

# Fresh Food for All

New Partners in  
Smart Growth Conference

Charlotte NC

February 3, 2011

## Main Street

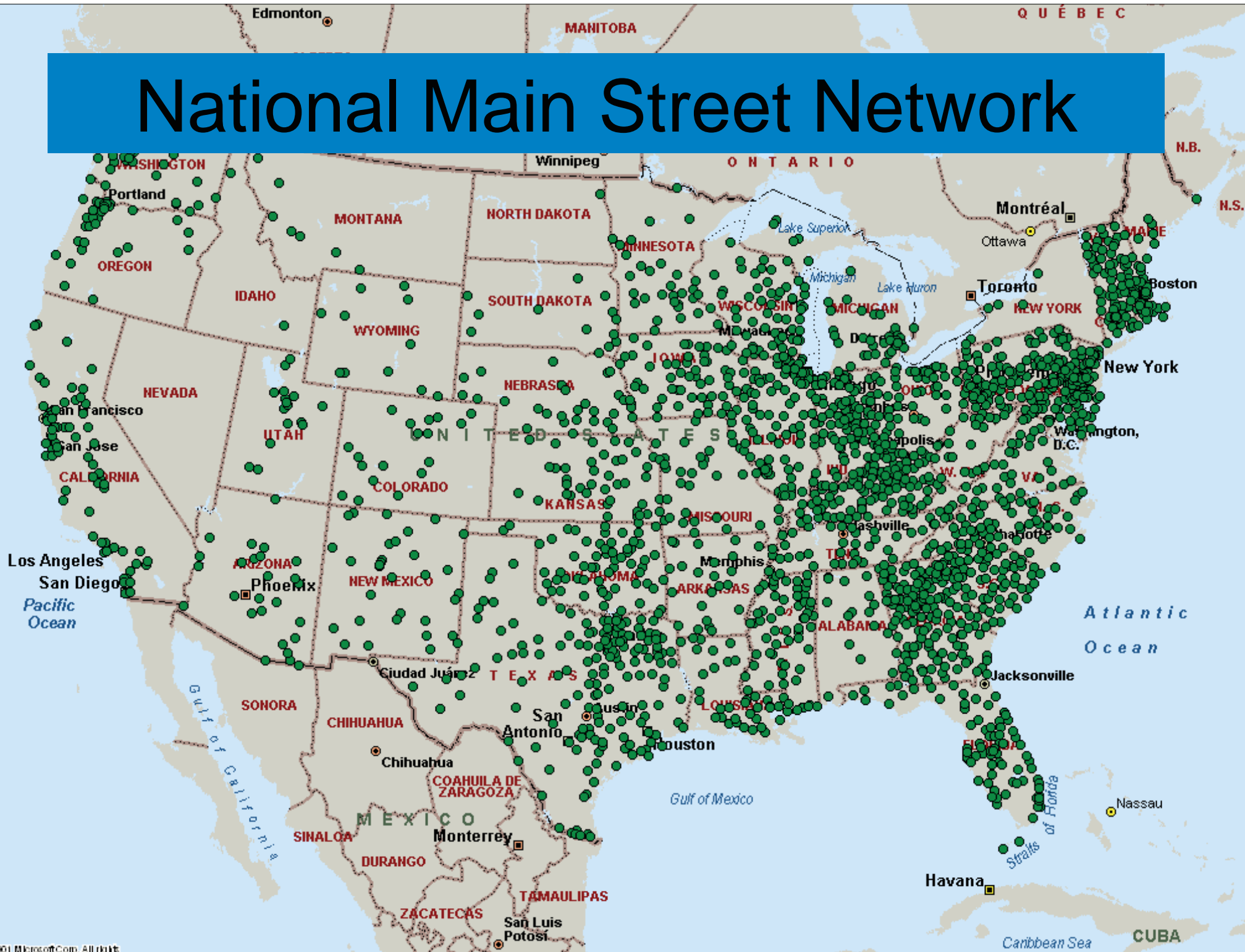
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**NATIONAL TRUST FOR HISTORIC PRESERVATION®**

# National Main Street Network





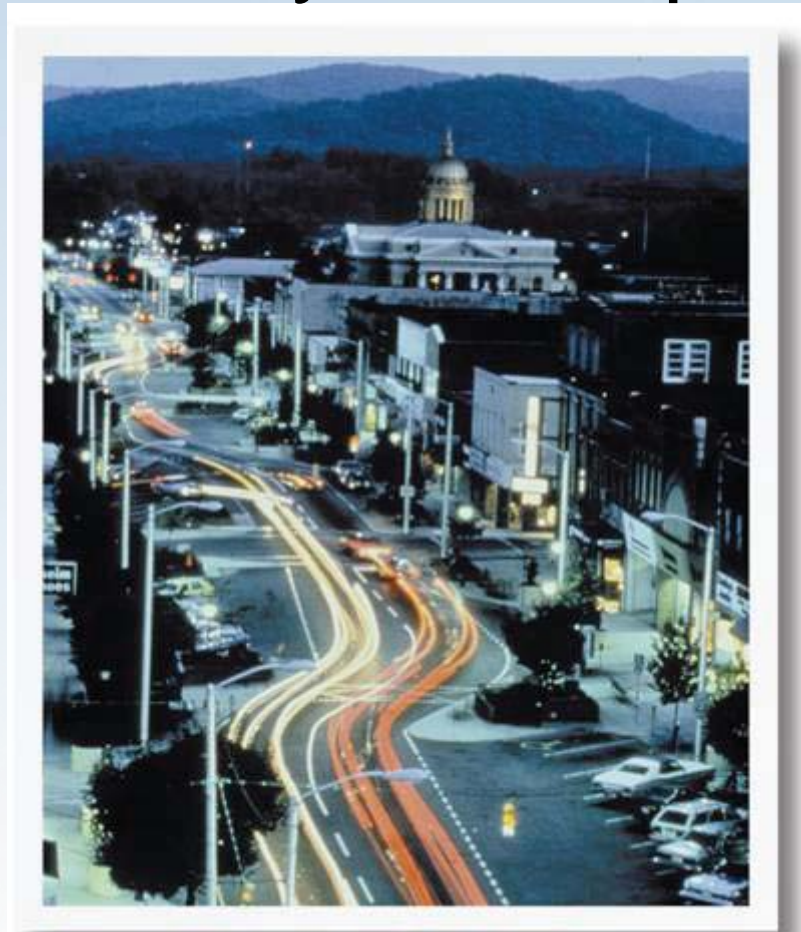
**NATIONAL TRUST FOR HISTORIC PRESERVATION®**

# Waterville

# MAINE



# Food Systems & Community Development



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# Contact

Doug Loescher, Director

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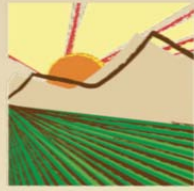
[www.mainstreet.org](http://www.mainstreet.org)

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**Improving Access to Fresh Produce in Communities:  
Impact of Government Assistance Payment Options  
at On-Site Business Farmers Markets**





*Central California*  
REGIONAL OBESITY  
PREVENTION PROGRAM

Healthy Environments • Healthy Choices • Healthy People

“No relationships to  
disclose.”

Presented by:

**Avtar Nijjer-Sidhu, PhD, RD**

**10<sup>th</sup> Annual New Partners for  
Smart Growth**



The California Endowment



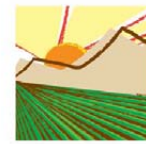
Robert Wood Johnson Foundation



**Widespread social injustice issues exist among healthy food access.**

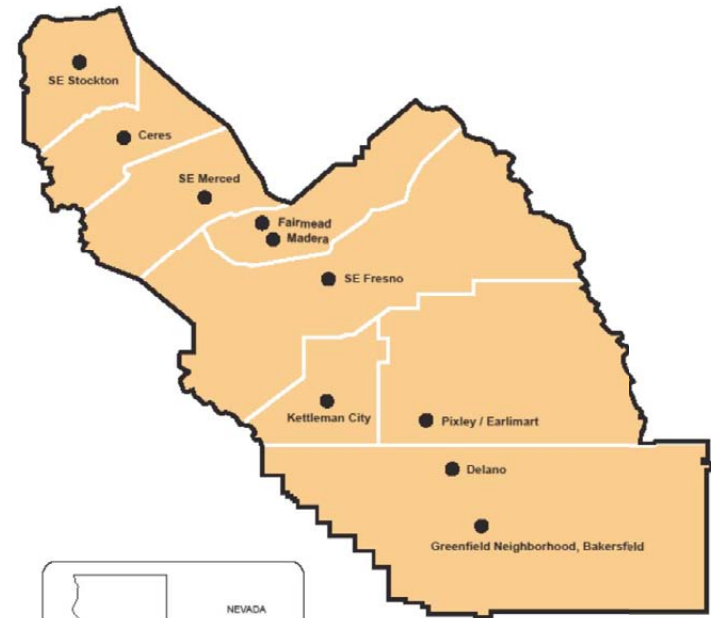
# About Us

- 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.



*Central California*  
**REGIONAL OBESITY  
PREVENTION PROGRAM**

Healthy Environments • Healthy Choices • Healthy People



# 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 1<sup>st</sup> 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

## The Bakersfield Californian

"It doesn't even compare to the grocery store."

— Marcello Rodriguez, fruit vendor



HENRY A. BARRIOS / THE CALIFORNIAN

Alexas, left, and Annabel Lopez are ready to haul away a watermelon their family purchased at the Farmer's Market sponsored by the Kern County Public Health Department. The Farmer's Market is open to county employees, WIC families and community members. It is held 3-6 p.m. Wednesdays at 1800 Mt. Vernon Ave.

## Healthier choices

Farmer's market offers juicy, nutritious fresh produce

BY SARAH REINECKE  
Californian staff writer  
sreinecke@bakersfield.com

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.

