

Improving Access to Healthy Food in Rural Communities

July 15, 2015 2:00 p.m. Eastern

Tawnya Laveta, Farm to Table

David Procter, Kansas State University's Center for
Engagement and Community Development

Pam Roy, Farm to Table and New Mexico Food and
Agriculture Policy Council

Mikki Sager, The Conservation Fund

Grantmakers in Health Webinar
July 15, 2015

Kansas State University's Rural Grocery Initiative"

R G I
Rural Grocery Initiative

Strengthening our stores
Strengthening our communities

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www.k-state.edu/cecd

www.ruralgrocery.org

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Kansas State University's Center for Engagement and Community Development

Mission:

To connect the resources and expertise of Kansas State University to the significant issues of public need facing Kansans and communities worldwide.

Kansas State University's Rural Grocery Initiative

Goals:

1. Identify challenges facing rural grocery stores (2,500 or less)
2. Develop responses to those challenges
3. Identify and detail sustainable business models of grocer operation
4. Build virtual and face-to-face information networks for rural grocers

R G I
Rural Grocery Initiative

Strengthening our stores
Strengthening our communities

Why Focus on Rural Food Retail?

Because, Rural Grocery Stores Provide:

- **Economic Development**
 - Rural grocery stores are an important rural economic driver
- **Food Access**
 - Rural grocery stores provide a primary source of nutritious and competitively priced foods
- **Important Community Hubs**
 - Rural grocery stores provide important local, civic and social meeting spaces



Economic Development: Why Focus on Rural Grocery Stores

- Because,
Rural grocery stores are a critical small business
 1. Rural grocery stores in KS, on average, contribute \$644,000 to the local economy.
 2. Grocery stores are resilient businesses in economic downturn times
 3. Kansas rural grocery stores provide, on average, 17 local jobs
 - 6 full time; 11 part time
 4. Rural grocery stores in Kansas generate 1 out of every 5 tax dollars for local community
 5. Locally-owned, small business have a larger economic multiplier
 6. SNAP and WIC benefits provide economic stimulus
 - SNAP puts food dollars directly and indirectly into local economies.
 - Food Dollar Leakage: Local grocery stores are critical to capture SNAP dollars



Healthy Food Access: Why Focus on Rural Grocery Stores

Because,

8% of rural population (Approx. 4.75 million people) in the U.S. are living in communities lacking access to healthy foods.

(Policy Link; Food Trust, 2013)

- **Poverty:** 20% of census tract is below poverty level.
- **Lack of Access:** 33% of the census tract's population resides more than 10 miles from a supermarket or large grocery store.



Healthy Food Access: Why Focus on Rural Grocery Stores?

Because,

1. Rural areas suffer the highest obesity rates in the nation.
2. Rural grocery stores offer more healthy foods, at lower cost, than rural convenience stores.
3. Prevalence of grocery stores in non-metro counties is inversely associated with incidence of obesity.
4. Rural grocery stores are often a distribution point for locally-sourced foods.
 1. Provides support for local producers
 2. Provides site for fresh produce sales



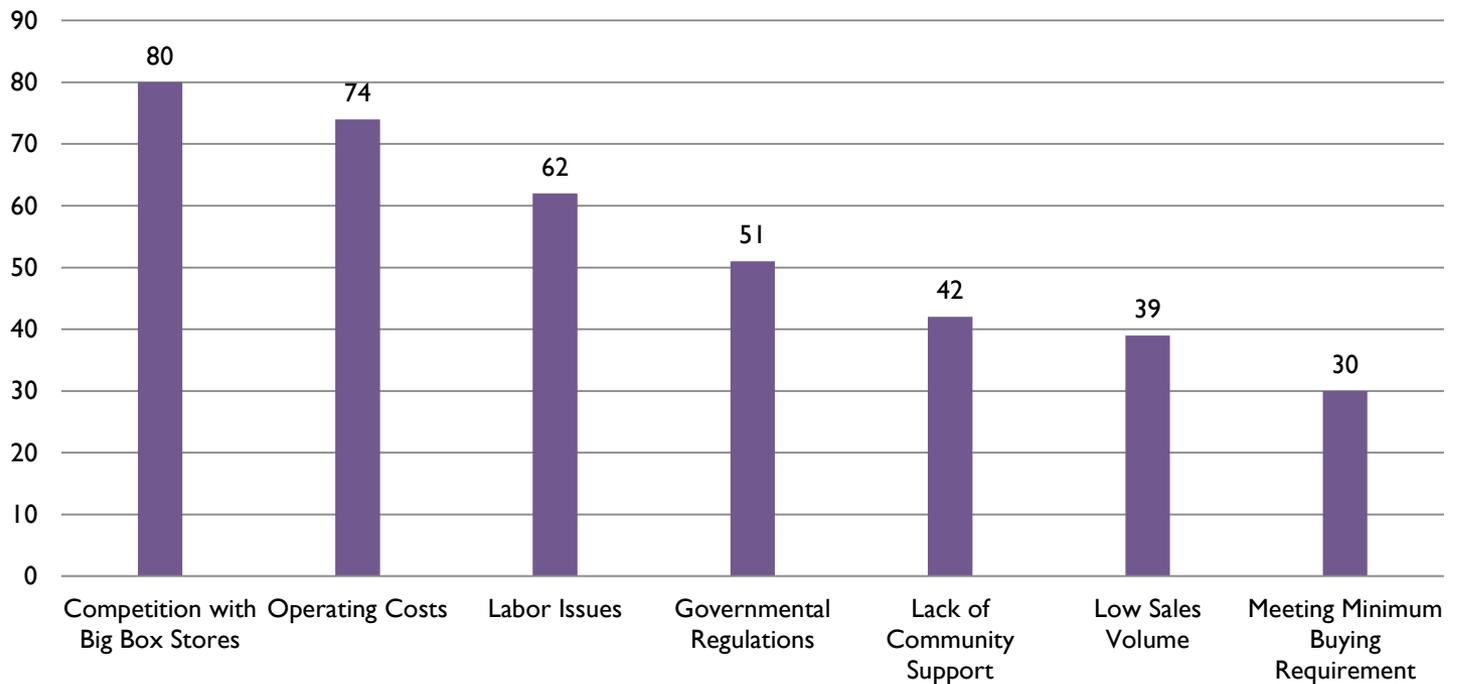
Community Hubs: Why Focus on Rural Grocery Stores

- Functions as anchor of community life
 - Helps form community identity
 - Develops and maintains social contacts
- Provides a place for talking with one another
 - A place for small talk
 - A place to talk about current affairs – local and national
 - A community gathering space
- Creates habits of public association



Rural Grocer Survey: Top Seven Challenges

**Rural Grocer Challenges:
Percent of Owners Identifying Each Challenge**



Recommendation #1: Build Community Investment in Rural Food Access

Conduct **FEAST** events:

- A facilitated deliberation about community food system based on community assets
- Brings together wide diversity of community food stakeholders
- Builds community investment resulting in change actions to make community more food secure.



