Fresh Food for All

New Partners in
Smart Growth Conference

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Food Systems & Community Development
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NATIONAL TRUST FOR HISTORIC PRESERVATION®
Improving Access to Fresh Produce in Communities: Impact of Government Assistance Payment Options at On-Site Business Farmers Markets
“No relationships to disclose.”

Presented by:
Avtar Nijjer-Sidhu, PhD, RD

10th Annual New Partners for Smart Growth

The California Endowment  Robert Wood Johnson Foundation
Widespread social injustice issues exist among healthy food access.
The Central California Regional Obesity Prevention Program (CCROPP) is a program that works across eight counties to improve access to healthy, affordable food and physical activity resources through policy and environmental change.

The Kern County Public Health Services Division is a partner of CCROPP, working to help inform and influence policy and environmental changes that need to take place to promote healthier communities.
Changing the Face of Public Health

- Limited access to grocery stores and an abundance of fast food restaurants and convenience stores
- “Change” was coming
- The 1st public health department in California to operate an on-site farmer’s market
Purpose

- Question – “Why organize a farmer’s market?”
- Reality – “In an agricultural hub such as Delano, we have too many residents with limited access to healthy foods.”
Policies

- Starting the discussion with the Planning Department
  - policies, ordinances, zoning requirements
  - conditional use permits
Process

- **Start up cost - $1,000**
- **Step 1** – Obtain “buy-in” from the Public Health Director.
- **Step 2** – Scout out a farmer’s market manager willing to start a new market site.
- **Step 3** – Obtain all of the necessary paper work from agencies.
- **Step 4** – Coordinate farmers market schedules with your local WIC agency.
Process Continues

“It doesn’t even compare to the grocery store.”
— Marcelo Rodriguez, fruit vendor

Healthier choices

Farmer’s market offers juicy, nutritious fresh produce

County employee Rudy Cordero spends every Wednesday buying locally grown fresh produce during his afternoon break. And he doesn’t even have to leave work.

The Kern County Department of Public Health holds a farmer’s market for the general public every Wednesday from 3 p.m. to 6 p.m. on the lawn outside of the Juvenile Justice Center Building.

Cordero, a public health aide, says he likes the market because it’s convenient. He usually buys fruit, and his kids eat most of it the same night he brings it home.

Lung Xiong arranges vegetables in his stand for his customers at the Health Department farmers’ market.

Step 5 – It’s not just about the location but PROMOTION! PROMOTION! PROMOTION! PROMOTION!
Process Continued

- Step 6 – Develop a logistics plan for traffic control, parking, space and for additional vendors.

- Step 7 – Remember to have fun, greet customers, share recipes, and learn about new produce.
Reaching Within the Community

- 30% increase in redemption of WIC Farmers Market Nutrition Program (FMNP) vouchers
- Shopped heavily by community residents
- Providing technical support
- Four farmer’s market in 2010
Our Success

• Communities view the Public Health Department differently

• Mission to initiate farmer’s markets in areas where there is limited access to produce

Promotion! Promotion! Promotion!
Buy Fresh Buy Local

Farmer's Market
EVERY Wednesday
3:00-6:00 pm
Expanding Supplemental Nutrition Payment Options

- Received funding to initiate EBT at 4 sites
- Secured 2 separate grants totaling over $78,000 for EBT initiation
- Another means of access for residents
Ordinance No. 2009-1205

- Purpose and Intent
- Definition
- Allowed Zone District
- Permit and Fees
- Parking Regulations
- Sign Regulations
- Regulations
Contact

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Visit us on the Web at: www.ccropp.org
Fresh Food for All: Integrating Food Systems into Planning and Economic Development
The UN’s Food and Agriculture Organization (FAO) has announced that its food price index—a basket tracking the wholesale cost of staple commodities like rice, wheat, corn, vegetable oils, dairy products, sugar and meats—jumped to 214.7 points, above the peak of 213.5 set in June 2008.
Food Riots Return

