

ABOUT LIVE SMART TEXAS



Live Smart Texas is a coalition of organizations and individuals who work together to address the state's obesity epidemic, especially in children.

Connect with Us

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Value Chain Coordination for Improving Access to Healthy and Affordable Food in the Paso del Norte Region



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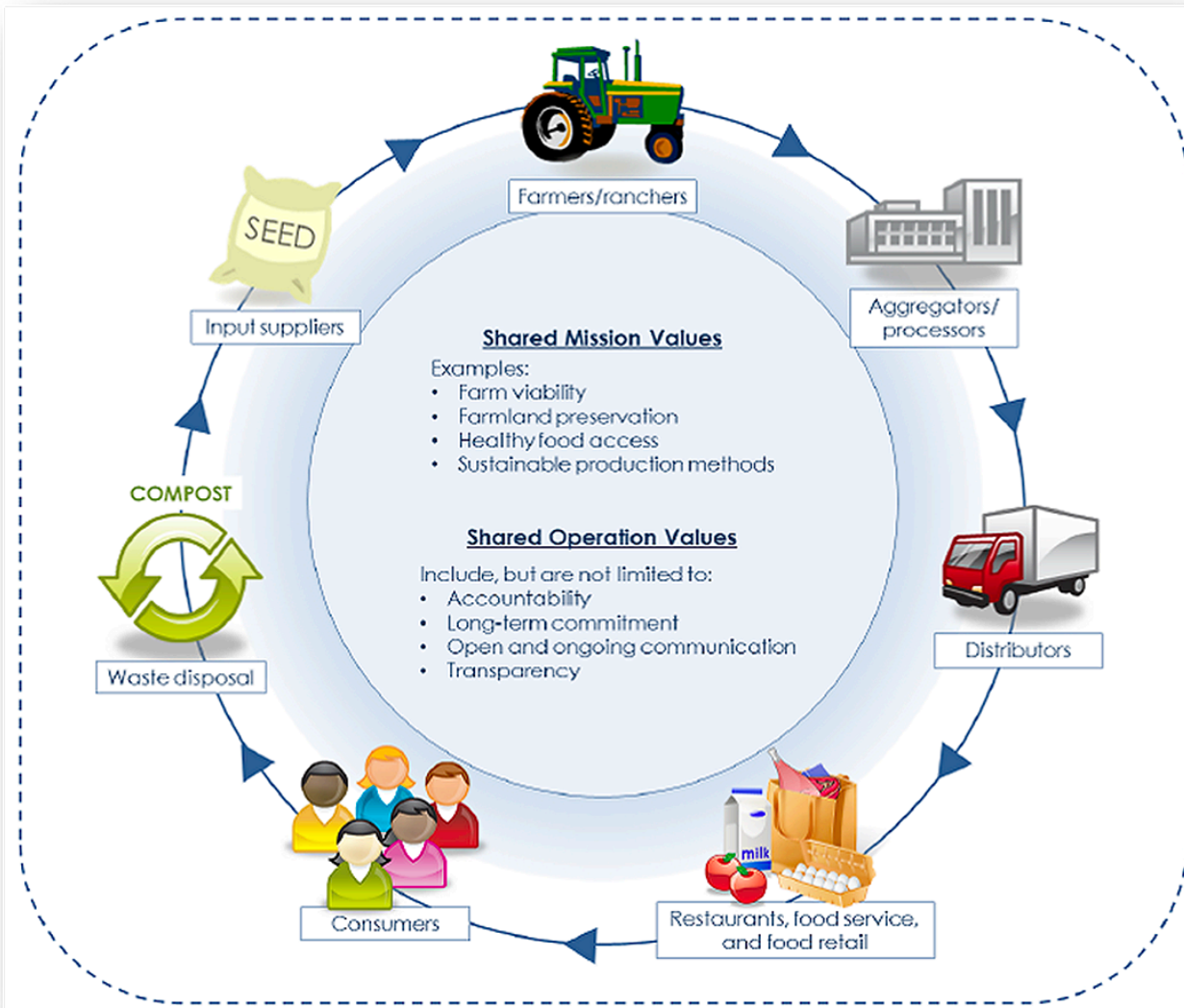
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Value Chain Coordination



A market-based approach to developing local and regional food systems that better serve communities; includes the development of collaborative ties among businesses along the food supply chain, with the expectation that the economic position of these supply chain members improves.