Food * Education *
Agriculture * Solutions * Together

Recommendation #2: Address Food Distribution Challenges

- Explore / facilitate / energize innovative food distribution systems
 - More conversation is necessary. Possible options:
 - Regional re-distribution centers
 - Rural grocery stores serving as food hubs
 - Establish collaborations among rural grocery stores and farmers' markets
 - Establish collaborations among rural grocery owners and local growers
 - Create value-added food market opportunities



Recommendation #3: Provide Technical Assistance for Grocery Operations

1. *Provide T/A for Rural Grocery Operations*

- *Develop Case Studies of Sustainable Rural Grocery Business Models*
- *Provide Technical Assistance for Specific Business Operational Needs*
 - *Rural Grocery Toolkit (<http://www.ruralgrocery.org/resources/>)*

2. *Invest in Information Network Portals*

- *Virtual Network Portals*
 - *Websites, webinars, etc*
- *Face-to-Face Information Networks*
 - *Conferences, summits, etc*



Bush's Market in Solomon



Thank You

R G I

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Strengthening our communities

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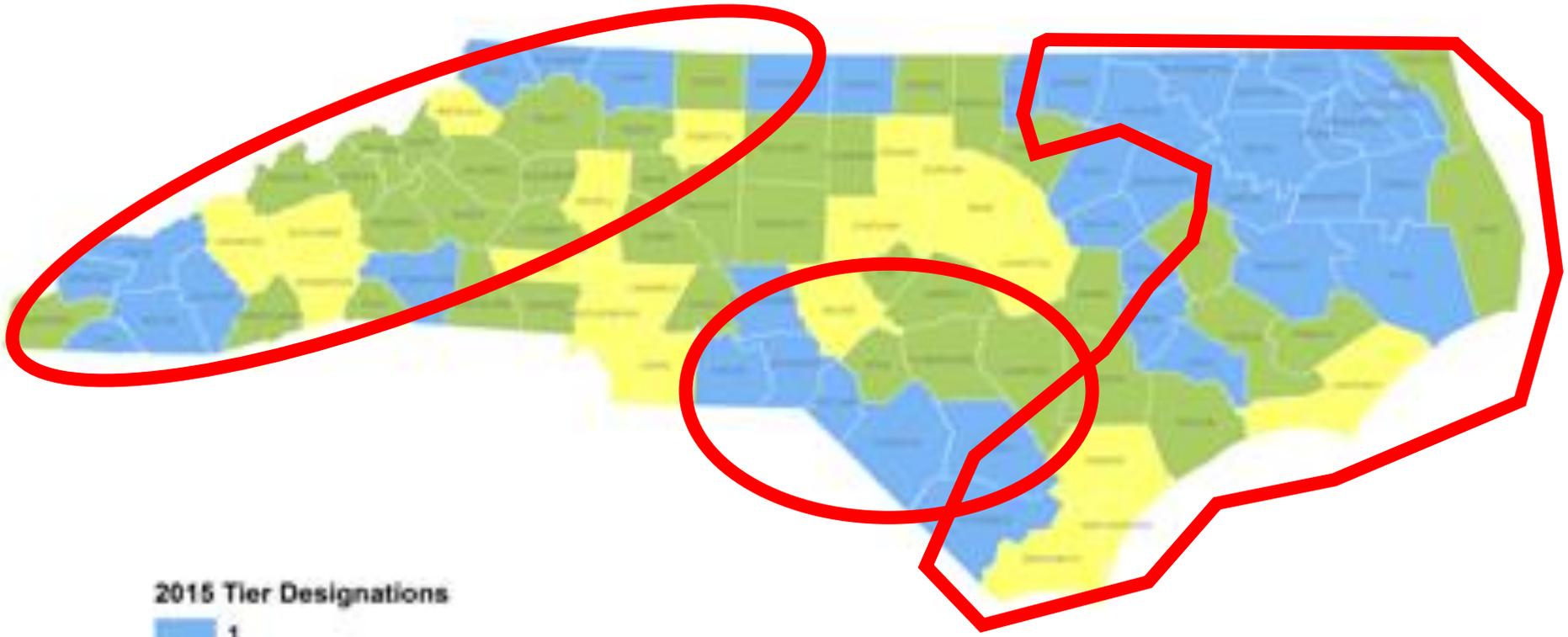
www.k-state.edu/cecd

