LOCAL VOICE SUBMISSION



SUBMISSION DATE	Friday, 26 August 2022 09:42 GMT -04:00				
HEADING	Bronx Impact Food Access Collective (BIFAC) and Bronx Health REACH				
SUBMITTED BY	Bronx Health REACH				
Geographical focus	Region/City Bronxville				
ABOUT PARTICIPATION	BIFAC + Bronx Health REACH Nutrition & Fitness Workgroup Member Organizations contributed their perspectives to this document.				
Type of Submmission	Organization				
METHOD USED	External conversation (e.g. community, inter-sectoral, industry) These policy recommendations reflect ongoing conversations that have occurred during monthly BIFAC and Bronx Health REACH Nutrition and Fitness Working Group convenings.				
VOICE SUBMISSION PAGE	https://goodfooddialogues.com/dialogue/51888/				
FEATURED IMAGE	Making Health Equality a Reality				

To better inform Dialogues, and all efforts related to ending hunger, improving nutrition and health, and reducing disparities surrounding these issues in America, Local Voices are from people who are willing to share their own, organizational, or collective opinions, stories, perspectives and experiences on these topics. It is hoped that these Local Voices help inspire people to convene multistakeholder Dialogues in the future!

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2. LOCAL VOICE FOCUS AND OUTCOMES

MAJOR FOCUS

To acknowledge the barriers in Bronx food development and offer tangible, attainable solutions to transform food systems in the Bronx.

WHITE HOUSE CONFERENCE PILLARS

1	1. Improve food access and affordability
1	2. Integrate nutrition and health
1	3. Empower all consumers to make and have access to healthy choices
	4. Support physical activity for all
1	5. Enhance nutrition and food security research

KEYWORDS



Local Voices submission informing Good Food Dialogues

Heading

MAIN FINDINGS

Overall, The Bronx needs sustainable programs that function systemically, serve to bridge the gap in food access and affordability and integrate nutrition and health at the core of public awareness campaigns.

WHITE HOUSE CONFERENCE PILLARS

research

Improve food access and affordability
 Integrate nutrition and health
 Sempower all consumers to make and have access to healthy choices
 Support physical activity for all
 Enhance nutrition and food security

KEYWORDS

1	Nutrition	1	Food Security
	Healthcare		Economic Empowerment
	Technology		Data & Evidence
	Environment and Climate		Finance
	Human rights		Innovation
		1	Policy

<u>VIEWS - 1/4</u>

• Barrier: Challenge of distributing fresh, healthy foods to hyperlocal retail food retailers (bodegas and corner stores) that can sustainably sell to customers at affordable prices

 Neighborhood Level Food Hubs are necessary for the localization of food distribution. State-level hubs are supported and need to be translated to the neighborhood level to increase ease of access. These hubs also provide Education and Workforce development opportunities.

 Food Hubs can alleviate barriers retailers experience to Food waste collection and cold/dry storage, to ensure sustainable systems for local food retailers to stock and sell fresh foods, and incubator kitchens for food entrepreneurs to sell prepared foods to local audiences

• Solution: Local food hub/s with cold storage that can be used by a group, such as the Bodega Association, with a delivery and distribution system that includes trucks with cold storage and drivers to deliver to hyperlocal retail food outlets. • In the Bronx, the existing wholesale distribution center that handles over 6 billion pounds of food each year is generally only accessible to supermarkets and restaurant suppliers. Next door, the local organization, GrowNYC is building a food hub. This new food hub hopefully will ensure that hyperlocal providers, such as bodegas and corner stores, can access wholesale prices, making fresh foods more cost-effective to stock regularly.

 Rezoning commercial areas, like the Jerome Avenue Revitalization Collaborative, and Public Spaces to incorporate local market concepts and food hubs will bring community assets and business opportunities to underutilized areas
 Pairing local Food Hubs, like GrowNYC, with existing government-sponsored programs like Shop Healthy NYC! or Health Bucks can allow for education and marketing of healthy foods accessible to more local food retail operators

KEYWORDS

WHITE HOUSE CONFERENCE PILLARS

Food Security Nutrition 1. Improve food access and affordability Economic Healthcare Empowerment 2. Integrate nutrition and health Technology Data & Evidence 3. Empower all consumers to make and have access to healthy choices Environment and Finance Climate 4. Support physical activity for all Human rights Innovation 5. Enhance nutrition and food security research Policy

<u>VIEWS - 2/4</u>

• Barrier: Healthy options are not affordable at small food retail outlets.