-The Wallace Center

External Value Chain Support

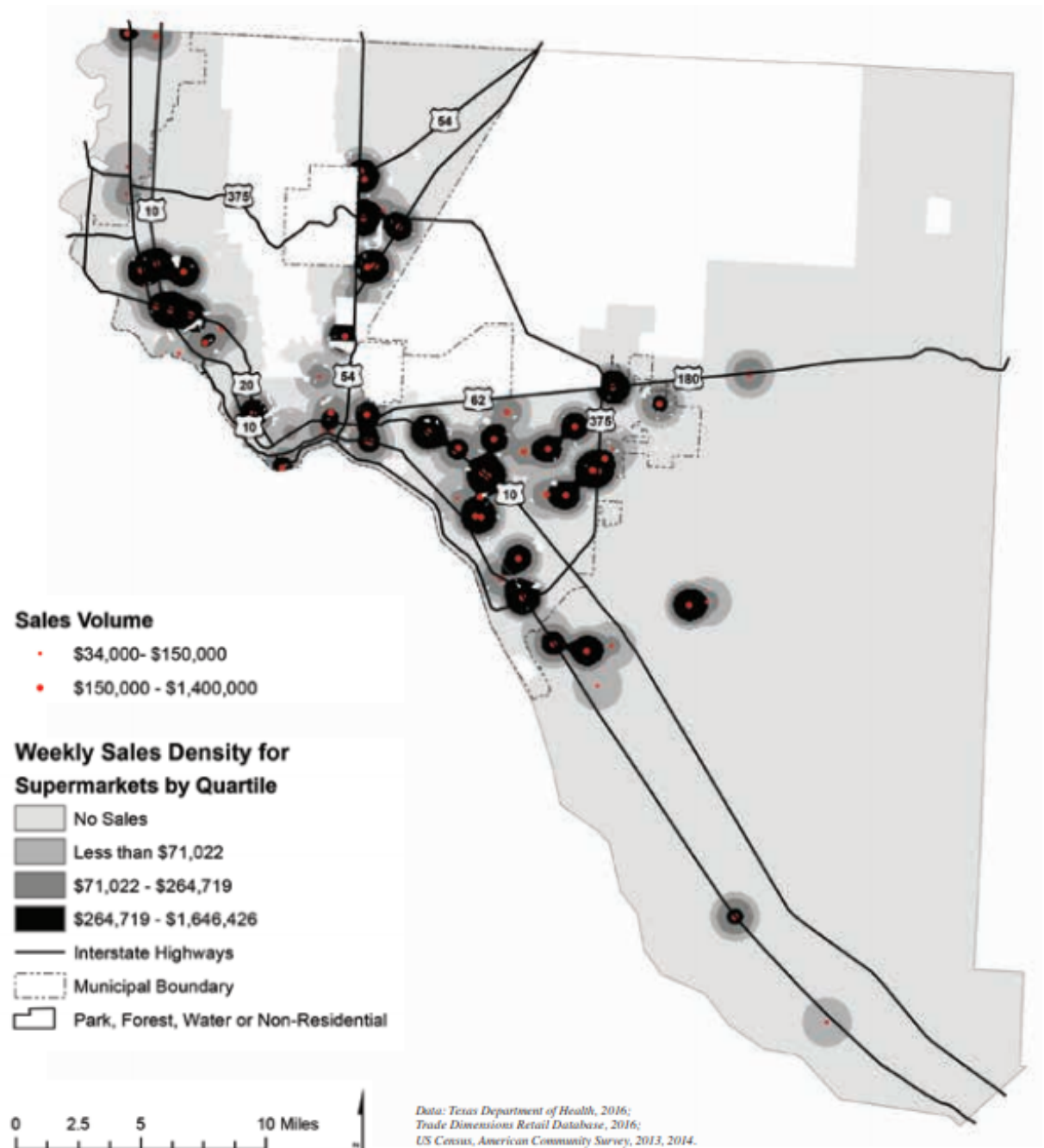
- Policy advocates
- Researchers
- Marketing experts
- Lenders
- Local government
- Outreach partners

Adapted from graphic designed by the USDA's Agricultural Marketing Service and the Wallace Center at Winrock International for Food Value Chains: Lessons Learned from Research and Practice