www.ruralgrocery.org

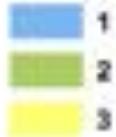
dprocter@k-state.edu



Growing Rural Food Access



2015 Tier Designations



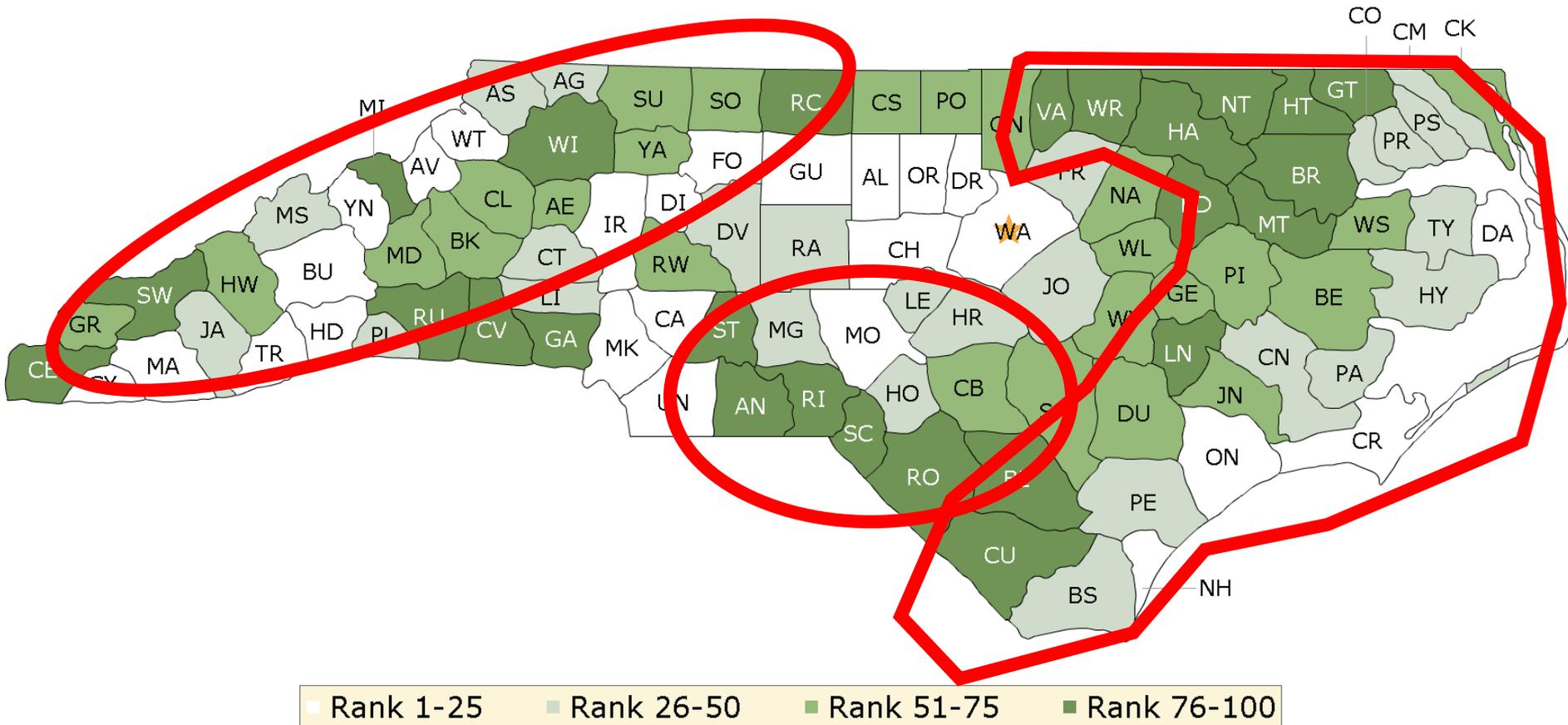
 Significant
Natural
Systems

NC Department of Commerce Tier Designations:
1 (blue) = most economically distressed
3 (yellow) = most affluent