 Because these retailers are often not able to access whole foods from their wholesale distributors, they purchase small quantities at close to retail prices from stores like Restaurant Depot to resell with a profit margin; these products end up more expensive for the consumer

 \circ Since the bodega to supermarket ratio in areas of the Bronx is as high as 1 to 37, it is unreasonably difficult for residents to access affordable fresh foods within walking distance from their homes

• Solution: Create a "Bodega Bucks" program where families can purchase healthy options at small food retail outlets in addition to SNAP.

• Stren Fresh food prescription programs so families can buy whole food products at local food retail stores, mobile fruit and vegetable vendors, and farmer's markets.

KEYWORDS

• Support more locally owned and operated fresh food distributors like FRESCH, who stock bodegas with healthy options

WHITE HOUSE CONFERENCE PILLARS

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VIEWS - 3/4

US Federal Government Recommendations:

Improve food policy around marketing and advertising

 Fund local food stores to support healthful food initiatives and in-store advertisements of healthful foods to engage the consumers in healthful food purchases

• There should be more funding for social marketing ads to compete with the marketing from other large name brands who have greater budgets to market their less nutrient-dense food products • Recommendations for local, state, territory, and Tribal governments; private companies; nonprofit and community groups; and others • Allocate more funds towards nutrition education, especially for the youth (local & state) • Promote state governments in creating model state school wellness policies which include nutrition education

• Greater community buy-in: have community members create the marketing materials. Have the community decide which stores and which foods they want to see.

• Collaborate with one another to strengthen the impact of nutrition education and other food access programs.

Opportunities for public and private sector partners to work together

• Partner with existing government programs and services to activate underutilized public spaces in ways that leverage existing public resources, services, and programs with the skills, labor, and vision of local residents and community groups with the goal of leveraging vacant and blighted public sites in a long-term, sustainable ways that create healthy affordable choices for consumers

 Innovative, successful activities already happening at the local, state, territory, and Tribal levels that could inform actions at the Federal level

 Leverage place-based food justice initiatives that connect food, culture, and health. Learn from diverse communities about traditional healthy eating and healing practices. Build local spaces that center food production, entrepreneurship, and health as a way of engaging communities

KEYWORDS

Nutrition

WHITE HOUSE CONFERENCE PILLARS

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	1. Improve food access and affordability	Healthcare	Economic Empowerment
	2. Integrate nutrition and health		
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Local Voices submission informing Good Food Dialogues

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VIEWS - 4/4

• Barrier: There is limited knowledge of current, accurate assessments of food resources that provide insight to identify where gaps need to be filled.

o There are few ways for advocates and community leaders to understand the food environment as it exists currently through mapping or data collection

• Without these resources, it is impossible to target specific areas that are in greatest need of increased access to fresh food retailers

Solution: Map neighborhood food environments

 Based on data from food environment maps and consumer surveys, identify gaps that need to be filled; work on policy and zoning incentives to encourage healthier food businesses. Maps would also include food pantries, food boxes, farmer's markets/stands, community fridges, bodegas, grocery stores, and more. • Community buy-in through collectively mapping and accessing what is the current state of food in our retail spaces

• The Bodega Association's idea for the pilot in Hunt's Point would include surveying consumers about what products they want to see in their community. Perhaps this could build in nutrition education when consumers are being asked to provide their recommendations.

WHITE HOUSE CONFERENCE PILLARS

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KEYWORDS

AREAS OF DIVERGENCE

WHITE HOUSE CONFERENCE PILLARS

1. Improve food access and affordability

2. Integrate nutrition and health

3. Empower all consumers to make and have access to healthy choices

4. Support physical activity for all

5. Enhance nutrition and food security research

KEYWORDS

Nutrition	Food Security
Healthcare	Economic Empowerment
Technology	Data & Evidence
Environment and Climate	Finance
Human rights	Innovation
	Policy

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Heading

ATTACHMENTS AND RELEVANT LINKS

ATTACHMENTS

Bronx Health REACH Full Report

https://goodfooddialogues.com/wp-content/uploads/2022/08/BHR-Bronx-White-House-Conference-Submission_7.15.22-1.

RELEVANT LINKS

Bronx Health REACH
 <u>https://institute.org/bronx-health-reach/about/</u>