2008

- Cameroon
- Burkina Faso
- Senegal
- Mauritania
- Côte d'Ivoire
- Egypt
- Morocco
- Mexico
- Bolivia
- Yemen
- Uzbekistan
- Bangladesh
- Pakistan
- Sri Lanka
- South Africa

2011

- Algeria
- Tunisa
Many Flavors of U.S. Food Insecurity

- **Sustainability**
  - Energy Dependency
  - Environmental Degradation
  - Soil Depletion
  - Mono-Culture

- **Viability**
  - Disappearing Farmers
  - Food Safety
  - Subsidy Dependency

- **Equity**
  - Economic Concentration
  - Worker Justice
  - Food Access
Economic Concentration

The Few are in Control:

- Seed Companies (2) 60%
- Fluid Milk Production (1) 70%
- Pork Packing (4) 64%
- Beef Packing (4) 83%
- Flour Processing (4) 63%
- Wet Corn Milling (4) 74%
- Food Retailers (5) 46%
Why Does a Salad Cost More Than a Big Mac?

Federal Subsidies for Food Production, 1995-2005

- Vegetables, Fruits: 0.37%
- Sugar, Oil, Starch, Alcohol: 10.69%
- Nuts and Legumes: 1.91%
- Grains: 13.23%
- Meat, Dairy: 73.80%

Federal Nutrition Recommendations

- Sugar, Oil, Salt (use sparingly)
- Protein: includes meat, dairy, nuts, and legumes (6 servings)
- Vegetables, Fruits (9 servings)
- Grains (11 servings)
Good Food Access

Diet related health issues are bankrupting the country
Say hello to a food system like that of our grand parents or of other cultures that have maintained food systems with fewer processed foods.
The components of a food system
Eastern Market District

Detroit Grown Food

Eastern Market

MOO Food Shed*

Regional Food Shed

*Michigan, Ohio, & Ontario
A partial map of Detroit’s local food system assets

Wellness
- Foundations
- MSU Extension Service
- MI Dept of Ag
- Eartworks Garden
- Greening of Detroit
- Farmers
- Detroit Ag Network
- DBCFSC
- MI Organic Alliance

Production
- MSU

Distribution
- Forgotten Harvest
- Eastern Market & Fort St. Terminal
- Wholesalers
- Vendors
- Gleaners
- Farmers Markets
- MIFFS
- WIC
- EBT
- Project Fresh
- CSTores
- Grocers
- Consumers
- Restaurants

Consumption
- Public Health Depts
- PK - 12 Schools
- Health Care Providers
- Food & Fitness
- Public Health Schools
- Capuchin Soup Kitchen & Food Pantries
Detroit Market Garden - Growing Laboratory and Business Model
Market Garden Subdivision
14 city farmsteads
1.5 – 2.5 acres
From waste management... to soil enhancement
85% of Eastern Market District waste is compostable
Rethinking Progress
Detroit Eastern Market

Healthy Metropolitan Food Hub
Detroit Eastern Market
Last of the old school local food districts
Different markets at Eastern Market

- Year Round Saturday Retail Market
- The AM Market or Wholesale Market
- Cluster of 80 Adjacent Food Businesses
- Plants & Flowers
- Special Events
More than 300 independent food-related merchants
Eastern Market 360º
Capital Improvement Program
Sheds 2 & 3 renovated
$10 million invested to date

Spectacular civic space:
• Makes for a more compelling winter market
• Provides opportunity for hosting more special events
• Shed 5 will be renovated in 2011.
• The heart of the market’s Plant & Flower sales.
• Community Kitchen to incubate and educate
• Expand Plaza towards Russell Street to larger gathering space.

- Plant and Flower Center
- Community Kitchen
- Artisan Plaza
Community Kitchen Uses

- Caterers
- Innovative Food Distribution Back End Support
- Food Processors
- Nutrition Education
Inspirational packaging for healthy eating around Detroit
Niche Processing Opportunities
Classroom serving sizes just one niche to fill.