All Tier One counties are rural

Why We Use the Triple Bottom Line Approach

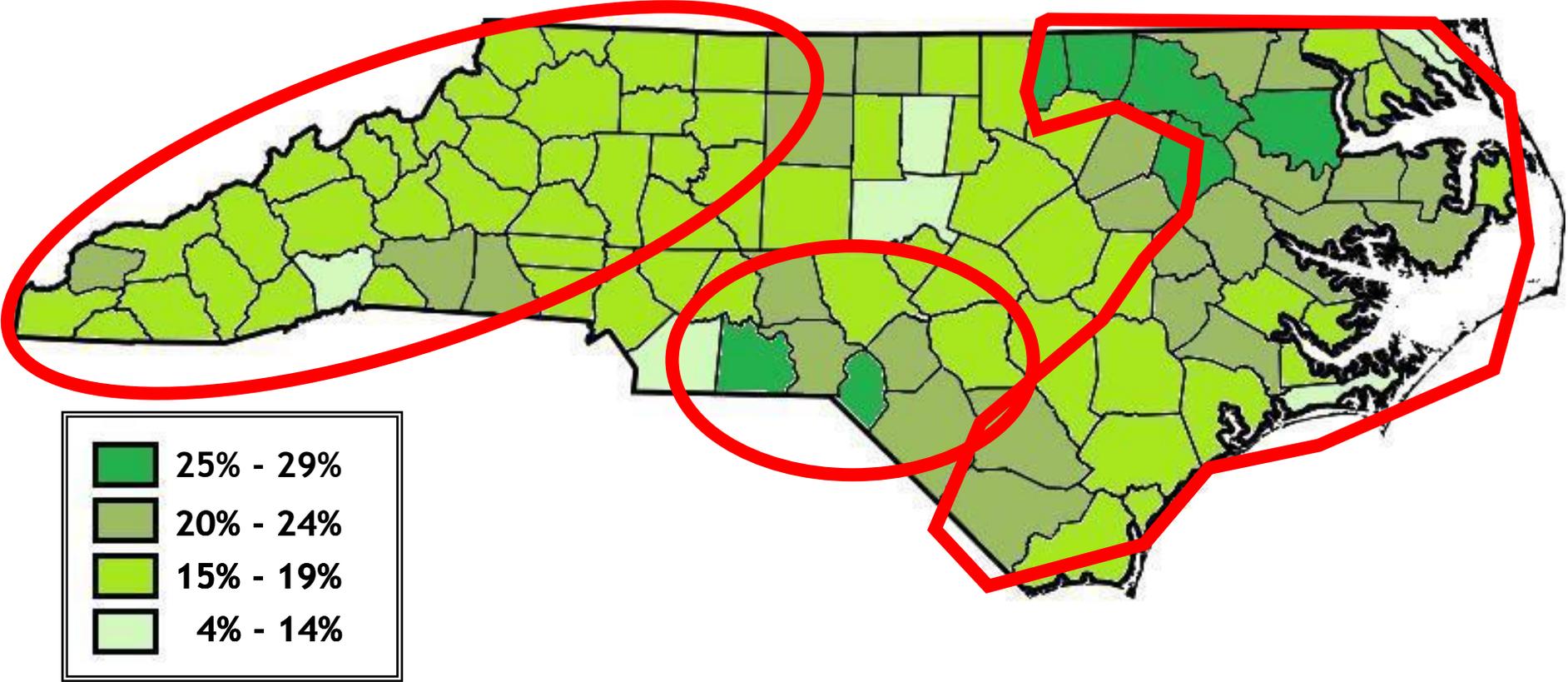
2012 NC Health Outcomes



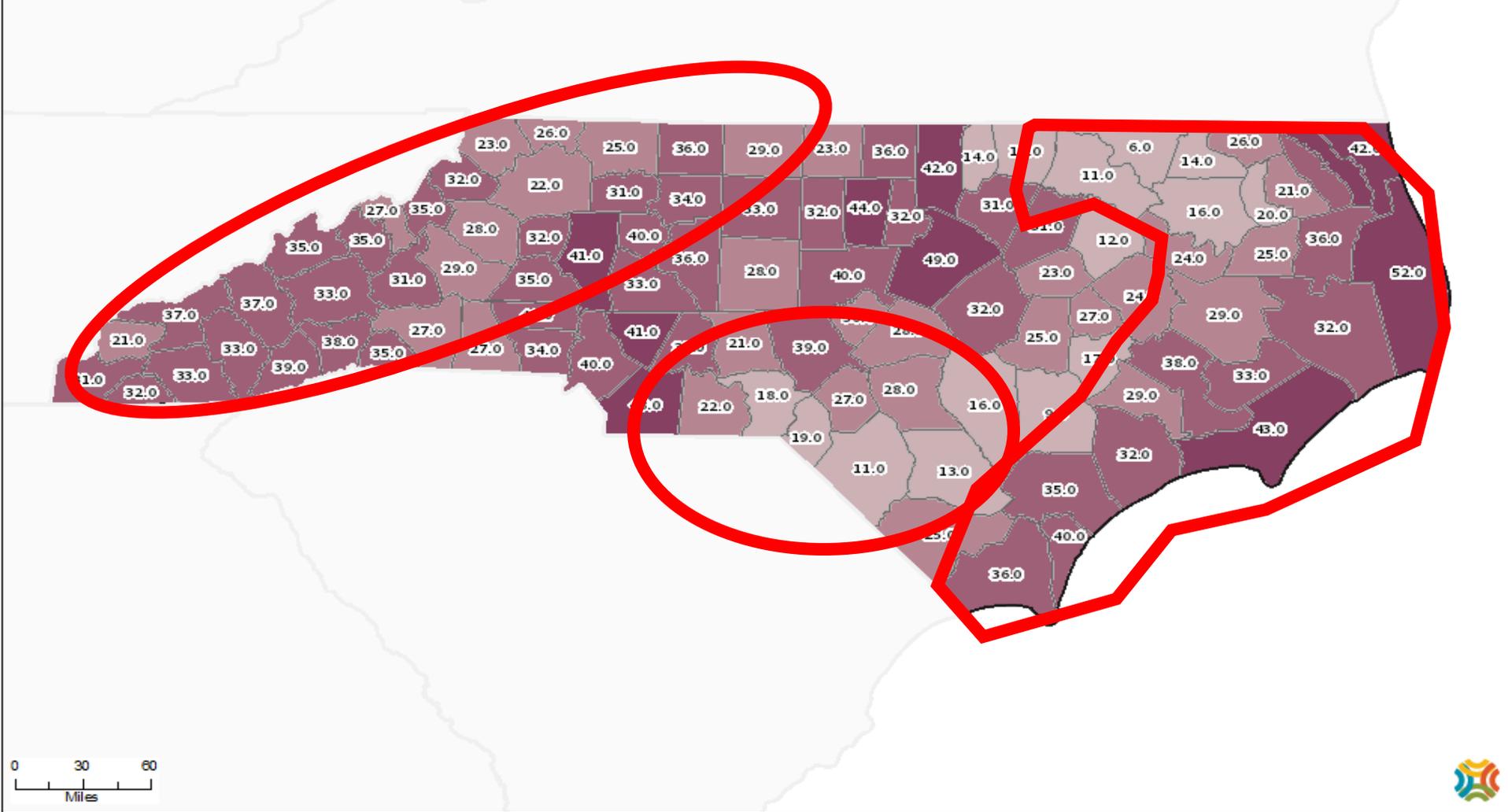
Source: countyhealthrankings.org

Robert Wood Johnson Foundation & University of Wisconsin, Population Health Institute

2010 Food Insecurity Rates



Source: Feeding America, *national network of food banks*



Map Legend

Food Insecure Population Ineligible for Assistance, Percent by County, Feeding America 2011

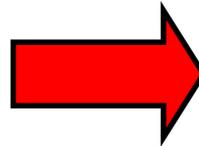
- Over 40.0%
- 30.1 - 40.0%
- 20.1 - 30.0%
- Under 20.1%

Holistic Approaches to Rural Challenges

Conventional Wisdom:

Attributes environmental degradation to landfills, hog farms, chemical plants, land conversion, etc.

Rural Reality: Social and economic stresses are the root causes of community decisions that lead to environmental degradation



- Poverty
- Racism, class-ism, sexism & other “isms”
- Power imbalances
- Wealth disparities
- Disenfranchised communities
- Low educational attainment
- Poor health outcomes and conditions

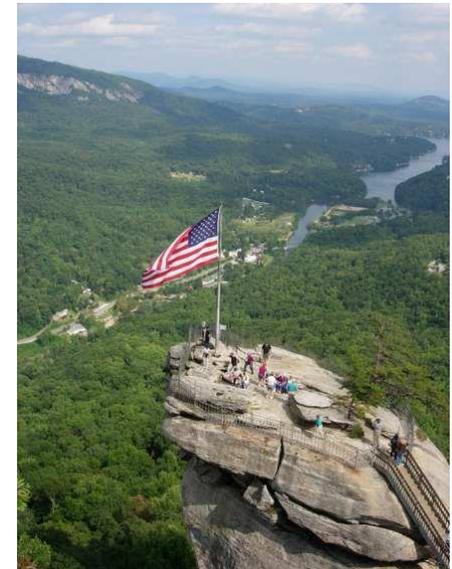
Why We Work the Way We Do

THE CONSERVATION FUND

SUSTAINABLE PROGRAMS: PEOPLE

CONSERVATION VENTURES: PROSPERITY

LAND CONSERVATION: PLANET



Conservation Leadership Network

Strategic Conservation Planning



WORKING FOREST FUND

Freshwater Institute



NATURAL CAPITAL INVESTMENT FUND

**People:
Social Justice**

**Planet:
Landownership,
Environmental
Stewardship**

**Prosperity:
Sustainable
Economic
Development**



Rural Food Access Goals

New Markets in Low-Income Communities

- “You Choose” grocery boxes purchased with SNAP / EBT and Double Bucks
- 21 Black farmers producing meats, dairy, vegetables and fruits delivered to churches, schools, communities
- Undergoing due diligence for NCIF loan to purchase and renovate meat processing facility and serve farmer cooperatives



Coalition for Healthier Eating

Flipping Rural Prisons and Young Lives

- Partnered with NC prison system, 99-year lease
- 130 acres plus buildings
- Sustainable agriculture training for military veterans and adjudicated youth
- Youth agro-enterprises (vermiculture, aquaponics) and food distribution to neighbors
- Youth leadership development



growingchange.org

Resourceful
Communities
People. Places. Opportunities.

“Food as Medicine”

- Faith-based youth and adult development programming
- 25-acre community garden and bee farm managed by youth and parents
- Harvesting / sharing of produce and honey with community
- Youth food enterprises, 15 certified beekeepers and scholarships for participants



Conetoe Family Life Center

Resourceful
Communities
People. Places. Opportunities.

Growing Food, Trees and Community Wealth

- TCF bought forestland in Fort Stewart buffer, and sold a conservation easement
- McIntosh SEED purchased 1,148+ acres (\$1.6 million worth of land) from TCF for \$689,000
- Sustainable timber harvests, agroforestry (crops, small livestock) production, ecotourism development, landowner education and sweetgrass propagation



McIntosh S.E.E.D.