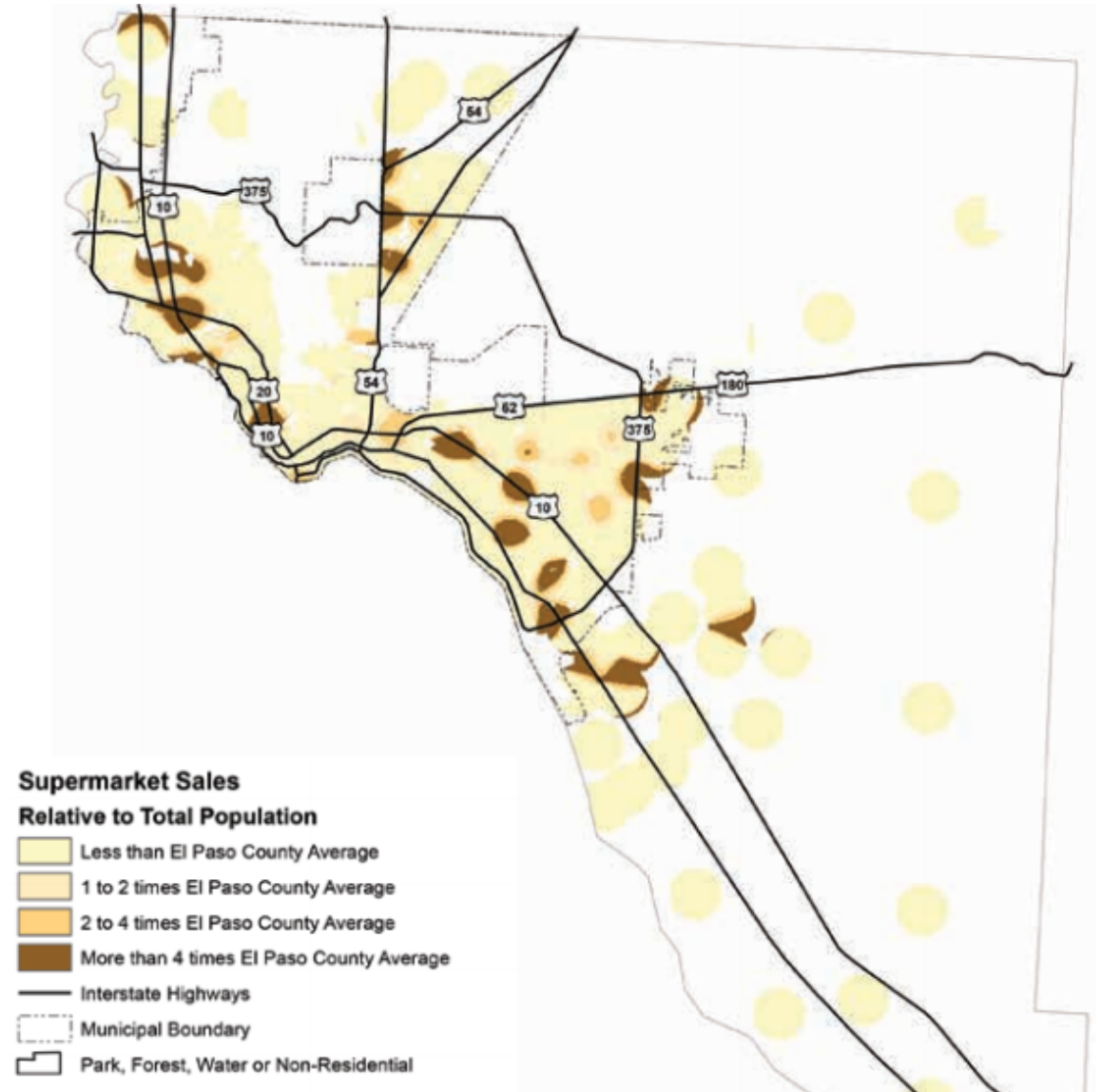
Food for Every Child Report

- For El Paso County:
 - Mapping: Overlaying supermarket sales, income level, and diet-related deaths
 - Surveys: 246 residents
 - Interviews: >30 stakeholders
- For Juárez
 - Focus groups
- Food Summit – convened ~30 stakeholders
 - Discussed regional data
 - Presented national best practices
 - Identified strategies for the region

