Director of the U.S. Conference of Mayors**.

Cochran said the 2020 Best Practices report showcases outstanding and innovative public/private partnerships to inspire other cities and companies to work together in addressing the economic challenges facing cities and our nation.

The "2020 Best Practices" report can be accessed on the U.S. Conference of Mayors website [here](#) (Dollar General is featured on page 22).