Strengthening Markets and Farm Operations

- **Grain Storage Bins:** State funding used to subsidize loans to limited-resource farmers for grain storage bins. Higher income through crop sales at higher markets.
- **Food Hubs:** Loans and technical assistance for start-up operations, facilities, equipment, trucks, etc. Increased farm income and efficiency.
- Technical assistance and patient capital open otherwise inaccessible doors



Farmers and Food Hubs

NCIF

People and Communities: Social Justice

- Food is both a need and a natural catalyst for organizing in rural communities. Grassroots groups and faith groups, are reaching the most vulnerable rural populations but have suffered the largest losses of funding.
- Capacity-building support, access to resources and connections to peers add significant value to small grant investments in grassroots groups.
- Foundation partnerships can provide the critical match funds needed to leverage federal agency investments.



Lessons Learned

Prosperity through Sustainable Economic Development

- Small grants provide the critical first step in supporting grassroots rural organizations and communities in growing food access through programs and asset-building approaches.
- Access to loan capital, combined with business skills development, capacity building and new market development are critical to help under-resourced farmers, businesses and organizations grow food access and achieve sustainability.



Lessons Learned

Planet: Landownership and Environmental Stewardship

- Land (ownership and control) is power in rural America – social, economic, political – and the key to self-determination and environmental sustainability.
- Land and water provide the infrastructure for food production, recreation, healthy lifestyles, and quality of life.
- Partnering with rural and environmental funders can leverage resources to help communities acquire, manage and steward land, and create or retain wealth.



Lessons Learned

QUESTIONS?

Mikki Sager
The Conservation Fund

msager@conservationfund.org
919-949-5687

Thank you!





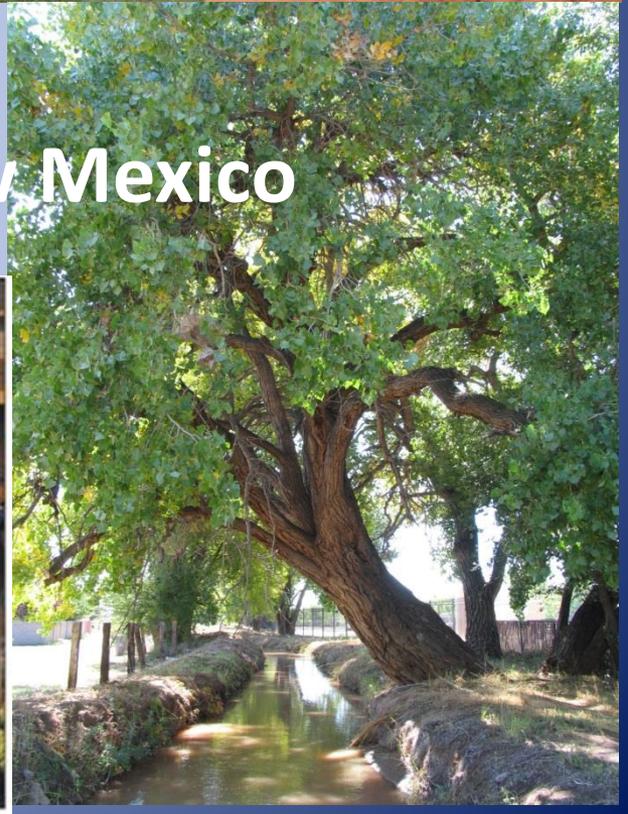
Creating Community Resiliency through Rural Food Access Initiatives in NM



For Grantmakers In Health Webinar

July 15, 2015

By Farm to Table in New Mexico





New Mexico

2 million people



22 Sovereign Nations

121,000 sq mi

17 people/ sq mi

\$23,700 per capita
income

20% below poverty level



Navajo Nation-
*1 hr trip to nearest
grocery store*

Background Work:
**2006-2009 NM's
Rural Food Gap**
-FTT & NM Food & Ag
Policy Council

Closing New Mexico's Food Gap:
A report on food access in New Mexico



Submitted to
Governor Richardson and
the New Mexico State Legislature
by the NM Food Gap Task Force
November 30, 2008



