

nplan

NATIONAL POLICY & LOCAL ORGANIZED NETWORK
TO PREVENT CHILDHOOD OBESITY

**FOOD ACCESS IN
RURAL COMMUNITIES**



ChangeLabSolutions



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AGENDA

1. How can I create a Rural Food Retail Strategy?
2. How is one community in rural Ohio pioneering innovative approaches to food access?
3. Where do I go to find funding?



2014 NPLAN Retail Webinar Series

- March 18:** Healthy Food Retail 101: Strategies for Changing the Food Retail Environment
- April 22:** Soup to Nuts: Designing a Healthy Food Retail Program
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Food Access

Physical

"Can I get to the store?"

Economic

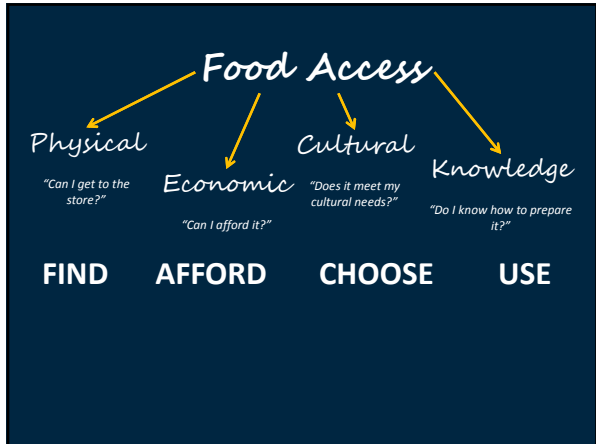
"Can I afford it?"

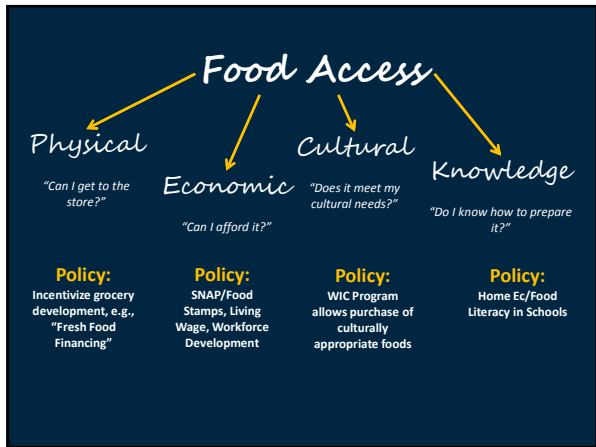
Cultural

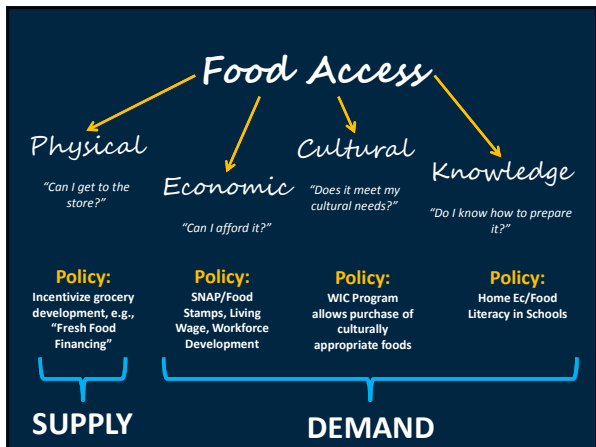
"Does it meet my cultural needs?"

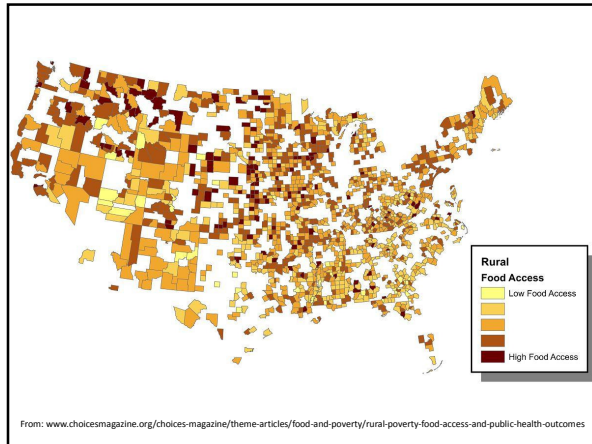
Knowledge

"Do I know how to prepare it?"









Talk to us!

What's the food access challenge facing your community?

Crafting a rural food retail strategy:
What can government do for you?

Presented by
 Christine Fry, MPP
 Program Director









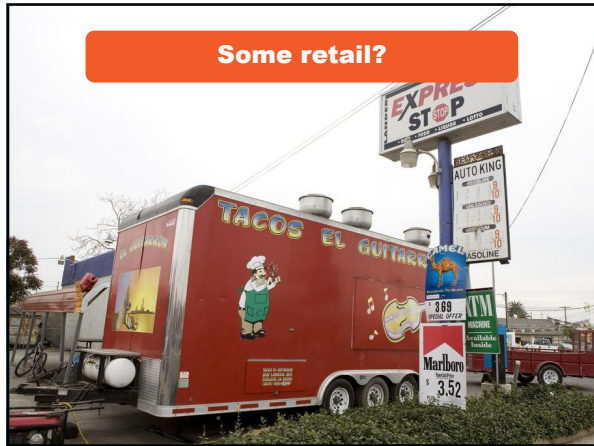
Implement a program

Crafting Your Rural Grocery Strategy

1. What does your **retail environment** look like?
2. What is your **goal**?
3. How do you **accomplish** that goal?



No retail?