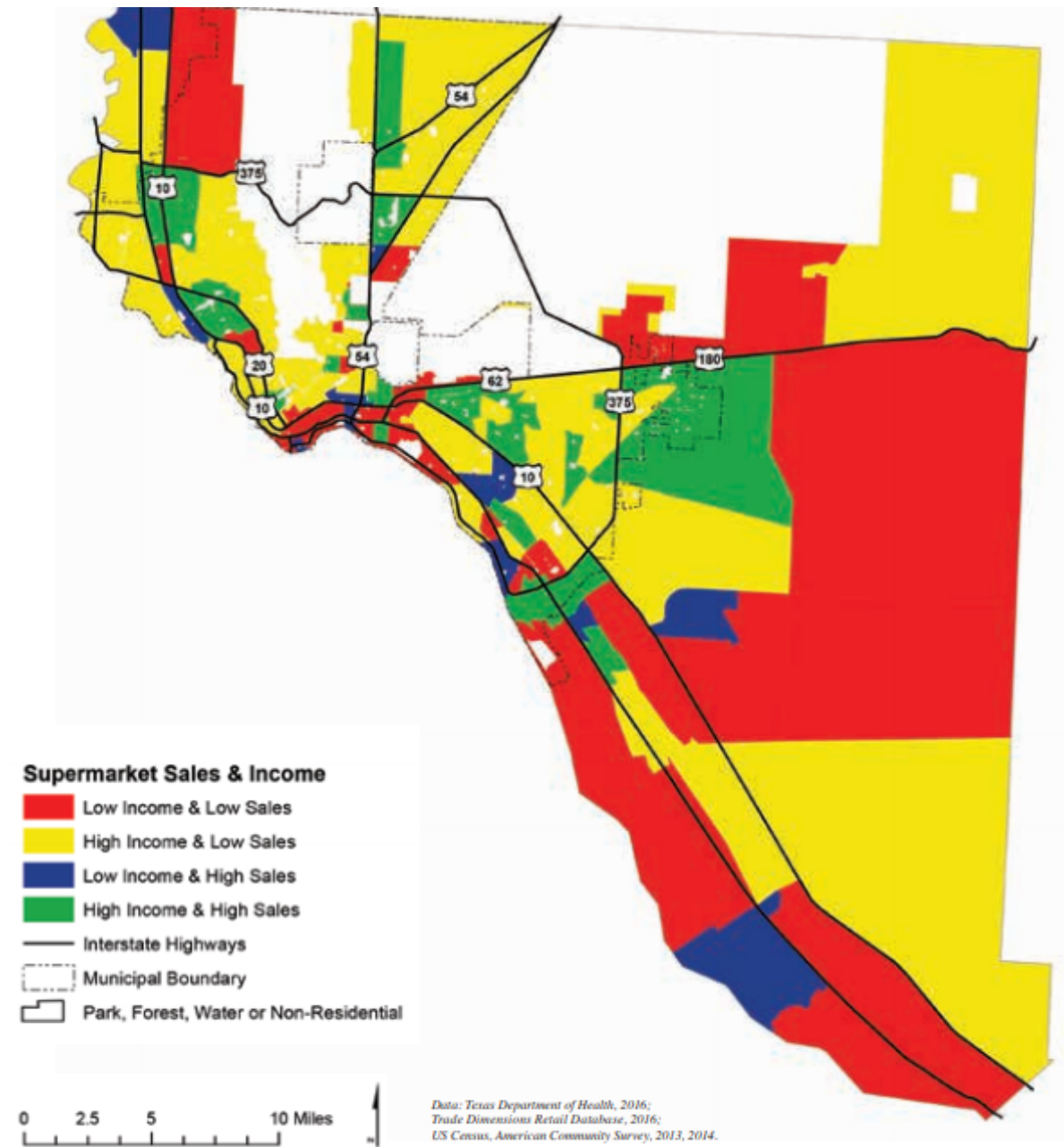
Weekly Sales Volume for Supermarkets



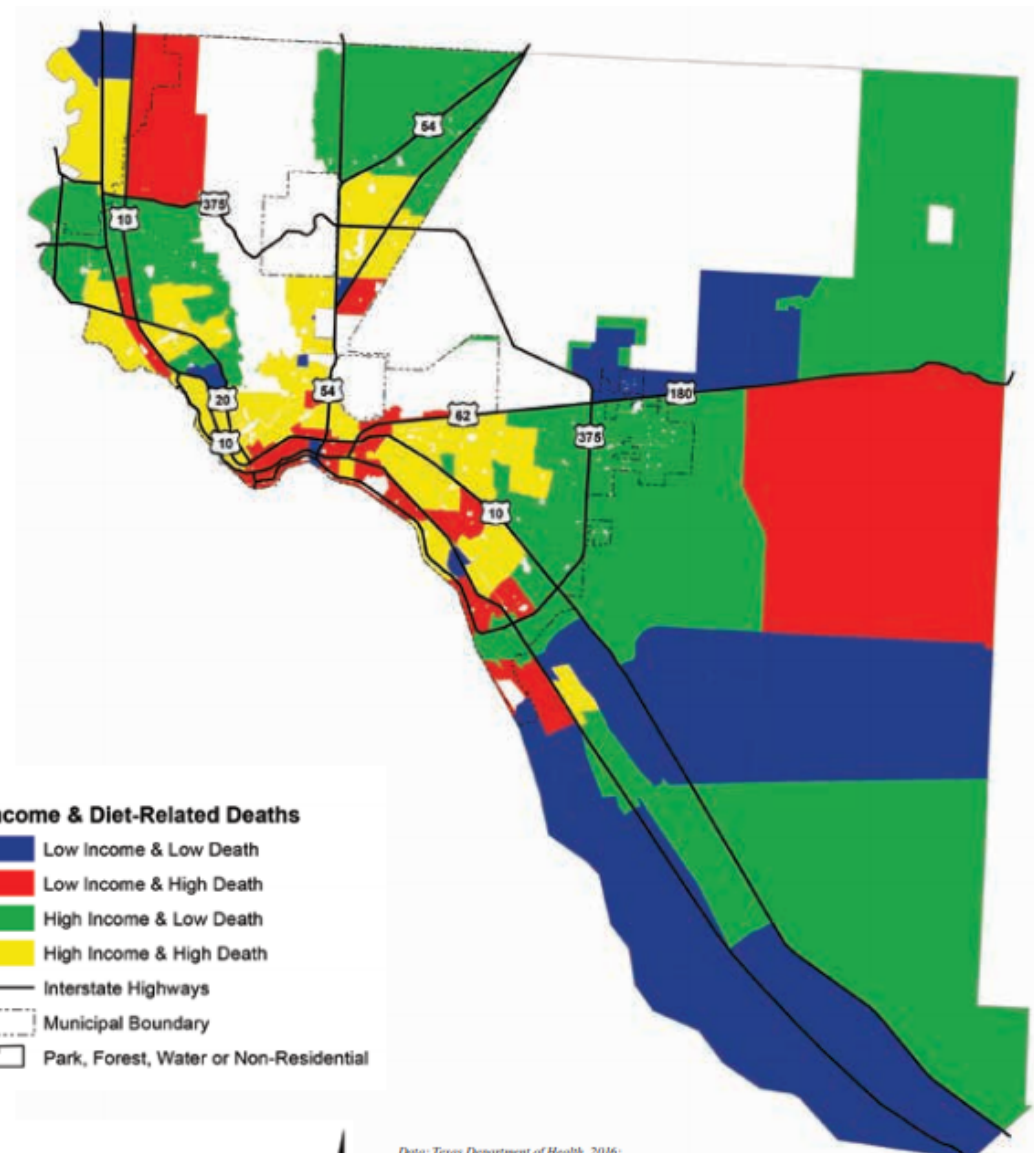
Supermarket Sales and Total Population



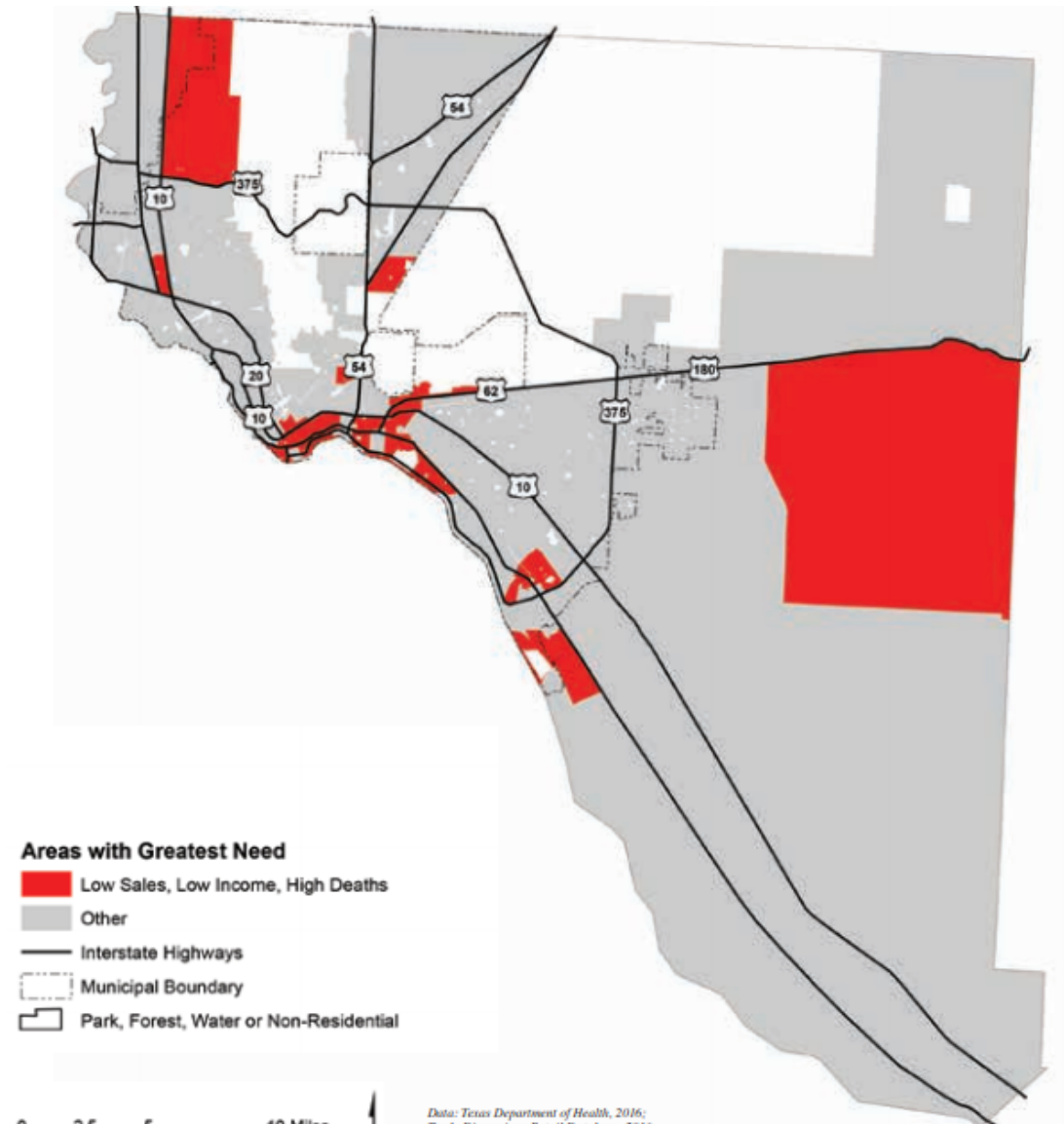
Supermarket Sales and Income



Income and Diet-Related Death



Areas with Greatest Need



Survey Findings



95% reported supermarkets, grocery stores, or supercenters as their primary source of food