**Navajo Nation
Low Income
&
Low Food
Access**

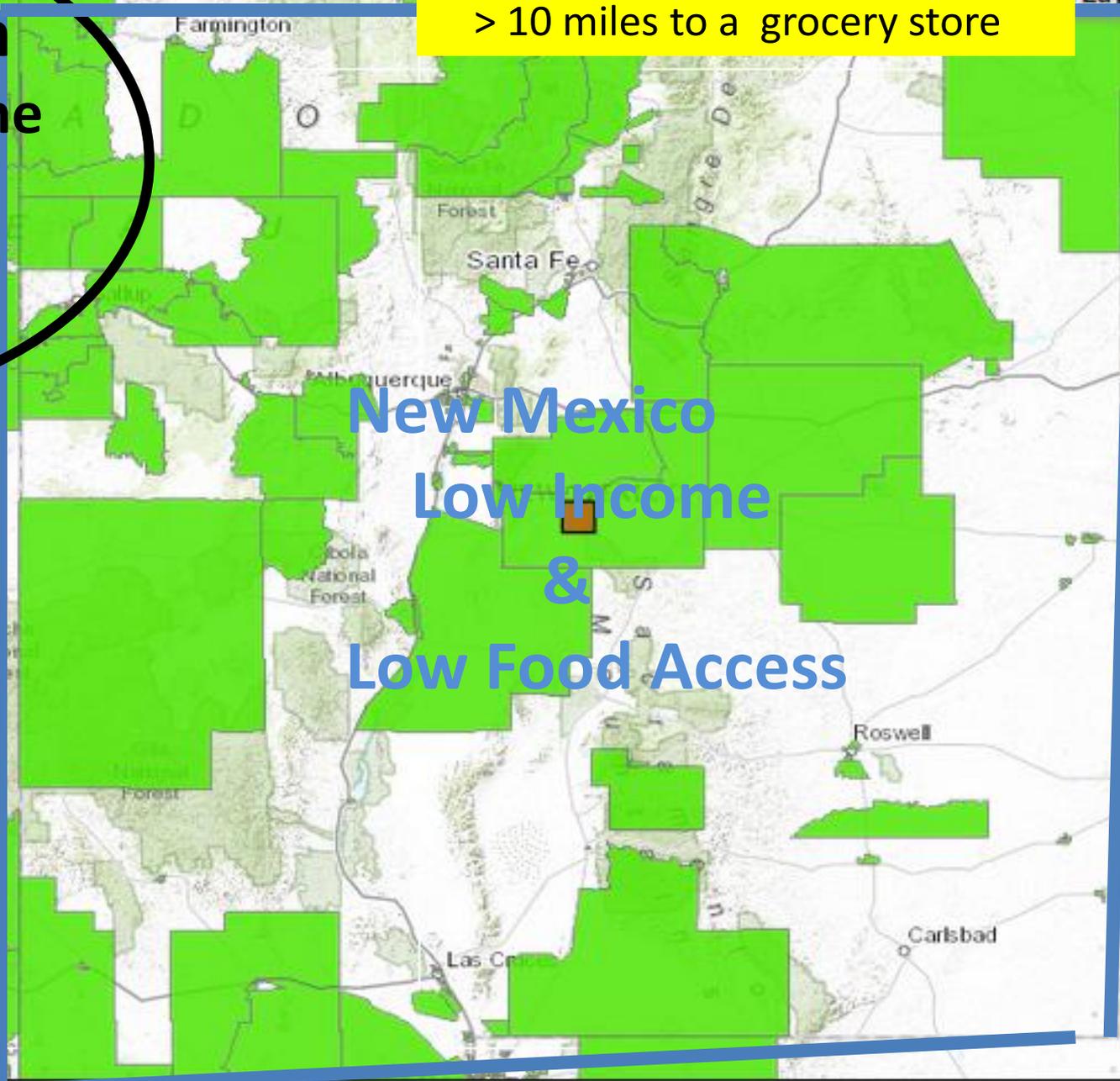


**10 full
service
grocery
stores in
Navajo
Nation**

**New Mexico
Low Income
&
Low Food Access**



60mi



Navajo Nation-
300,000 members-2015

Diabetes affecting NN-
25,000 w/ Type 2
75,000 pre-diabetic
-Indian Health Services

Navajo Nation

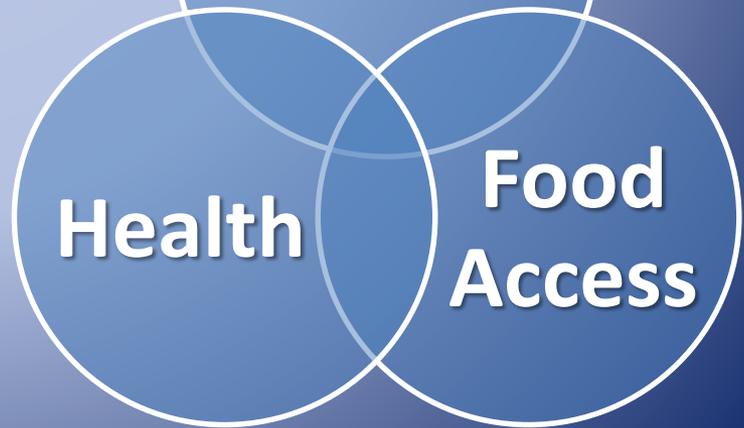
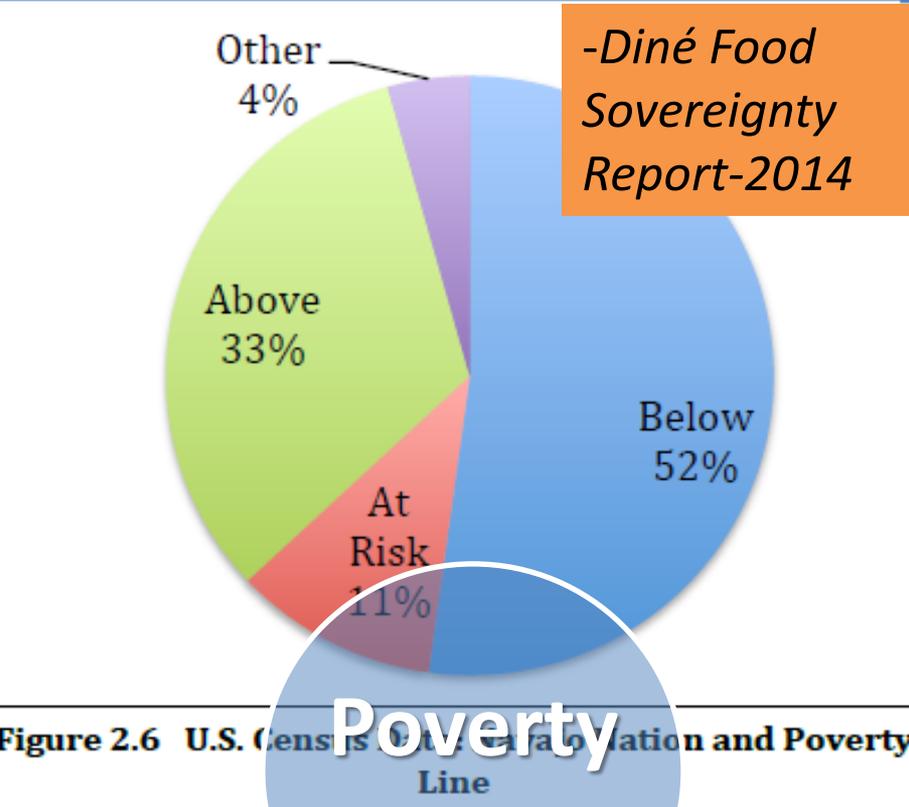
PIH.org COPE Navajo article



Photo: Rebecca E. Rollins/Partners In Health

The Navajo, like many other American Indians and Alaska Natives, struggle with some of the worst health outcomes in the United States. Forty percent of Navajo Nation residents are considered obese, 22 percent are living with diabetes, 5

U.S. Census Data: Navajo Nation and Poverty Line





**Addressing Food Access Challenges
from the ground, UP:
Market approaches meet Lifeways**



Ancient Waters Farm

- La Madera, NM -

Get to know your LOCAL Farmer!

¡Conoce a tu granjero!

Name: Alcidas and Erin Ortigoza
 Nombre: Alcidas and Erin Ortigoza
 Farm: Ancient Waters-Farm
 Granja: Ancient Waters-Farm
 Size: about 10 acres
 Tamaño: cerca 10 acres
 Location: La Madera, NM

Main Crop: carrots, beets, zucchini, melons, cucumbers, lettuce, greens

Cultivos Principales: zanahorias, betabeles, calabacitas, melones, pepinos, lechuga y verduras.

Ancient Waters Farm is a small family farm in Northern NM where many different types of fruits and veggies grow. Ancient Waters Farm has been growing carrots, cucumbers and a variety of other fruits and vegetables for 2 years. You and your family can find these foods at local restaurants, farmers markets, grocery stores, and your school cafeteria!

Ancient Waters Farm es una granja que crecen varios tipos de frutas y verduras. Ancient Waters Farm ha estado cultivando zanahorias, los pepinos, y una variedad de frutas y verduras por 2 años. Usted y su familia pueden encontrar estas cosas en granjeros, el supermercado, y también en la cafetería.

