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San Francisco Signage
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Health and San Francisco

Throughout San Francisco you see grocery stores, farmers markets, and specialized health stores all around the city. The overall theme of health in the area is extremely noticeable. While traveling through the city you will notice an astronomical number of people biking to work and running regardless of the weather conditions. However one does not have to do much to get a work out in San Francisco due to its hilly geography. Besides the geography there are a handful of gyms in every district in the city. For the USF student we are lucky to have the Koret Gym. The overall health conscious lifestyle helps the health stores such as Trader Joes, Whole Foods, and Haight Street Market thriving.

Health has shaped the city of San Francisco for many years now, giving it the reputation of being the “healthy city” Currently, according to bestplaces.net California has three cities on the top 10 healthiest cities. San Jose holds the first position, San Francisco the third, Oakland, Sacramento, and Orange County respectively, are all among the top ten. California hosts many events and programs to promote the city’s healthy lifestyle. One event that happened in 2009 was the one that the PTA and Jamba Juice put together in order to honor 45 different schools for their outstanding education about supporting healthy lifestyles. There are many programs throughout the city that support ones health. Many organizations have been made in order to help those continue the

healthy lifestyle, which is not an inexpensive one. Healthy San Francisco is an organization in the city that helps those who cannot afford health insurance/services, more accessible. This is fantastic for many of those who are unhealthy are so due to lack of funds to buy fresh produce and quality food, resorting in the purchase of fast food. The city as a whole has a very healthy atmosphere.

Speaking of “healthy atmosphere’s” Health stores have been thriving in the city. Whole Food, which is a major health store, has almost ten locations in the city alone. One location in particular that has been doing extremely well is the Whole Foods on Haight Street. This Whole foods, which is pictured below has modified its marketing patterns to accommodate its surrounding environment. The market has illustrated its store to show different areas of the city. This chain of health food stores is one that is known to be pretty pricey. A favorite motto for whole foods that I hear from my mother especially is “whole foods, whole price”. On the other end of the price scale is Trader Joes, also pictures below, which is my personal favorite food store. Here they have fresh produce and a wonderful assortment of wine for a very reasonable price. Trader Joes like has a handful of stores in the city. With its low prices there is never an empty store. Trader Joes deals with fresh organic produce that is partially locally grown. Besides these two main health distributors there are also smaller health stores like the Haight Street Market, which buys local fresh produce and has organic food as well. Even with the major stores easily accessible these stores are still thriving and just as packed. Many of these stores have unique signage system to let you know what is organic and what is not. These grocery stores have helped increase the health conscious lifestyle throughout the city .

Farmers markets are held throughout the city on a weekly basis contribute to a huge portion of produce sold. With over 25 farmers markets happening in Frisco weekly, many local businesses are able to sell their food and network throughout the city. On Saturday one of the largest farmers market around is held on Embarcadero Street. According to the website, www.sanfrancisco.about.com, around 25,000 people visit the market every week. Because of their weekly hours farmers markets are a main attraction for those shopping for the best food available. Most of the people shopping are your regular food buyer, however chefs and other important farmers are there as well. Not only does this way of buying food shape the way one eats in the home but as well as the way one eats when one goes out for dinner. Many people in San Francisco use this system as their main source of food shopping and some stick with the grocery stores, but for USF students we don't have to go far.

Bon appetite management has impacted USF student's way of eating. The group helps bring in all local foods from around and outside the bay area, allowing many local farms to be the resources to our fresh produce. While our cafeteria offers the typical burger and french-fries we also have two salad bars, which are my personal favorites. Besides vegetables they have a variety of fresh fruit for your enjoyment. While looking through their website they state, "They prepare and serve often within 48 hours of harvest", by doing so they are ensuring fresh local produce. Also, Bon appetite only buys from those farmers that are able to use sustainable farming. Besides the health of our students the management company are very conscious about the overall health of the

planet. They currently practice lowering emissions by reducing their airfreighted products. Another service provided at USF is the Health Promotion Services, which help students manage healthy lifestyles. This system promotes ten vital health tips for the college student facing the growing health issues in the United States. For these reasons USF is extremely health conscious and readily promoting a healthier lifestyle for our students.

Fitness in San Francisco is a huge part of the typical Californian lifestyle. For us USF students and those in the close proximity of our district can enjoy the Koret Center, which is a very large gym with the largest pool in the city. Many people work out on a daily basis whether its hitting the gym or going to the park for a run. Because of the weather in San Francisco it is extremely easy to participate in outdoor physical activities such as running and ultimate Frisbee. Also, a lot of people enjoy water sports, such as kite surfing and surfing. The variety of parks in the city is a huge proponent to our cities physical activity because many people walk in the park and play sports. The Golden Gate Park host many sporting events from basketball to polo.

San Francisco's overall health has shaped the way the city functions on a daily basis. With all of its stores, markets, and gyms the signage system has varied in order to market to those health conscious individuals. The food signage itself has been now redirected to reflect a healthier lifestyle and causes those unhealthy persons to think more closely about what they are eating. As a whole san Francisco is one of the healthiest cities in North America and reflects it in its advertising.









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