Please see **MARKET / A3**



Leng 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!**



# 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

**OPEN to the PUBLIC**

PUBLIC HEALTH SERVICES DEPARTMENT  
ANIMAL CONTROL  
EMERGENCY MEDICAL  
ENVIRONMENTAL HEALTH  
PUBLIC HEALTH  
COUNTY OF KERN

**Farmer's Market**

**EVERY Wednesday**  
**3:00-6:00 pm**

This sign is based on work supported under by the Farmers' Market Promotion Program (FMPP) Grant Program, Agriculture Marketing Service, USDA, under Award No. 12-25-G-0911

Central California REGIONAL OBESITY PREVENTION PROGRAM  
The California Endowment

# 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



# Process for Replicating



# Ordinance No. 2009-1205

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

# Contact

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Kern County Environmental Health Services Division

Phone: (661) 862-8782

E-mail: [avtarn@co.kern.ca.us](mailto:avtarn@co.kern.ca.us)

Visit us on the Web at: [www.ccropp.org](http://www.ccropp.org)



The California Endowment



Robert Wood Johnson Foundation



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REGIONAL OBESITY  
PREVENTION PROGRAM

Healthy Environments • Healthy Choices • Healthy People



KAISER PERMANENTE®



10th Annual  
New Partners for Smart Growth  
Charlotte, NC  
February 2011

Fresh Food for All: Integrating Food Systems  
into Planning and Economic Development



# Russian Fires, Australian Floods. . .



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
- ✓ Tunisia



# Many Flavors of U.S. Food Insecurity

## Sustainability

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

## Viability

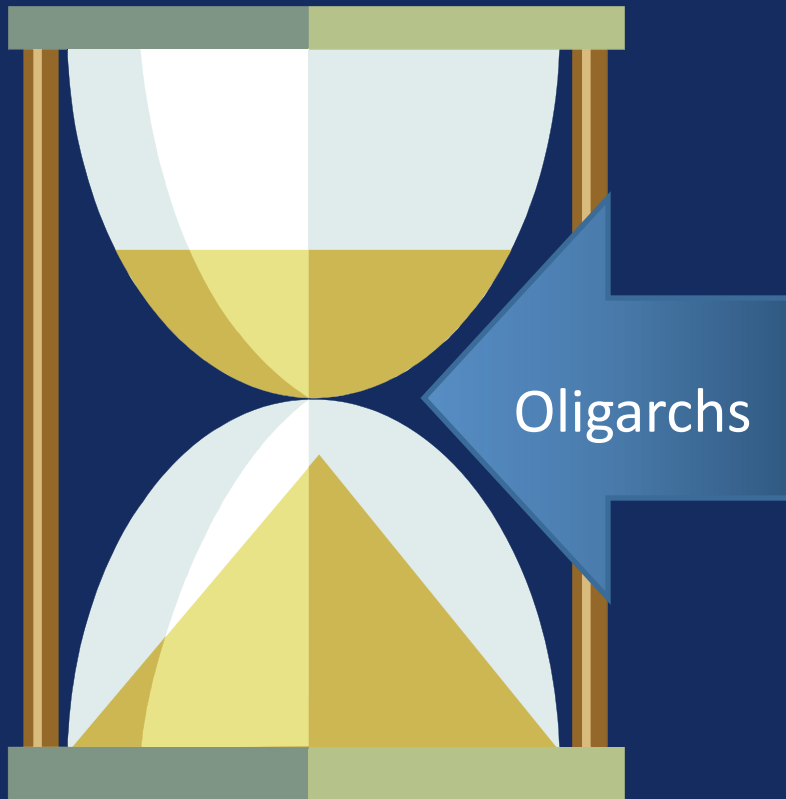
- Disappearing Farmers
- Food Safety
- Subsidy Dependency

## Equity

- Economic Concentration
- Worker Justice
- Food Access

# Economic Concentration

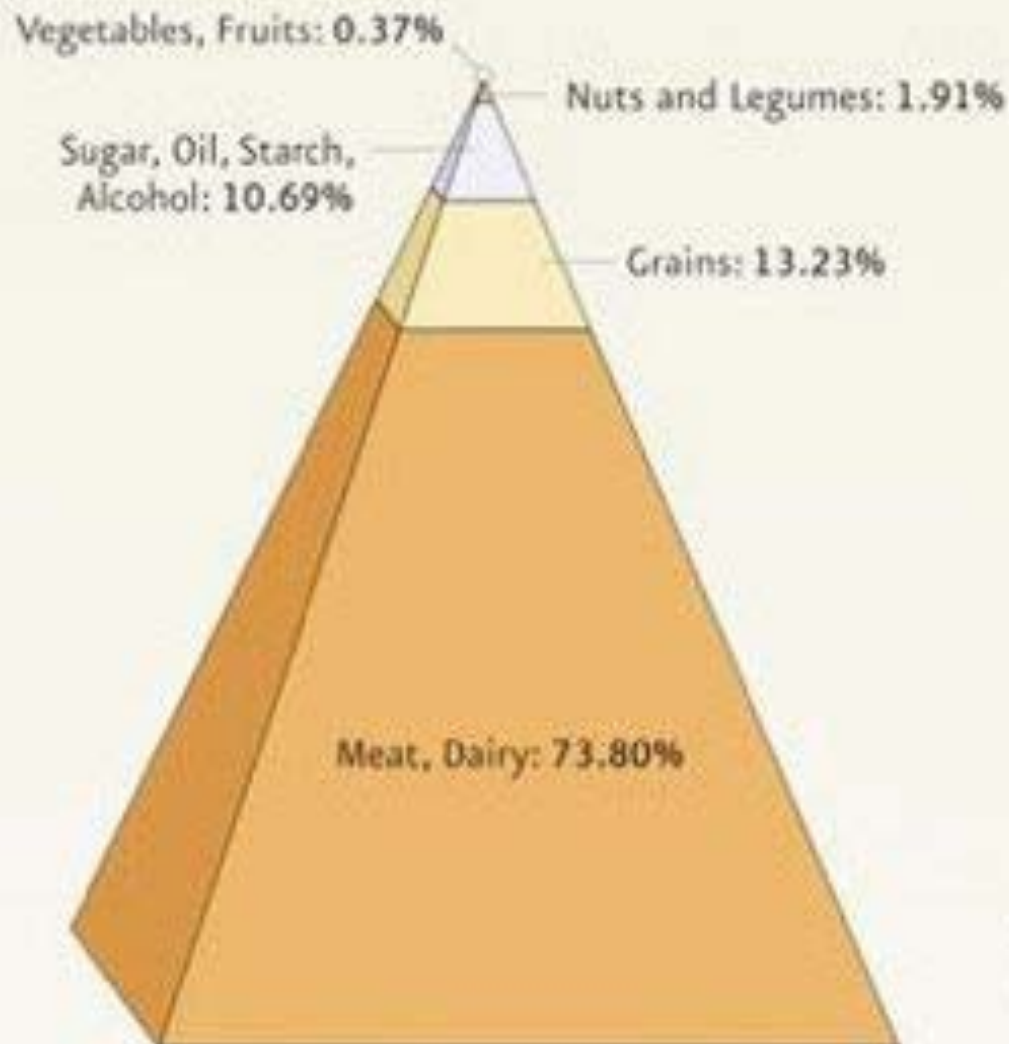
The Few are in Control:



- 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<sup>2</sup>



Federal Nutrition Recommendations

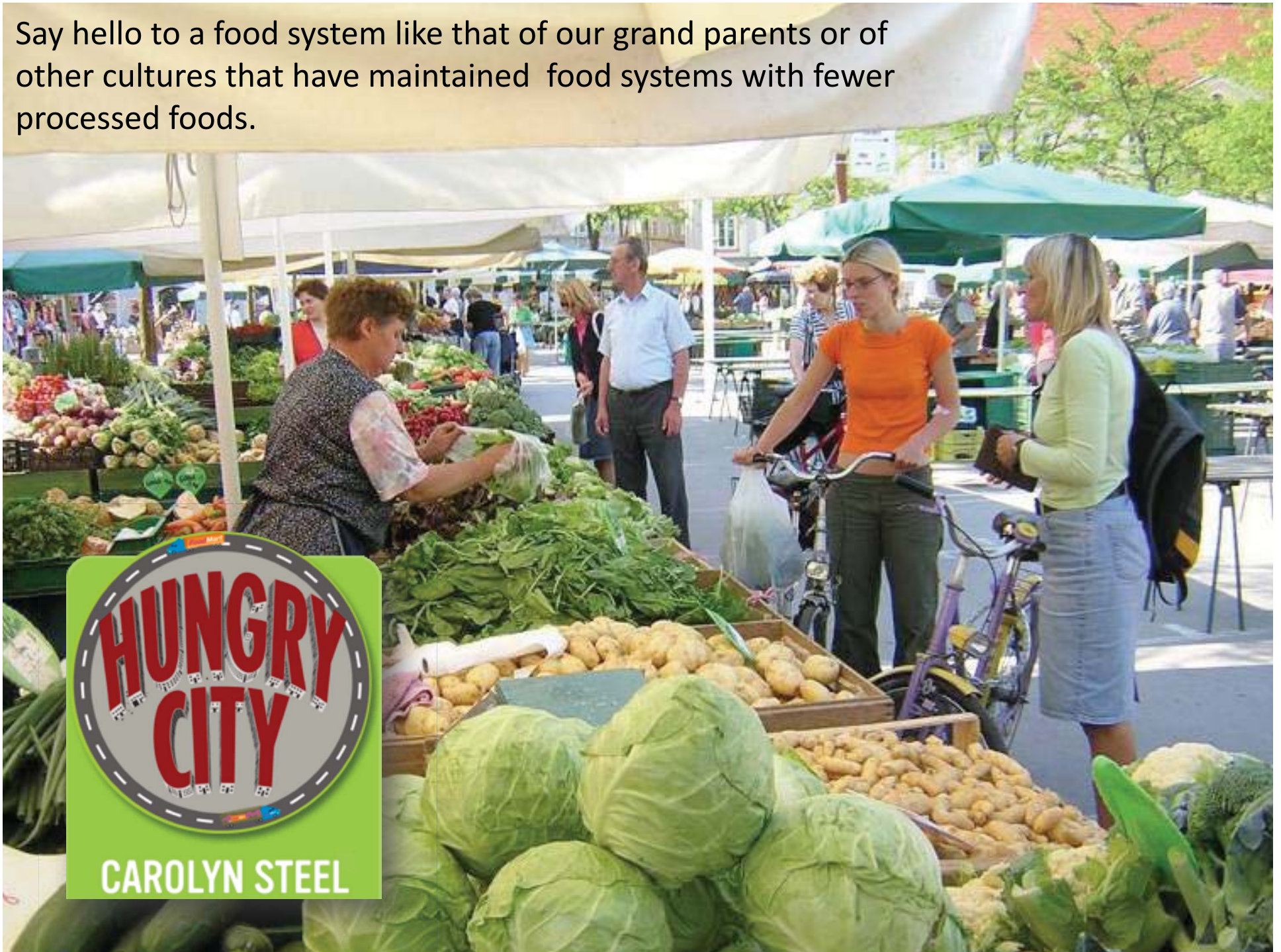


# Good Food Access

Diet related health issues are bankrupting the country



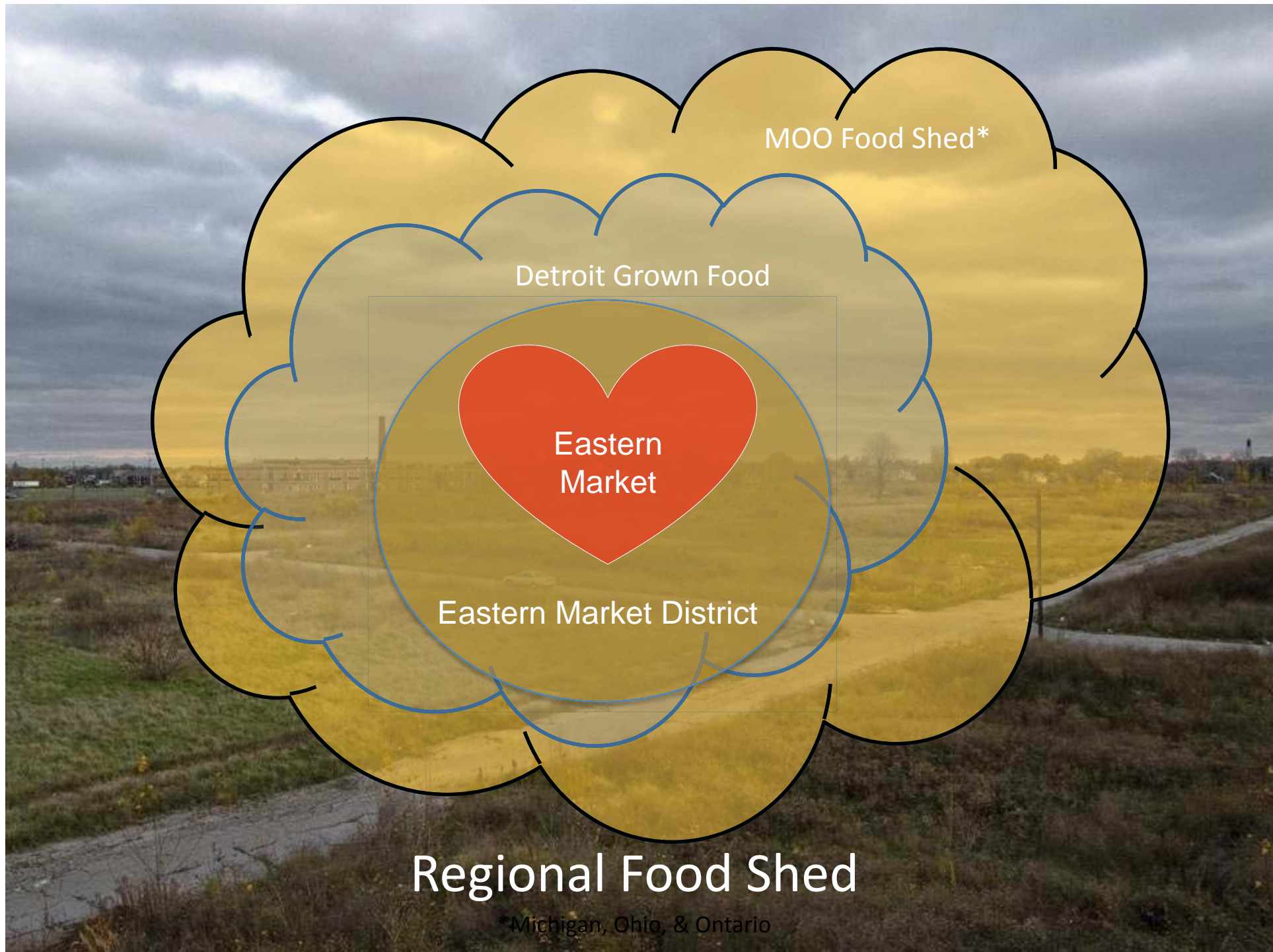
Say hello to a food system like that of our grand parents or of other cultures that have maintained food systems with fewer processed foods.