Fruit and vegetable intake far below recommended levels



1 in 3 experience food insecurity

Focus Group Findings



Poverty levels
higher in Juárez



Low wages and
high costs of
living



Government
safety nets not
available or
unreliable



Choices between
purchasing
medicine or food

The Food Summit

Stakeholders supported 3 primary approaches to improve access to healthy, affordable food:

1. Strategies to increase SNAP participation
2. Partnerships with food retailers to provide health screenings, health education, and SNAP outreach at grocery stores
3. Healthy Food Financing Initiative (HFFI) to increase healthy food retail opportunities

Healthy Food Financing Initiative

A Healthy Food Financing Initiative (HFFI) is a public-private partnership that provides grants and loans to finance the construction and development of grocery stores and other healthy food retailers in underserved areas.

El Paso County HFFI

- Grants and low-interest loans
- Businesses and nonprofits eligible to apply
- Focused on healthy and affordable food retail and retail infrastructure
- Projects must benefit low to moderate income residents
- Purpose:
 - Open new retail outlet
 - Expand existing retail outlet
 - Improve existing food enterprise
 - Develop real estate project

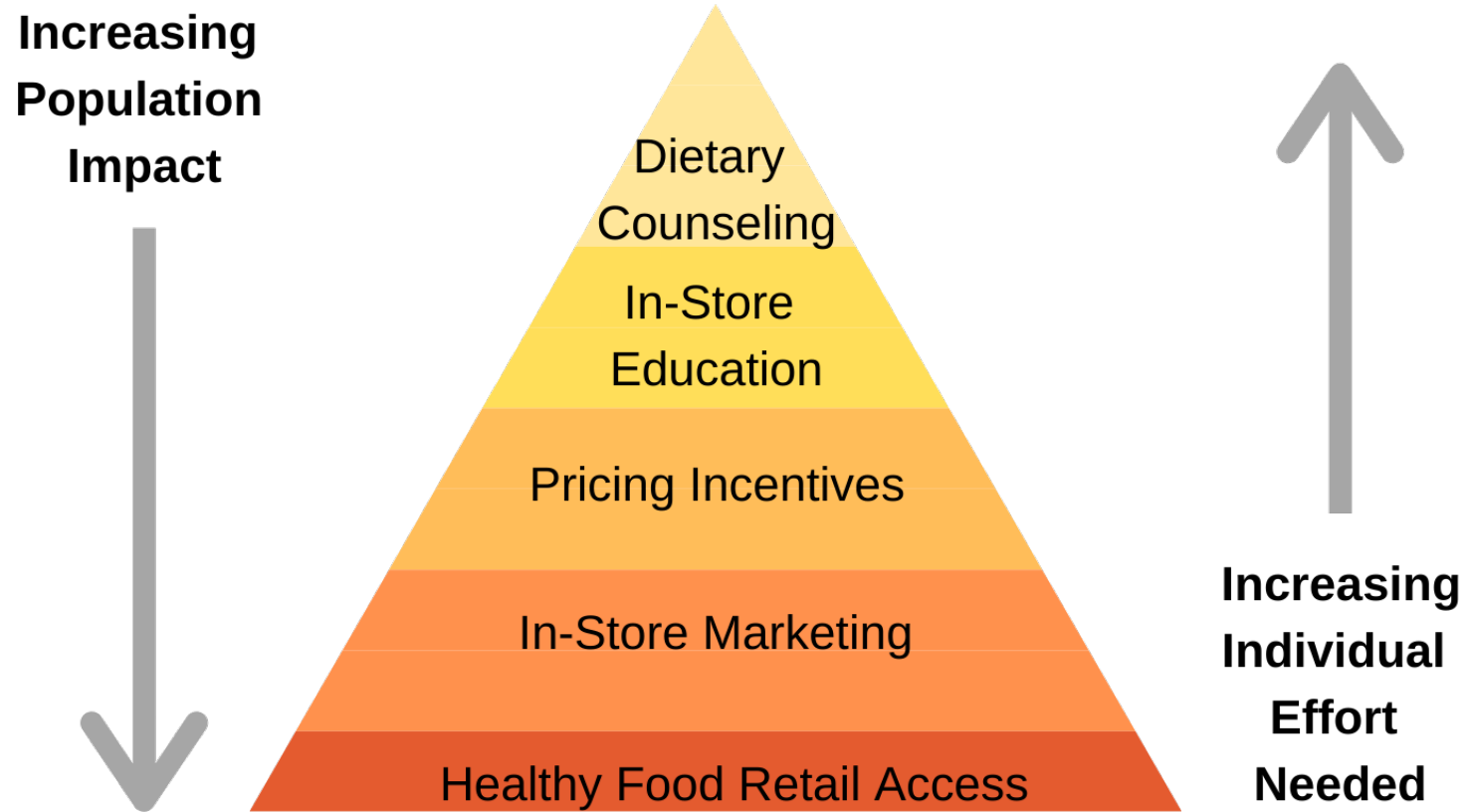
El Paso County HFFI

- Public Investment (state, city, county)
El Paso County - \$500,000 in grants
- Community Development Financing Institution
PeopleFund - \$500,000 in loans
- Food Access Partner
UTHealth Center for Community Health Impact – technical assistance