The fresh fruits and vegetables you farms in the communities of La Madera.

Las frutas y verduras frescas que este granjas de familias en la comunidad de La Madera.

Ancient Waters Farm has been growing school communities since 2015. By helping to ensure that folks across fresh produce in the places they live.

Ancient Waters Farm han cultivado comunidades escolares desde 2015. Al ayudar a asegurar que la gente viva disfrutando productos frescos en los lugares donde viven.



LOVE LOCAL



How It Works Program Components

Love Local: Produce of the Month is a farm to school local food promotion program which consists of three key elements essential to implementing an integrated and effective farm to school program:

- Purchasing seasonal, New Mexico grown foods to complement the National School Lunch Program, Fresh Fruit and Vegetable Tasting Program, or other nutrition and farm to school programs at your school.
- Utilizing promotional materials in the cafeteria, and school campus to promote your commitment to purchasing local foods and local farming in New Mexico.
- Aligning educational materials and curriculum offerings with classroom, garden, or other school lessons to teach students about healthy eating and farm to school.

To learn more please contact us:

Web: www.farmtotablenm.org/programs/farm-to-cafeteria/

Shauna Woodworth
shauna@farmtotablenm.org
 Phone: 505-660-4267

Alena Palano

Farm to School

Farm to school supports healthy communities by offering students access to fresh and local foods as well as education opportunities such as field and cooking programs, school gardens, and farm field trips.

Children and families participating in farm to school are empowered to make informed food choices while strengthening the local economy by supporting local farming, contributing to vibrant healthy communities across New Mexico.



Love Local is a farm to school program which integrates experiential learning with seasonal local food purchasing.

The program is an excellent way to introduce farm to school to your community, strengthen school gardens and teaching programs.

• The impact of local food being in the cafeteria.



LOVE LOCAL

Produce of the Month

A local food promotion program for your school cafeteria!



www.farmtotablenm.org
info@farmtotablenm.org
farmtotablenm.org



SUCCESS STORIES FROM THE FIELD

New Mexico Guide to Business & Financial Resources for Food System Entrepreneurs 2011

For Farmers • Ranchers Value-Added Producers Processors • Distributors Retailers & Other Allied Enterprises

A PROJECT OF FARM TO TABLE



Farm to Restaurant

Food Access Initiatives:

Food Buying Clubs

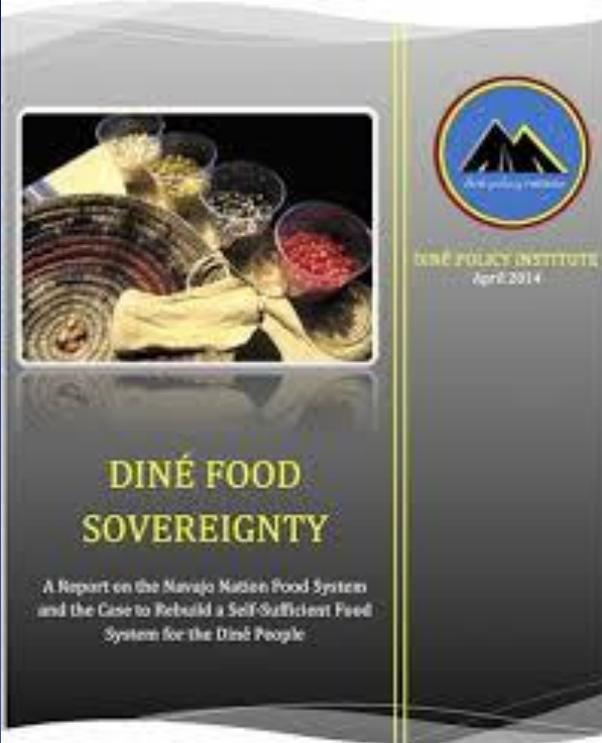


Ojo Encino, Torreon, Counselor Chapters



Farmers' Markets in Tribal Communities: Starting Up & Sustaining Success





2011-2014 Diné Policy Institute Report frames food insecurity, health disparities, and economic insecurity as legacies of ongoing US colonialism.

Food Sovereignty beyond food access becomes the goal.

2011-DCAA visits Chapters regarding policy opportunities to improve Navajo health & wellness:

Propose junk food tax to fund wellness projects

You Are Invited!

Dine' Community Advocacy Alliance (DCAA) Gathering

August 23, 2013
Navajo Nation Museum
Window Rock, AZ

10:00 a.m. - 4:00 p.m.

Come Join Us to learn about how to revitalize Hozhoogo lina' through Community Advocacy and Policy Making!

Information to be shared:

- * WHAT IS COMMUNITY ADVOCACY
- * HEALTHY DINE' NATION ACT OF 2013
- * DCAA EFFORTS

www.facebook.com/dineadvocacy

COPE, Navajo Division of Health, Community Health Representatives develop food literacy, family-based wellness trainings -2009-current



Happy Homes



Training!



COPE receives minigrants for Navajo/Zuni garden projects from Con Alma Health Foundation -*Healthy People, Healthy Places* program



April 2014
 DCAA/Diné Food
 Sovereignty Alliance wins
 Council support for junk
 food tax but vetoed by
 President; **amendment
 removes 5% sales tax on
 Fresh Fruits & Vegetables**

November 2014:
**Signed 2% tax on junk
 foods to fund wellness
 projects in 110 Chapters**

May 2015
 Implemented tax changes
 Now designing Wellness
 Projects grant program

**2% tax
 estimated
 to raise
 \$1M
 annually**

Diné Traditional Knowledge on Food:

- People have connection to food. Origin of Diné existence
- K'é System: relationship and responsibility to all plants and animals
- Navajo Fundamental Laws and Natural Laws
- Spiritual Wellness tied to food
- Diné Lifeway: values and lessons related to food

Important Contributions for Food System Recommendations

Recommendations are focused on revitalizing traditional foods and traditional food knowledge through re-establishment of a self-sufficient food system and to increase access to healthy foods for the Diné People.

- Restoration of Hozho
- Sovereignty
- K'é
- Rebuilding capacity of Navajo growers, livestock owners, and food gatherers



IMPLICATIONS, STRATEGIES, and RECOMMENDATIONS (cont.)