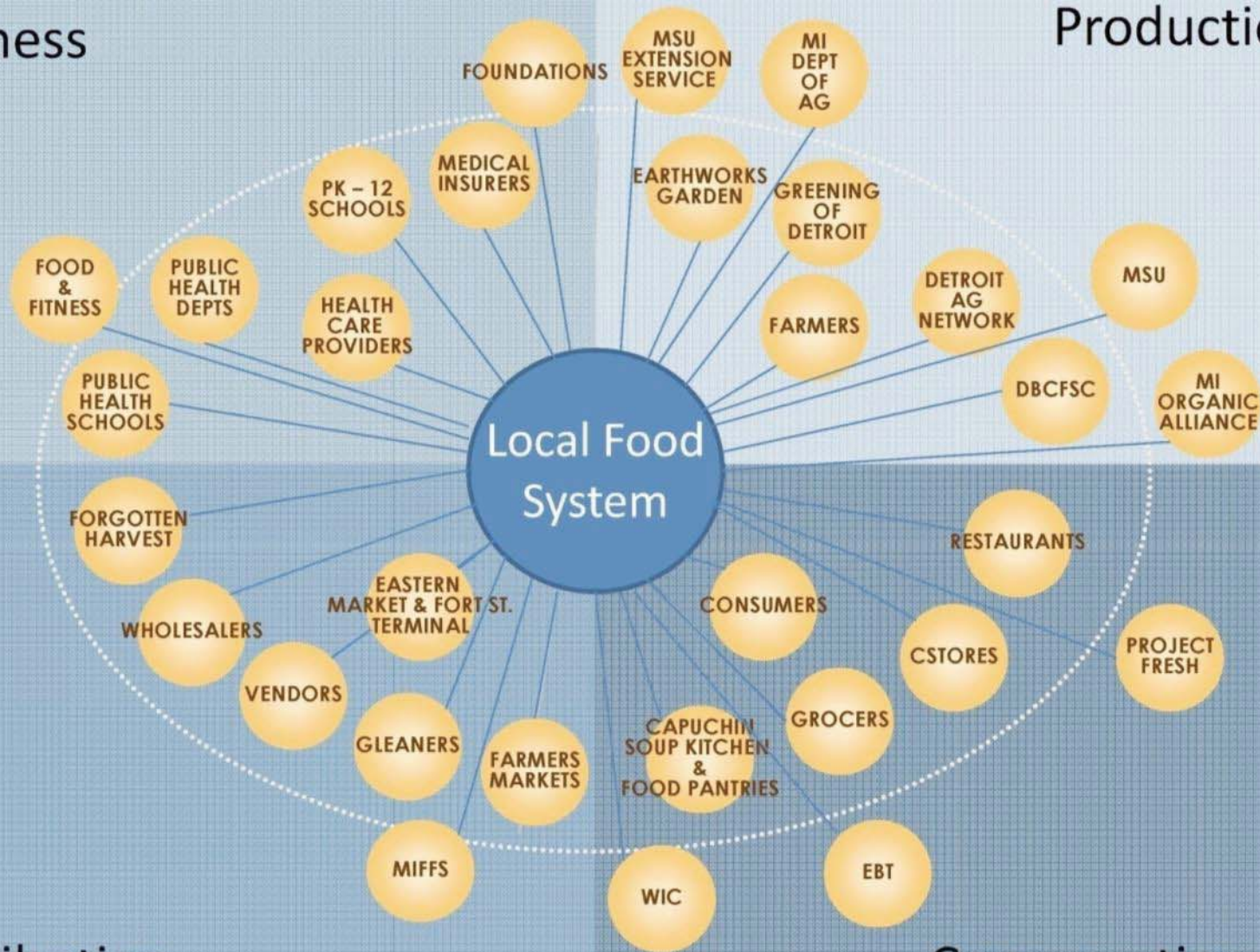
The components of a food system



# A partial map of Detroit's local food system assets

Wellness

Production



Distribution

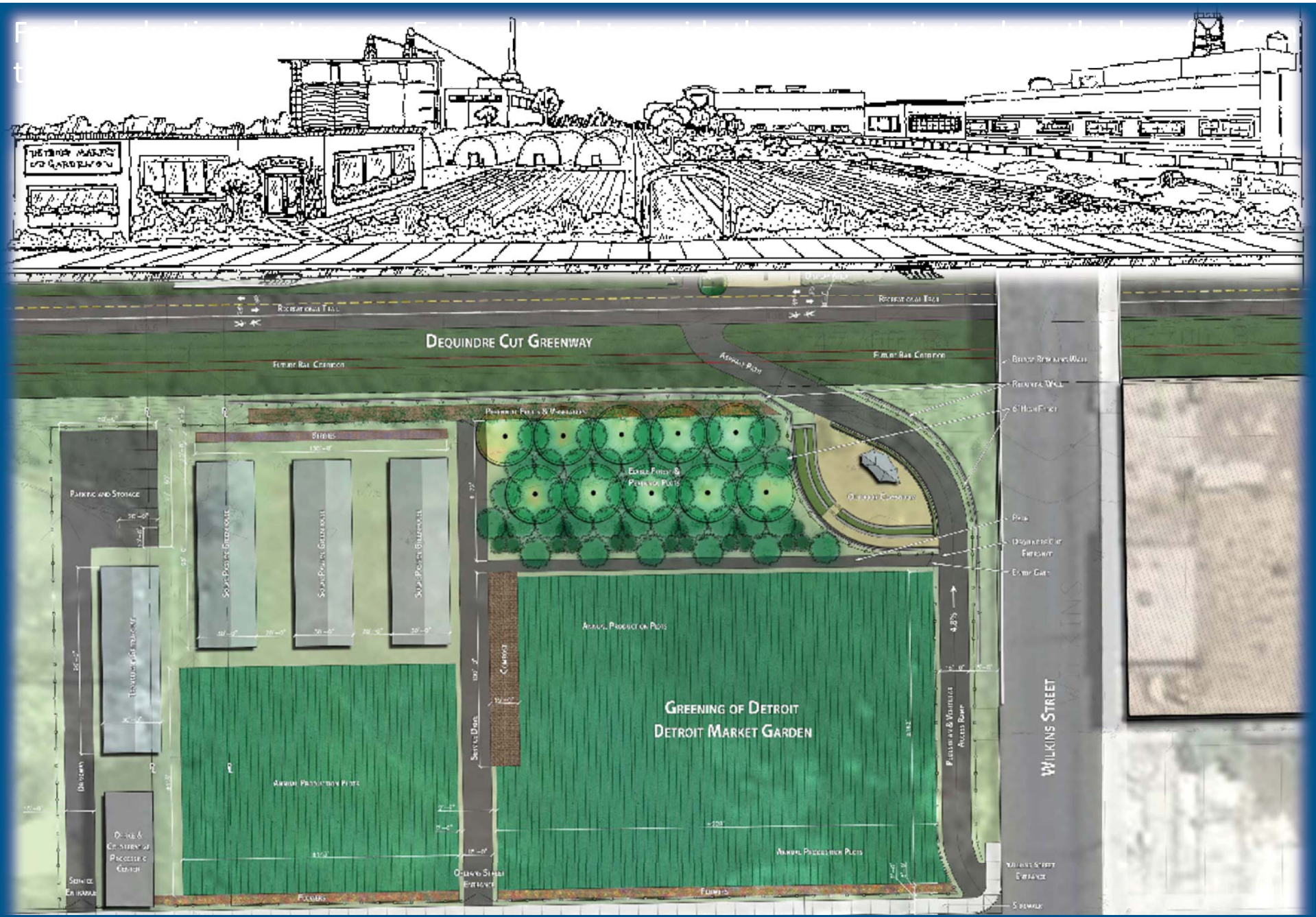
Consumption





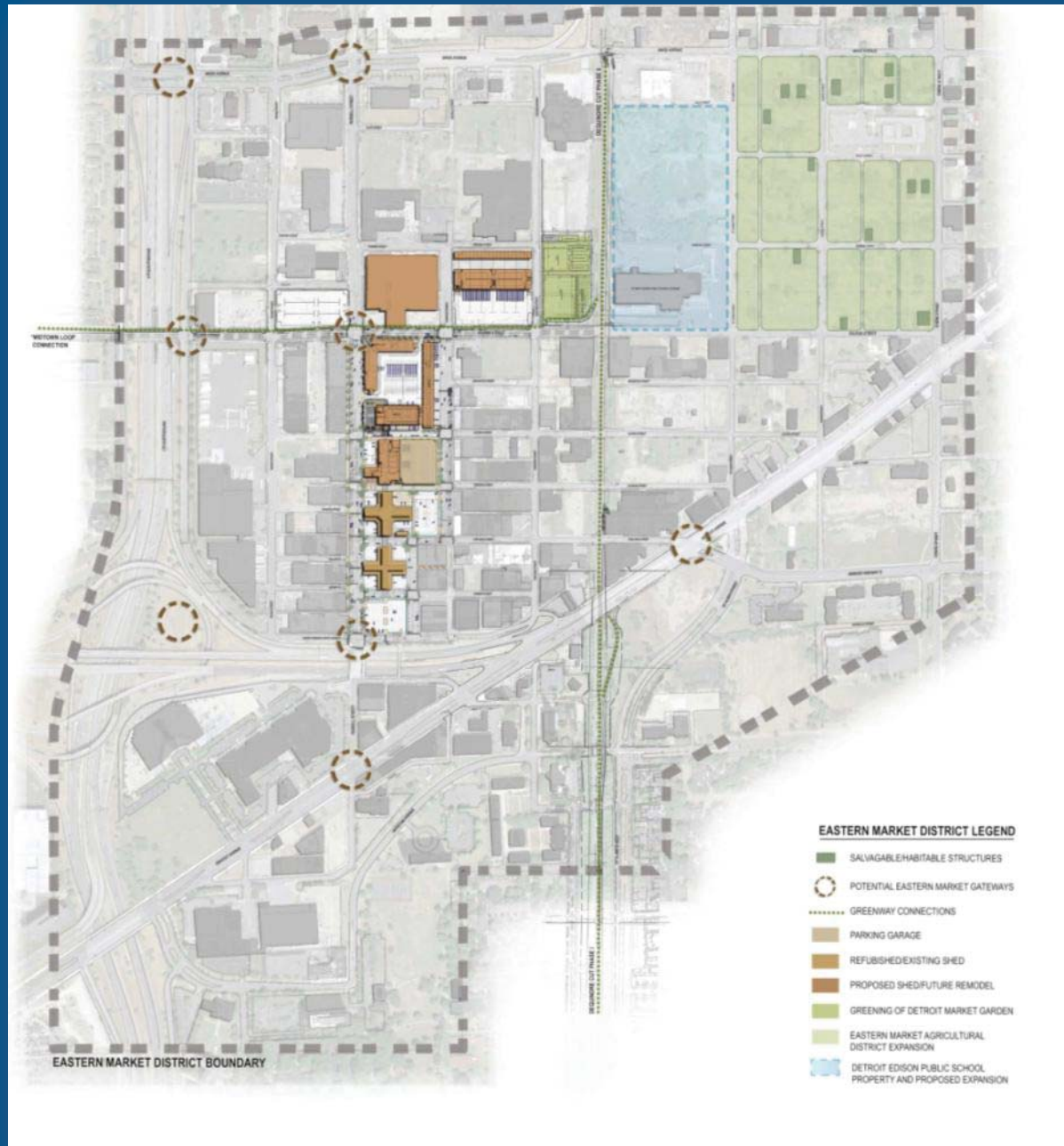
# RETAIL SALES





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

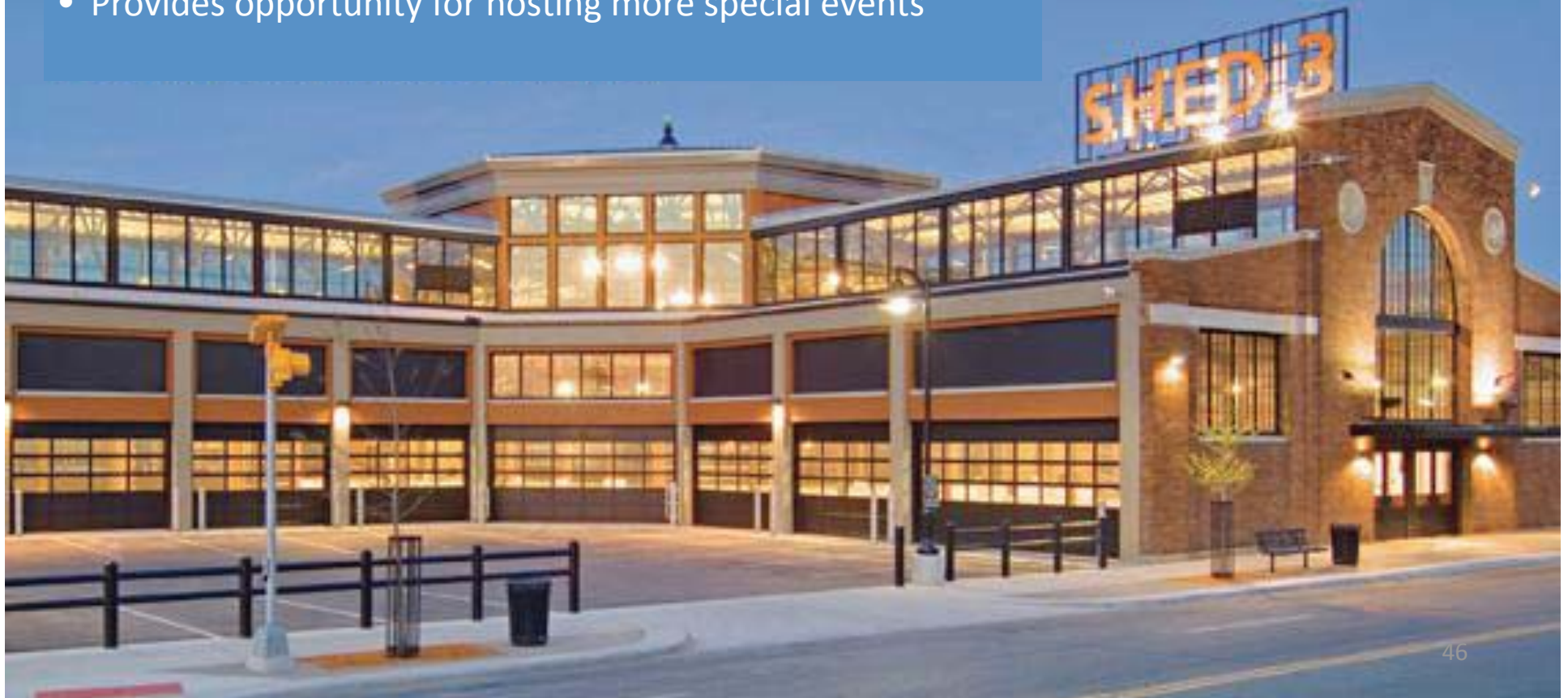
More than 300  
independent food-related  
merchants



Eastern Market 360°  
Capital Improvement Program  
Sheds 2 & 3 renovated  
\$10 million invested to date

### Spectacular civic space:

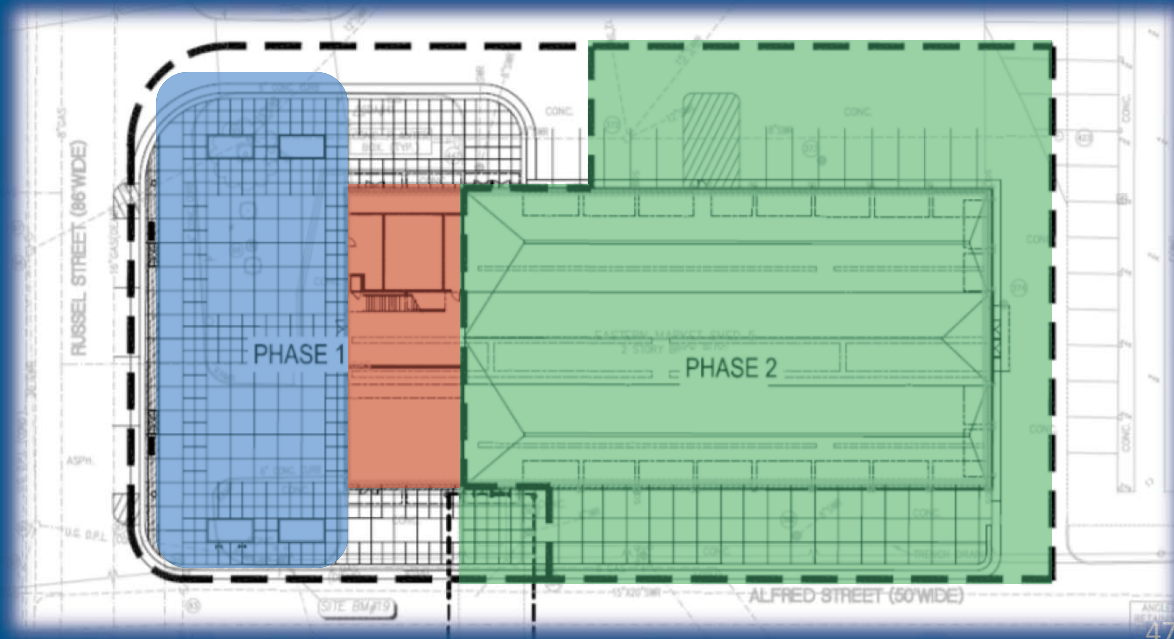
- Makes for a more compelling winter market
- Provides opportunity for hosting more special events



- 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.