Role of Food Access Partner

- Application Process Design & Management
- Outreach & Project Development
- Support HFFI Projects & Applicant Organizations
- Monitoring, Evaluation, Impact Assessment
- Design, Development & Management
- In-store Services Coordination
- Reporting & Funding Recommendations

Food Access Impact Pyramid



Adapted from The Food Trust's *Food Access Impact Pyramid*.

In-Store Programming

Nutrition
Education

SNAP
Enrollment

WIC
outreach

Health
Screenings



2020 HFFI Grants

1. Desert Spoon Food Hub (\$150k)
 - Expand residential delivery of locally sourced produce box program
 - Open mini-market in high-need area
 - Establish food hub serving local producers
2. Growing with Sara Farm (\$63k)
 - Renovate existing structure as farm stand offering local produce and products
3. Xtreme Core Fitness (\$18k)
 - Purchase equipment and hire staff to expand food prep offerings and delivery

Healthy Food System Partnership

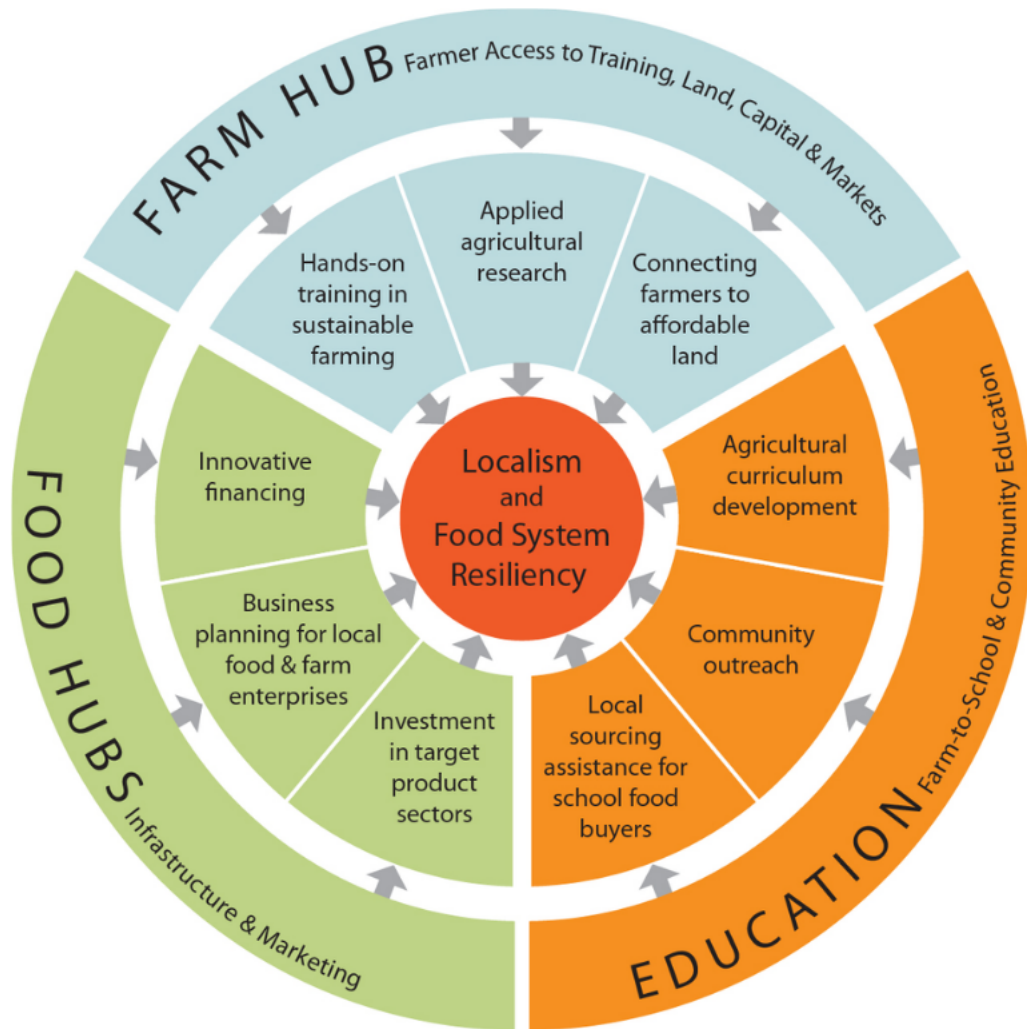
OVERALL VISION FOR THE REGION

1. Invest in small businesses.
2. Strengthen food systems and infrastructure.
3. Expand SNAP enrollment and close the “SNAP Gap.”
4. Reduce food insecurity.
5. Improve the overall health of the region.