- Economic capacity (profit) cannot be the only focus of food system work
- Consideration of environmental sustainability and ecological conservation
- Working within the context of your environment, indigenous foods
- Include community based knowledge in formal programming and policy solutions

For more information, see Diné Policy Institute's full Food Sovereignty report at:

<http://www.dinecollege.edu/institutes/DPI/policy.php>

PO Box 848
 Tsalle, Arizona, 86556
 (928) 724 - 6945



Diné Food Sovereignty

Diné Policy Institute



COPE receives CDC REACH grant, 2014 ~ \$1M over 3 yrs with coalition partners



Clinical teams , CHRs providing wellness trainings to families, prescribing FVRx



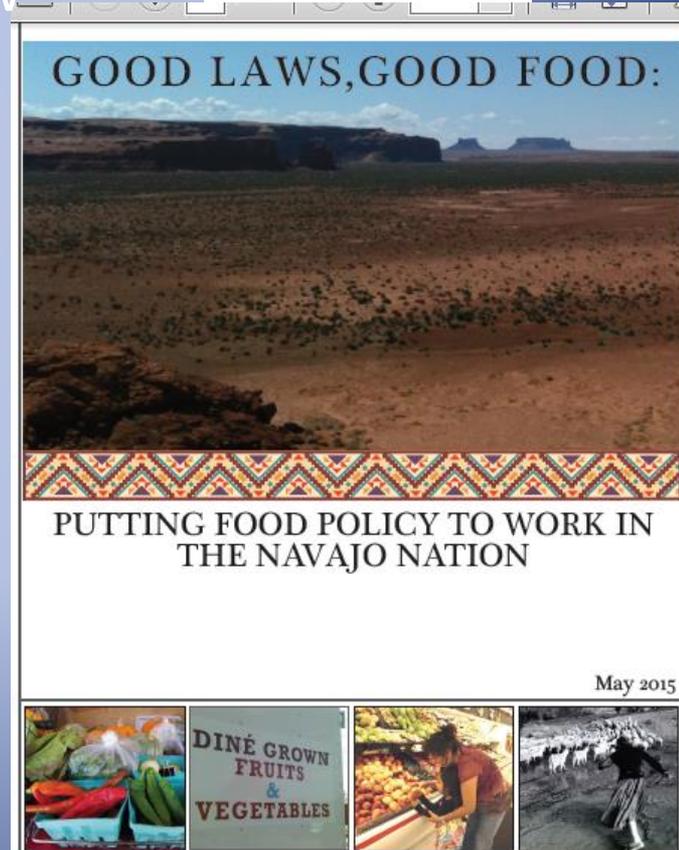
C-stores assessments , T&TA to implement new tax law and participate in FVRx

T&TA for Navajo growers to sell produce and Traditional Foods at C-stores, FVRx

Navajo Food Policy Toolkit created for Navajo groups to navigate food system challenges and advocate for change



NCHO youth leadership cohort promoting healthy living and community projects



Insights from Food Access Coalition Work

Community-determined values & strategies are essential for defining food access/wellness approaches & outcomes with diverse public & private partners

Coalition partners must build trust to honestly dialogue about equitable use of Power & Resources for short-term & long-term goals & continue this dialogue as a practice

Each group, each sector, each person brings unique worldviews, initiatives, tools that can converge to create holistic changes in many lives: Respect each one & honor the ongoing process of learning about one another

Listen first; then determine the best you can contribute each moment, keep your word, reflect w/ others

Recommendations for Grantmakers

#1

Invest in *relationship development* among diverse, new & existing collaborative partners *while* investing in people to fully develop projects, policy upgrades, and *community-determined goals and processes*

Recommendations for Grantmakers

#2

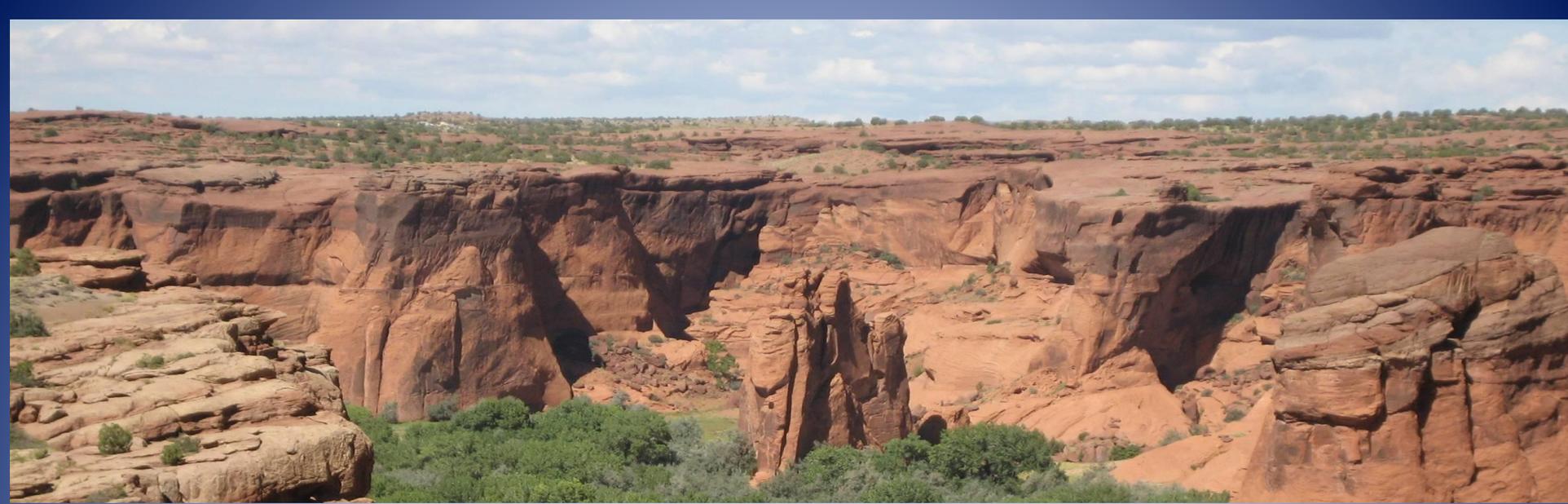
- Commit time & money to project partners *at least 5 years*:
- Get to know them and their work
 - Collaborate w/ diverse grantmakers to fund holistic activities from ground, up & across lifeways and sectors.
 - Commit to your respective funding domain while investing with a collaboration of grantmakers (public, private, donors); learn from one another's experience and from grantees in real time, not from interim/final reports

Recommendations for Grantmakers

#3

Consider if your foundation's interest bearing investments capitalize economic activities that negatively impact human and environment health, wellness & vitality

--If so, divest and become a greater force of transformation with grantees and their respective communities



Farm to Table

Pam Roy, Executive Director

Tawnya Laveta, Program Director

www.farmtotablenm.org

Phone: 505-473-1004



- More webinars on this topic?
- New topics you want to tackle or learn more about?
- Innovative work that you want to share?
- A question you want to pose to your colleagues?

Contact us at heal@gih.org