Eastern Market 360°



- ✓ 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



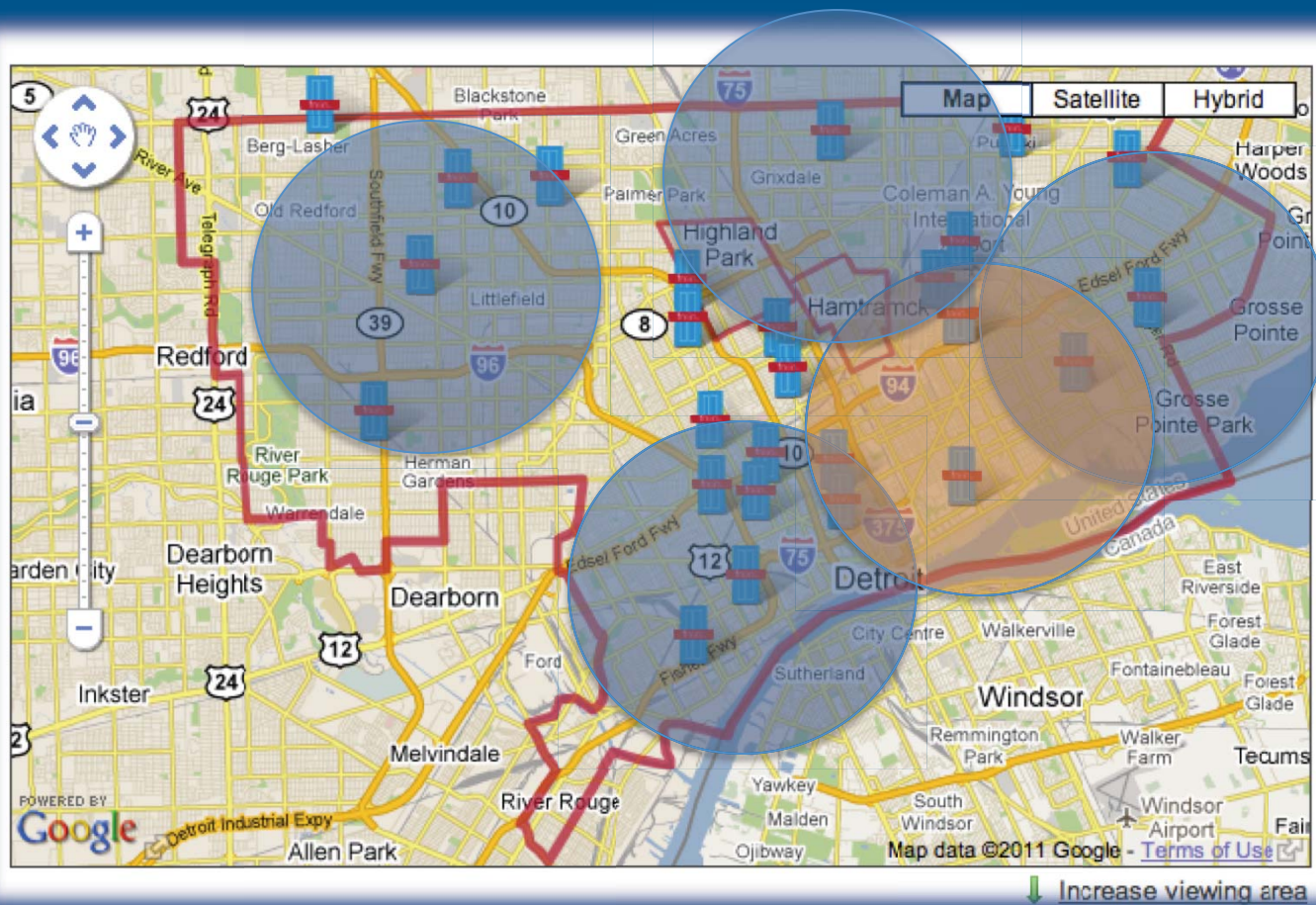
# Niche Processing Opportunities

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



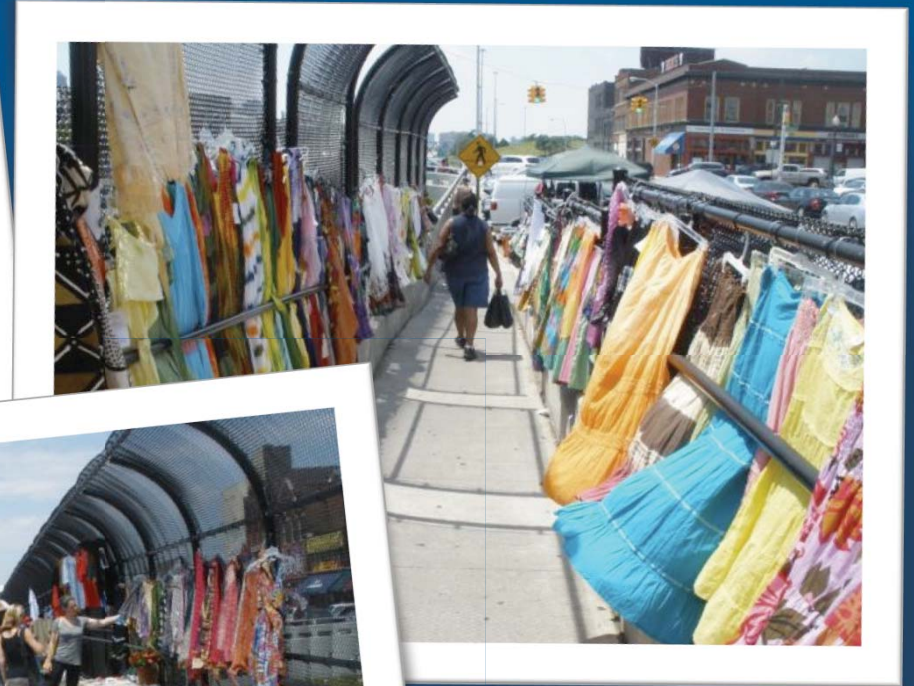
## Education Center

- 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.



Eastern Market  
Healthy Food  
Convivial Place

# A Road Runs Through Eastern Market





# Shed One



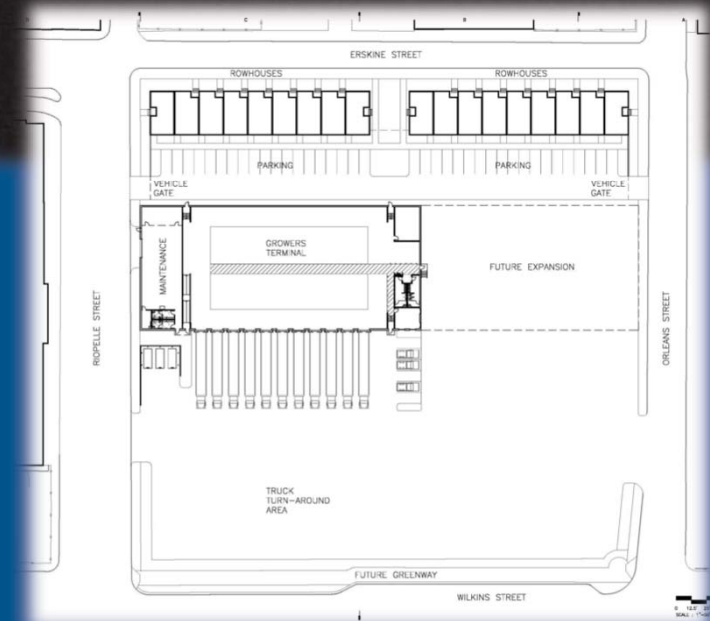
Conversion of Gratiot Central Market into a healthier market hall. Five Hundred Feet of Meat needs a better selection of other grocery items and integration of healthy eating messaging.