Food Hub

"A centrally located facility with a business management structure facilitating the aggregation, storage, processing, distribution, and/or marketing of locally/regionally produced food products."

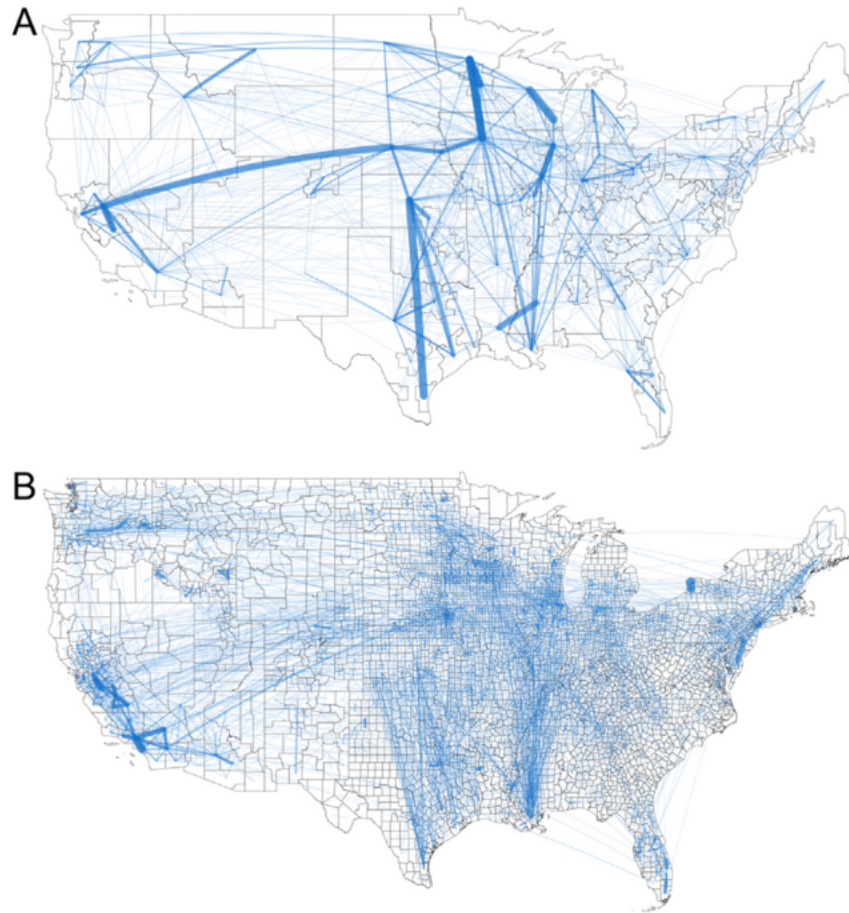
-USDA Working Definition



Local Economies Model

Investments

- Training, land and capital
- Community Education
- Infrastructure and Marketing



Food Flow Network

The movement of food through complex supply chains within a country

Figure 5. Maps of food flow networks within the United States. Maps depict total food flows (tons) for the (A) FAF and (B) county scale. Links are shown for all FAF data and for the largest 5% of county links.

ENVIRONMENTAL
DEGRADATION

HEALTH
CONSEQUENCES

DECLINE OF RURAL
ECONOMIES

CORPORATE
CONSOLIDATION

- Actively coordinate, market, aggregate and distribute locally and regionally sourced foods through the creation and expansion of fair market channels for local food.
- Facilitate relationships between farmers, consumers, and wholesale buyers to return a greater economic return to our local farmers and community.
- Provide community education and outreach for the purpose of increasing knowledge of our local farms and the important role they play in cultivating a healthy and vibrant community.



Desert Spoon Food Hub Operations

Prior to COVID-19

900 sq.ft warehouse space
30-40/wk produce boxes
20 wholesale accounts
6 zipcode service area
Annual Revenue \$100,000



HFFI GRANT

(DSFH received El Paso County
HFFI grant in the amount of
\$150,000 March 23rd.



Present

2,900 sq.ft warehouse space
236/wk produce boxes
5 wholesale accounts
16 zipcode service area
Projected Annual Revenue
\$315,000

COVID-19 RESPONSE

- Food Hub Expansion: Utilizing Get Shift Done (restaurant workers) to expand operations.

The Food Project
a desert spoon foodhub COVID-19 response program

- Utilizing food hub infrastructure to address need of contactless delivery to low income homebound residents.
- Offering retail procurement prices for small holder farms affected by COVID through farmers market sales losses.

Questions?