DPS purchases more than $16 million in food annually
City-Wide Community Kitchen Network

Using Existing Kitchens in DPS Schools
Eastern Market 360°
Increasing *supply* of healthy food in sustainable facilities

The Eastern Market Riddle: Building every day traffic counts
Eastern Market 360°

**Shed 4**
Planned Market Hall & Education Center

- Food hall, demonstration kitchen, and destination restaurant on ground level
- Education center and teaching kitchens on second level
- Fully integrated into the existing parking deck
Eastern Market 360°
Facilities to help increase the demand for healthy food

Education Center

• Second floor classroom complex that can be configured into one room accommodating 150 - 200 people or divided for smaller meetings.
• Teaching Kitchens for a wide variety of learning opportunities and community building around good, local food.
A Road Runs Through Eastern Market
Conversion of Gratiot Central Market into a healthier market hall. Five Hundred Feet of Meat needs a better selection of other grocery items and integration of healthy eating messaging.
Grower’s Terminal

- Refrigerated space to reduce costs and meet more stringent food handling requirements and to become a more robust wholesale hub
Eastern Market Commissary

To support mobile food operators and street food vendors
Eastern Market 360° refinements in response to emergence of local food system
Fresh Food Share Food Box Program
Another reincarnation of an old idea.
Neighborhood Farmers’ Markets and AM Fresh Farm Stands

EMC working with community groups to build a sustainable network of neighborhood markets.
Enhanced Health Programming
at Eastern Market & Neighborhood Markets

Music and dramatic vignettes to promote healthy eating
Expand Eastern Market Cooking Demonstrations and take them on the road.
Bridge Card Program at Eastern Market closing in on $500,000 in sales since 2007

<table>
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<tr>
<th>Year</th>
<th>Sales</th>
<th>Transactions</th>
<th>2010 Increase</th>
<th>2009 Increase</th>
<th>2008 Increase</th>
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<td>2010</td>
<td>$246,791</td>
<td>11,816</td>
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<td>2009</td>
<td>$113,302</td>
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<td>2007</td>
<td>$13,495</td>
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**GROSS TOTAL** $437,174
**GROSS TRANSACTIONS** 21,072

*Program started July 14, 2007*
Food Voucher Programs

Voucher program to create an incentive for SNAP benefit recipients to eat fresh fruit and veggies while supporting local farmers.

In 2011 from Mid-June to Thanksgiving
Regional Food Shed?

1. Detroit – Flint Metro Ag
2. Detroit – Flint – Toledo – Cleveland
3. Detroit – Chicago
Regional food system showcased in Torino

Food Systems to build regional collaboration
Production Ag provides 98% of our current food.

Without low cost energy inputs we need a different kind of ag to remain financially sustainable.
Local beer provides a model for how we can transition from industrial to sustainable agriculture.
The economics of re-localizing food production are enormous for cities of all sizes. Methodology developed by Michael Shuman estimates the following economic impact to Detroit of obtaining 20% of food from local sources:

- New Jobs: 4,719
- Business Taxes: $19,632,494
- Increase earnings: $124,754,720
Local Food System Components

- Production
- Processing
- Wholesale
- Convert Waste To Fertilizer
- Retail
- Grower Training
- Nutrition Education
The Lesson of the Agora
Organize food systems well and community and culture flourish

Contact Info:
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COMPANY SHOPS MARKET
Burlington, North Carolina

10,000 sq. ft., full service grocery store to reconnect agriculture to our community
History

- Legal organization in 2007
- Acquired the A&P store: March, 2009
- Raising capital – October 2009 to present
- Accepted the Fidelity loan: April, 2010
- Store opening: May
COMPANY SHOPS MARKET

Why

• 23.5 million dollars of lost sales
• 98 million dollars economic potential
• Multiplier effect of local spending
• Revitalize downtown Burlington
COMPANY SHOPS MARKET

Company Shops Market
Alamance County’s Co-op Grocery
COMPANY SHOPS MARKET
COMPANY SHOPS MARKET

Questions?

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