# Eastern Market 360°



## Grower's Terminal

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

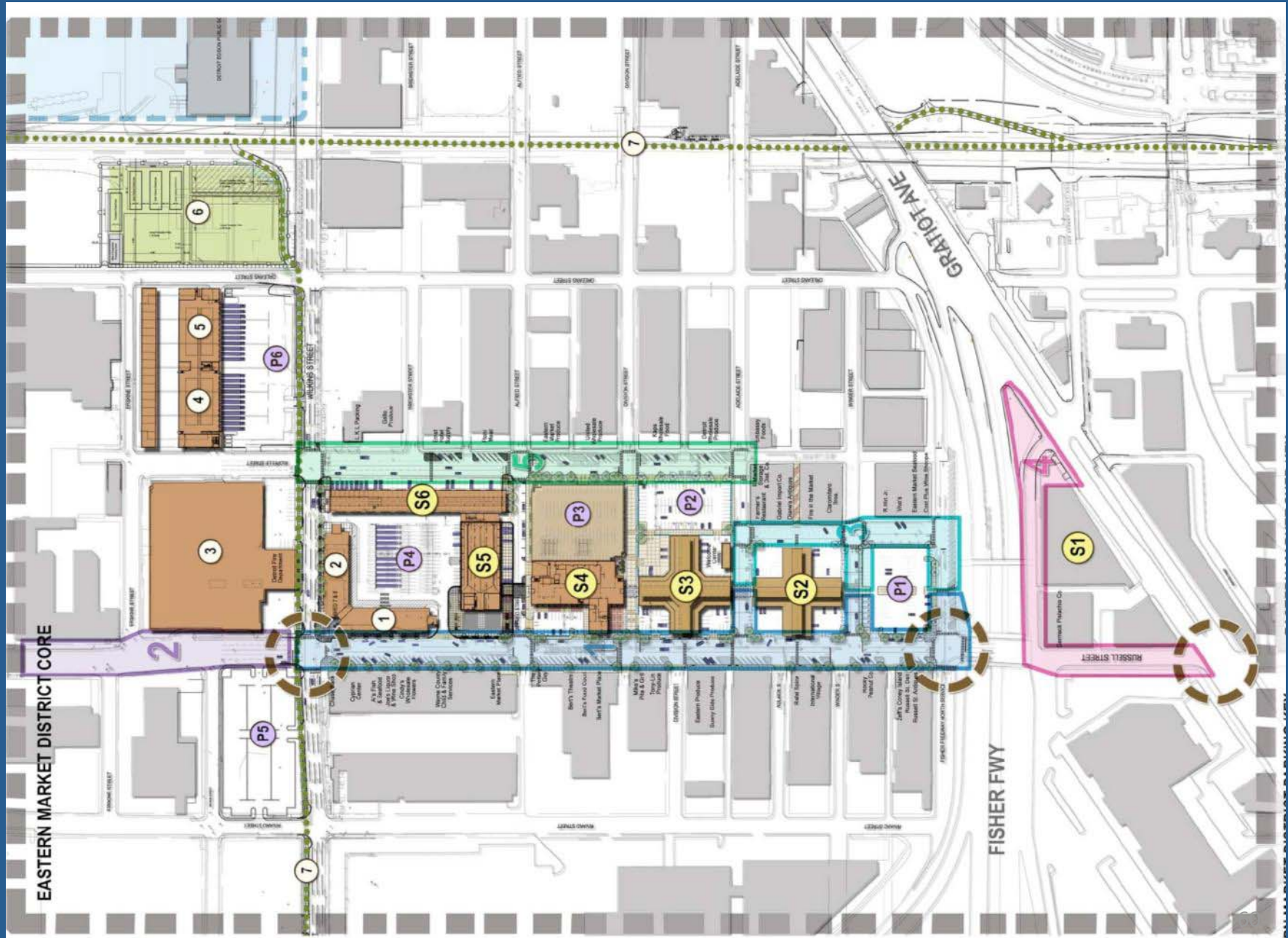


# Eastern Market Commissary

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



February 2010

Fresh Food Share Volume 1 Number 9

**FRESH FOOD SHARE NEWS**

**February Weather Can Be Frightful!**

You can be sure you're in the middle of a Michigan winter when the sun's rays are warm one day, and the next the sidewalks are knee deep with snow! But no matter the weather, the Fresh Food Share of the cold as just one more excuse to spend more time in the kitchen, preparing delicious dishes from all the fresh food in your box. Hopefully you'll enjoy a little bit of brightness in this chilly month, and if you're feeling that reminds you of summer!

**Fresh Produce Just Around the Corner**

The Fresh Food Share you had in your hands provides you with an abundance of produce once a month. But, where do you go when the food where you can pick up that occasional carrot or a meal just right? Well, the Detroit FRESH project may be bringing fresh fruits and vegetables to a corner store near you. Detroit FRESH, a project of SEED Wayne (Wayne State University), Capuchin Soup Kitchen, and Eastern Market Corporation, is working with Detroit corner stores to increase the quality and quantity of fresh produce available on their store shelves. As we all know, eating fresh fruits and vegetables is important for our health, but those options are not always convenient or affordable. Through this project, participating stores, including Comer's Party Store, Harding's Friendly Market, and Shopper's Mate, are able to offer fresh produce in their neighborhoods. If you are tired of finding shriveled potatoes and wilted lettuce at your neighborhood store, and included in this newsletter for the locations of stores participating in the Detroit FRESH project, if you'd like to recommend a store in your area contact Carolyn Leadley at 313-577-2398 or [c.m.leadley@gmail.com](mailto:c.m.leadley@gmail.com)

**Your Share This Month**

Apples	Grapefruit	Potatoes: Fingerling	Raisins
Bananas	Onions	Potatoes: Yukon Gold	Tangerines
Carrots	Parsley	Radishes	Walnuts
Celery	Pears-Bosc		

**Site Information**

<p><b>Detroit Edison Public School Academy</b> Nancy Garvin 313-833-1100 x1149 1903 Wilkins Detroit, 48207 Pick up: Friday 9am-4pm</p>	<p><b>Detroit Waldorf School</b> Susan Oliszewski 313-629-9669 2555 Burns Detroit, 48214 Pick up: Friday 5-6pm</p> <p><b>St. Charles Parrish</b> Bray Stadmeier 313-822-8606 x34 1491 Badwin Detroit, 48214 Pick up: Friday 4-6pm</p>	<p><b>Hannan House</b> Rachel Hewitt 313-833-1300 x24 4750 Woodward Detroit, 48201 Pick up: Friday 11am-12:30pm</p> <p><b>St. Vincent de Paul</b> Bertha Calhoun 313-393-2920 3000 Gratiot Detroit, 48207 Pick up: Friday 8am-4pm</p>
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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

### Eastern Market Bridge Card Sales Calendar Year Totals

#### 2010 TOTALS

SALES	\$	246,791	118%	increase over 2009
TRANSACTIONS		11,816	122%	

#### 2009 TOTALS

SALES	\$	113,302	78%	increase over 2008
TRANSACTIONS		5,327	69%	

#### 2008 TOTALS

SALES	\$	63,586	371%	increase over 2007*
TRANSACTIONS		3,156	308%	

#### 2007 TOTALS\*

SALES	\$	13,495	
TRANSACTIONS		773	

**GROSS TOTAL**      \$ 437,174

**GROSS TRANSACTIONS**      21,072

\*Program started July 14, 2007



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## HOW IT WORKS

When a person eligible for SNAP (Supplemental Nutrition Assistance Program) uses his or her SNAP Bridge Card to shop for food at a farmers' market, the amount of money that he or she spends is matched with Double Up Food Bucks bonus tokens. The tokens can then be exchanged for Michigan-grown fruits and vegetables.

**STEP 1**

Shoppers use their SNAP Bridge Cards to purchase fresh food at participating farmers' markets.

**STEP 2**

For every \$2 spent, shoppers receive \$2 worth of bonus tokens. Shoppers receive up to \$20 in tokens per visit.

**STEP 3**

Shoppers buy Michigan-grown fruits and vegetables with their Double Up Food Bucks tokens.

**STEP 4**

Growers who receive the Double Up Food Bucks tokens in exchange for their produce then return the tokens and are reimbursed with cash of an equal amount.

## 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

1

**Detroit Eastern Market**

2934 Russell Street  
Detroit, MI 48207  
Saturdays 5am – 5pm

2

**East Warren Avenue  
Farmers' Market**

NE corner of Bishop Avenue &  
East Warren Avenue  
Detroit, MI 48215  
Saturdays 10am – 3pm

3

**Peaches & Greens Store  
and Mobile Food Truck**

8838 Third Avenue  
Detroit, MI 48201  
Tuesday to Friday 10am – 7pm  
Saturdays 10am – 4pm

# 1st global summit on Metropolitan Agriculture

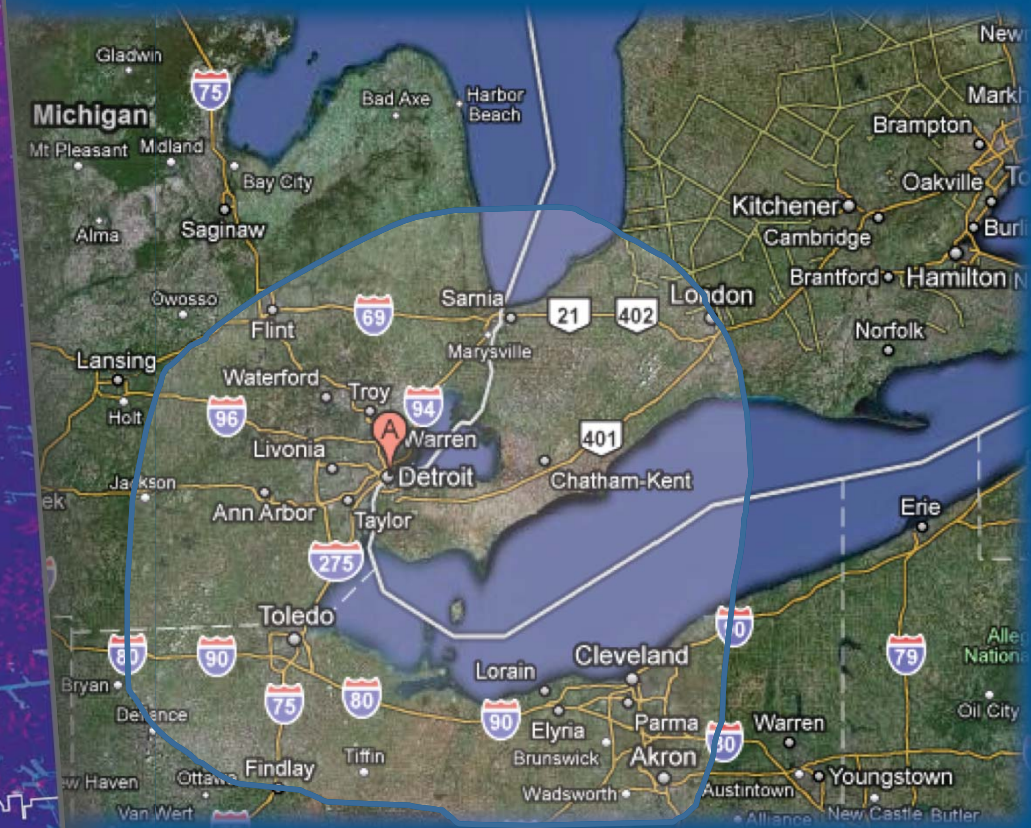
and the launch of the  
Metropolitan Agriculture  
Innoversity

28 - 30 September 2010  
Van Nelle Fabriek  
Rotterdam, The Netherlands

An action-learning opportunity that explores how cities  
can use innovations in agriculture and food systems as  
a way to meet the varied and critical needs of their populations.  
Projects currently focus on:

