Shopper Cards (or the lack thereof): The Texas Perspective

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Popular Stores in TX

• Dallas 2016 (similar to US)
  Walmart 27.8%
  Kroger 13.2%
  Central Market 2.2%

• Houston 2015
  Walmart 25.5%
  HEB 25.1%
  Kroger 23.8%

• San Antonio and Austin
  HEB ≥ 40%
HEB

- Founded in 1905
- 332 stores in TX and 56 stores in MX
- Largest private employer in TX (>90,000)
- 2017 will add 9 in TX and 6 in MX
- Donations to charity and food banks
- Provides disaster relief

I’LL SEE YOUR FEMA AND RED CROSS

AND RAISE YOU MY TEXAS GROCERY STORE CHAIN
Cyclospora 2017 (CNHGQ)

- CNHGQ
  - 5 cases shopped at the same HEB in Boerne, TX (pop. >15,000)
  - 2 of the 5 also shopped at Wal-Mart and Costco (same locations)
Partnering with HEB

• The *Dramatis Personæ*  
  • Director Quality Assurance – Food Safety (HEB)  
  • Food Safety Officer (TX DSHS)  
  • Epidemiologists (TX DSHS)  
  • Assistant General Council (DSHS)

• The Forms  
  • From DSHS to HEB  
  • From DSHS to Customer

“All the world’s a stage  
and most of us are desperately unrehearsed.”

Seán O’Casey
Successes and Challenges

• Success
  • Store echoed Public Health Concerns
  • Agreement on method
  • We have a process (for HEB, at least)

• Challenge
  • Privacy concerns
  • Customer buy-in (enough to overcome first challenge)
Thank you

On with the show...