- food production
- new supply chain models
- food security
- effective water and waste management
- retail sales and economic growth
- land use and blight reduction
- animal welfare and disease prevention
- the connection to nature and the environment

metroag innoversity



## Regional Food Shed?

1. Detroit – Flint Metro Ag
2. Detroit – Flint – Toledo – Cleveland
3. Detroit – Chicago

# Regional food system showcased in Torino

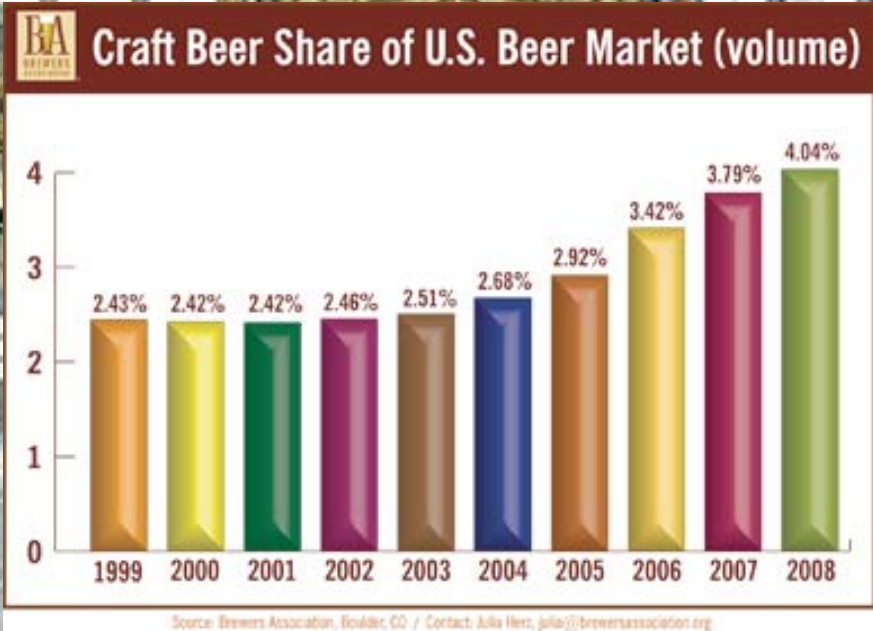


Food Systems to build regional collaboration

Production  
Ag provides  
98% of our  
current food

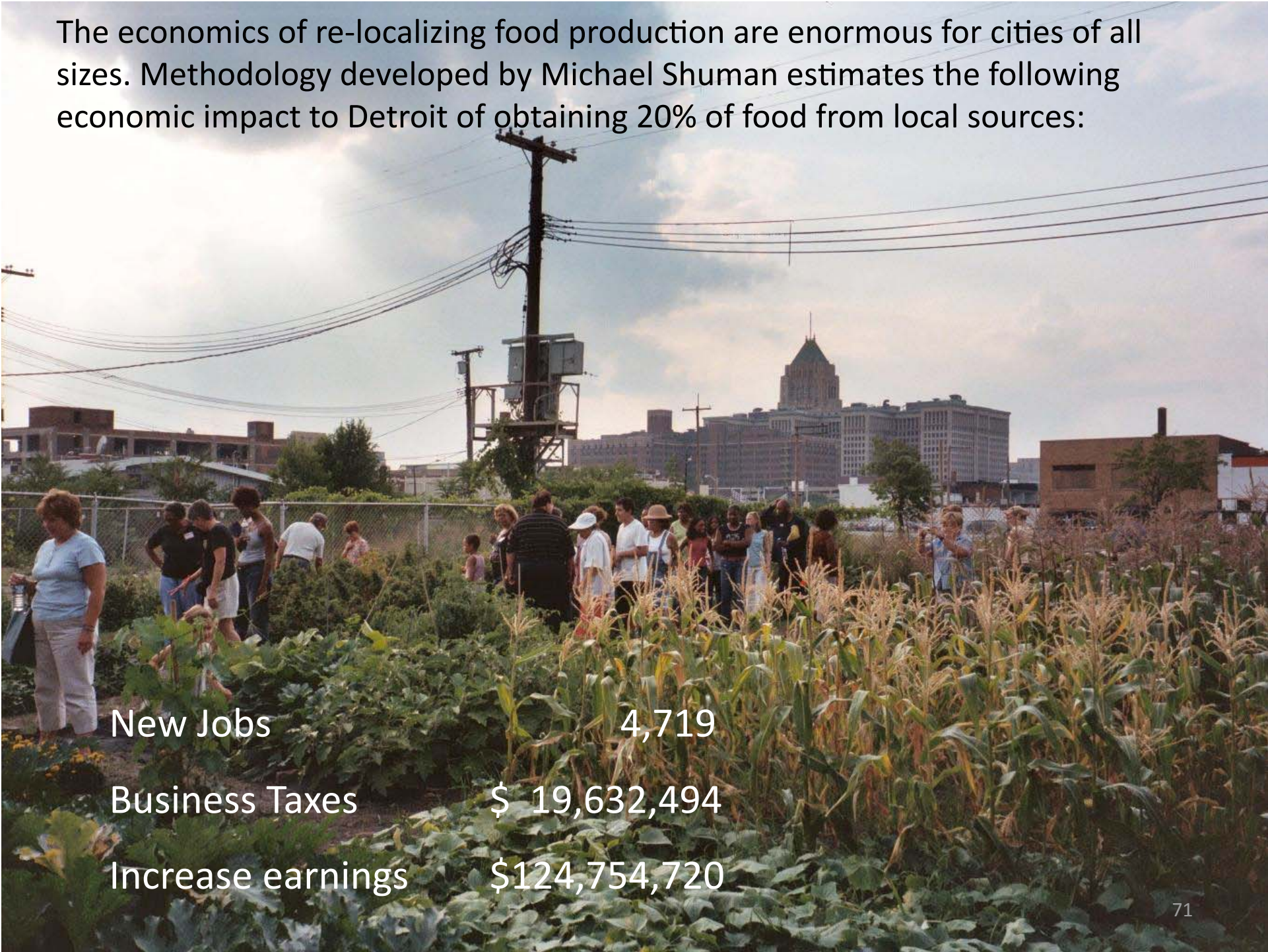


Without low  
cost energy  
inputs we  
need a  
different kind  
of ag to  
remain  
financially  
sustainable



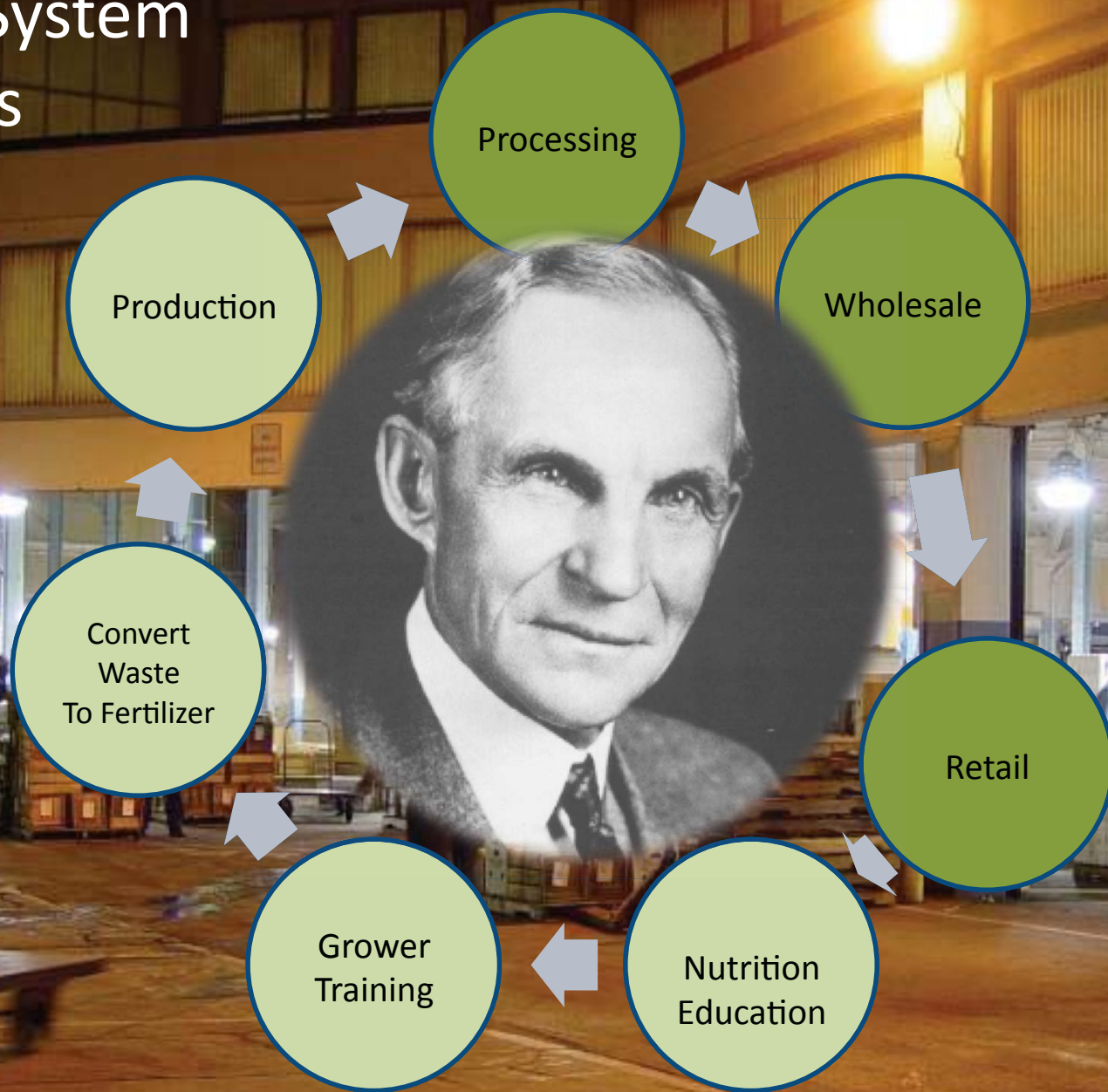
Local beer provides a model for how we can transition from industrial to sustainable agriculture.

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:

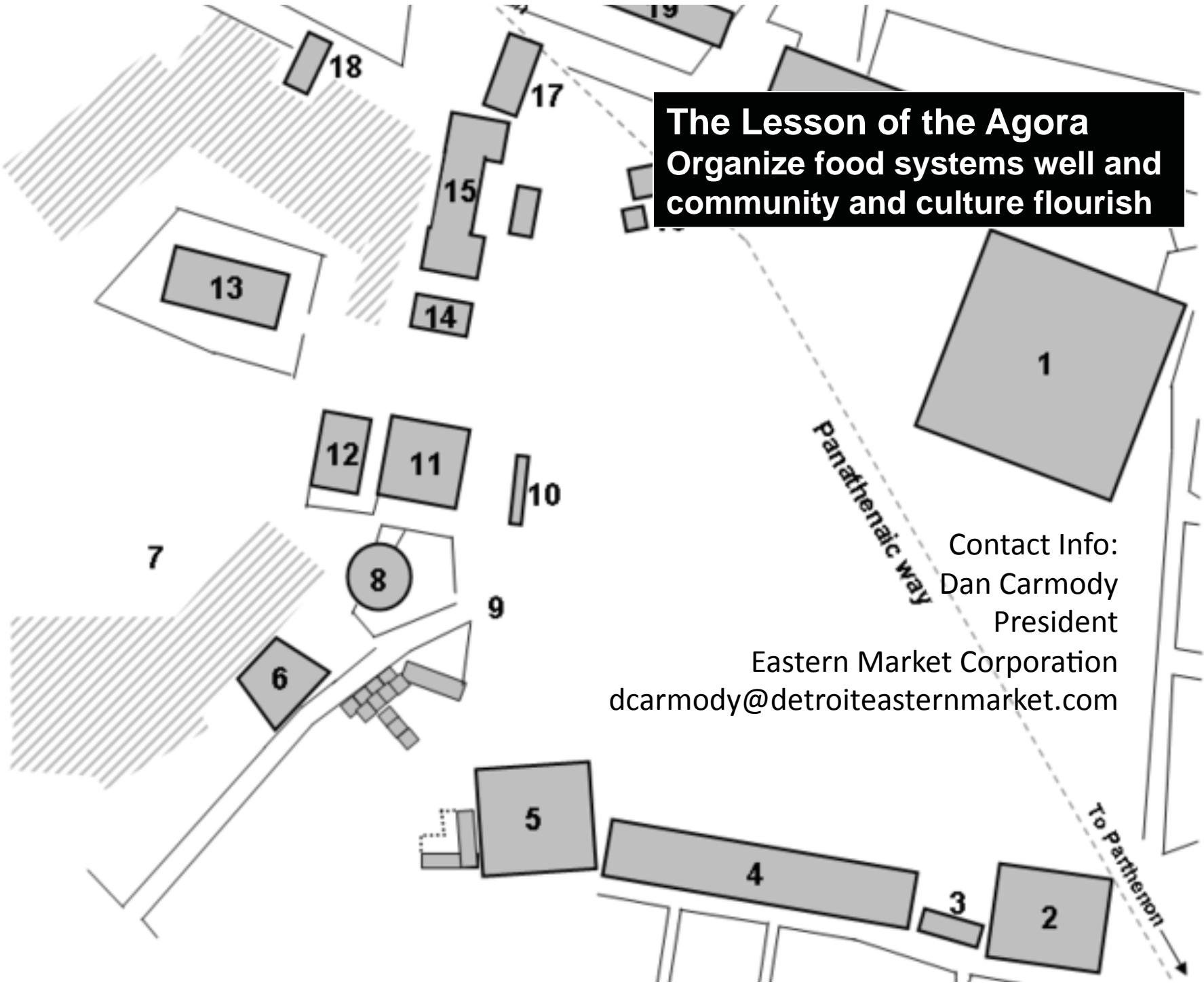


New Jobs	4,719
Business Taxes	\$ 19,632,494
Increase earnings	\$124,754,720

# Local Food System Components





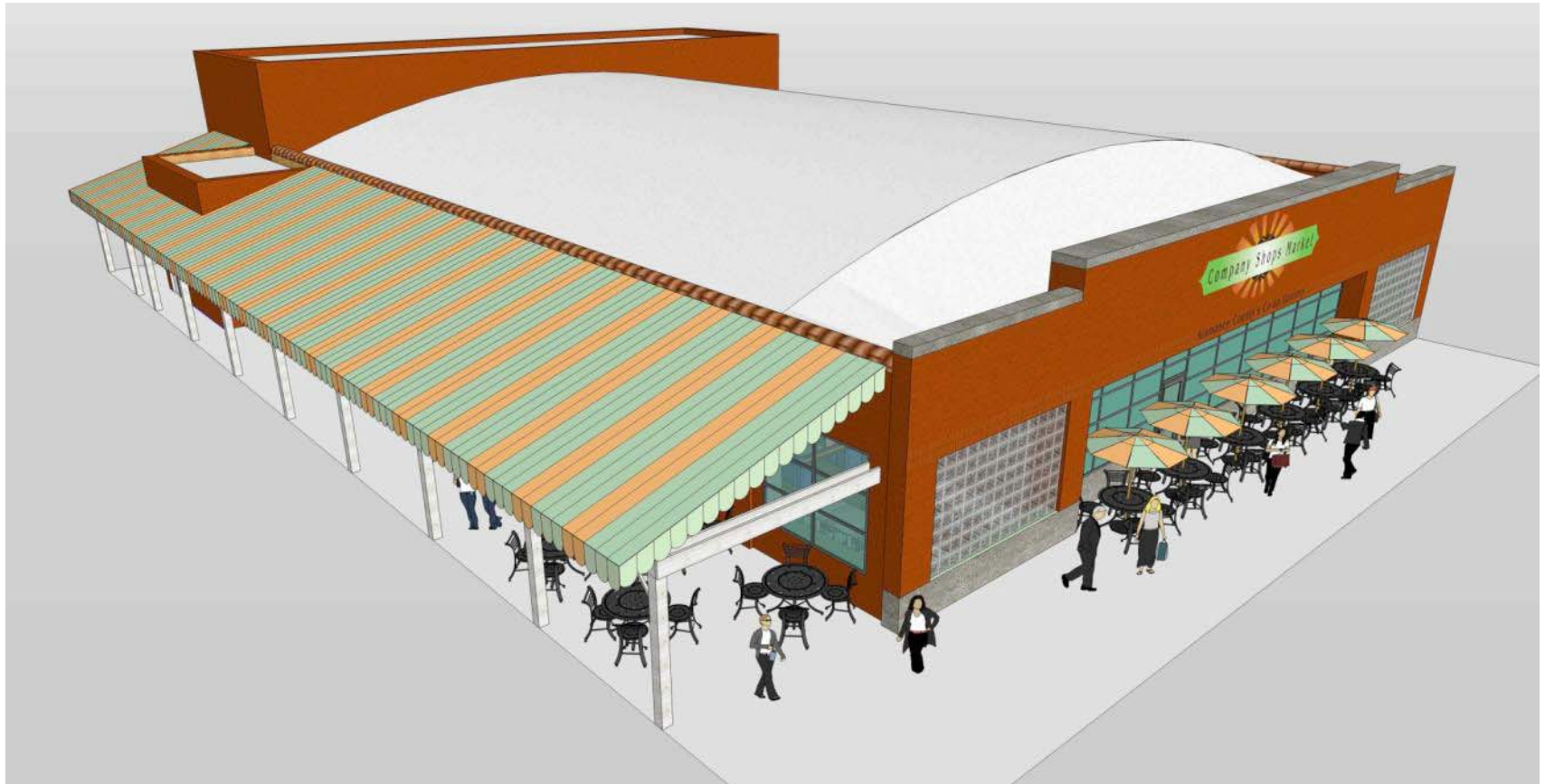


**The Lesson of the Agora**  
Organize food systems well and  
community and culture flourish

Contact Info:  
Dan Carmody  
President  
Eastern Market Corporation  
[dcarmody@detroiteasternmarket.com](mailto:dcarmody@detroiteasternmarket.com)

# COMPANY SHOPS MARKET

Burlington, North Carolina



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



# COMPANY SHOPS MARKET

## 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



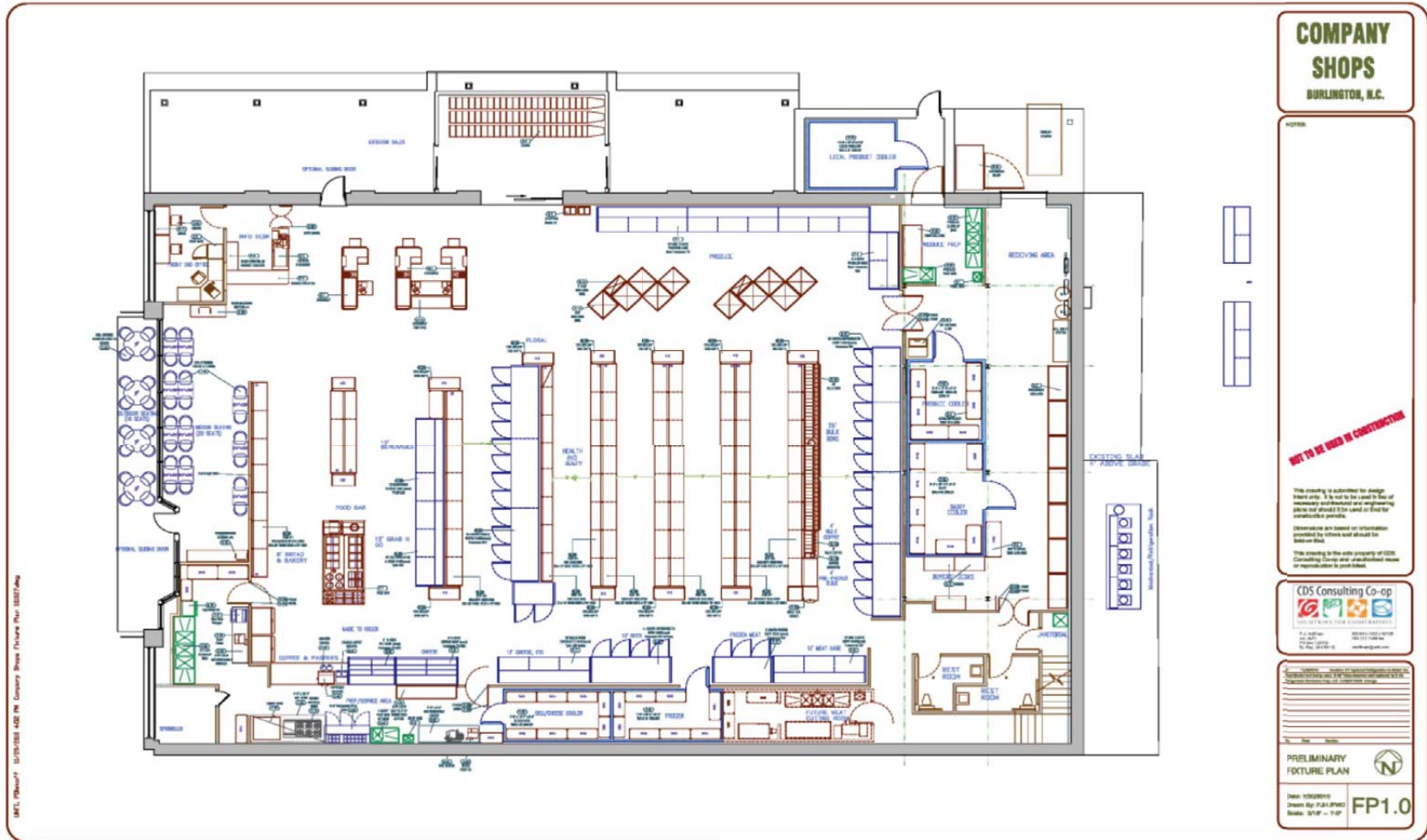
# COMPANY SHOPS MARKET

## 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



# COMPANY SHOPS MARKET



# COMPANY SHOPS MARKET

## Questions?



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Eric Henry 336.675.6266 [eric@tsdesigns.com](mailto:eric@tsdesigns.com)