Some retail?

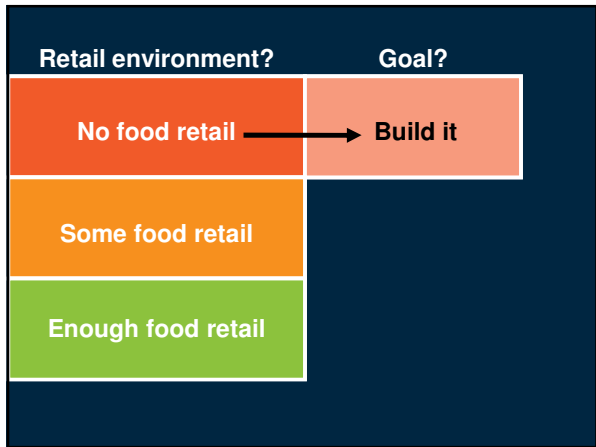


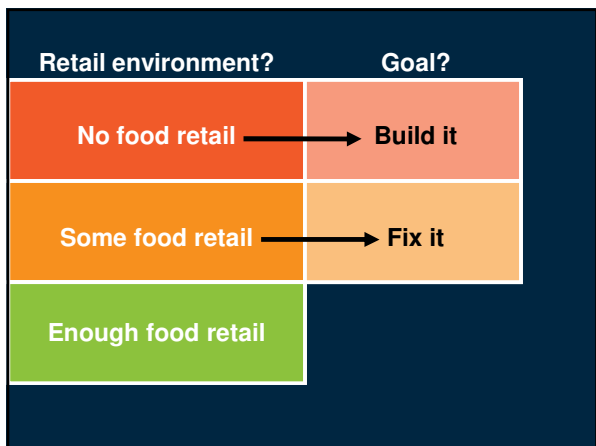
Enough retail?

Crafting Your Rural Grocery Strategy

1. What does your retail environment look like?
2. What is your goal?
3. How do you accomplish that goal?







Retail environment?	Goal?
No food retail	Build it
Some food retail	Fix it
Enough food retail	Support it

Retail environment?	Goal?	
No food retail	Build it	Connect it!
Some food retail	Fix it	
Enough food retail	Support it	

Crafting Your Rural Grocery Strategy

1. What does your **retail environment** look like?
2. What is your **goal**?
3. How do you **accomplish** that goal?

Roles of Government in Grocery Access

Create a policy

Provide funding

Implement a program

Mayor to execute the Employer Application for Insurance to allow for the City of Hutto to obtain vision insurance from Block Vision.

12A4. Consideration and possible action on a resolution amending the 2030 Hutto Strategic Guide and revising the City's Vision and Mission Statements.

12A5. Consideration and possible action on a resolution of support for the location of a grocery store within the City of Hutto.

12A6. Consideration and participation in the City Manager to coordinate

12A7. Consideration the Mayor to execute for the City of Hutto Group.

B. DEVELOPMENT SERVICES I

12B1. Consideration and p Year 2013 - 2017 Ca

How do we build it?

Citizens asked to support grocery store

City adopts resolution, courts potential grocers with statistics, surveys

Elizabeth Page | 4 comments

Posted: Wednesday, July 23, 2014 1:52 pm

The City of Hutto is asking residents to help in the effort to lobby for a grocery store in town. It is one of the longest standing requests expressed in the last 10 years by residents who must travel out of the city limits to find a large grocery store chain.

A developer has indicated to city staff that a grocer may be interested in locating in Hutto, asking them to provide statistics and make an official show of support, City Manager David Mitchell said.

Mitchell asked the council Thursday night to adopt a resolution in support of a grocery store, which includes a call to action to citizens to express their interest and support as well.

"I would suggest they write to the grocer of their choice and encourage them to take a look at Hutto," Mitchell said. "We've grown astronomically. We're in a great market. We continue to see growth. During the downturn, we even had growth."

While there has never been a major grocery store in Hutto, the city has made numerous attempts to attract one, according to Mayor Debbie Ireland.

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Policy: Local resolution supporting efforts to attract a grocery store







How do we support it?



Funding: Purchasing food with/from local grocers.

The cover of a report titled "Getting to Grocery: Tools for Attracting Healthy Food Retail to Underserved Neighborhoods". It features a yellow shopping cart in front of a brick wall. The logo for ChangeLab Solutions is at the bottom.

Learn how to attract grocery stores in underserved areas!

The cover of a report titled "Health on the Shelf: A Guide to Healthy Small Food Retailer Certification Programs". It features a vibrant image of various fresh fruits and vegetables. The logo for ChangeLab is at the bottom.

Learn about healthy food retailer certification programs!

Incentives for Change
Rewarding Healthy Improvements to Small Food Stores



ChangeLab Solutions | nplan

Providing Fresh Produce in Small Food Stores
Distribution Challenges & Solutions for Healthy Food Retail



ChangeLab Solutions | nplan

www.changelabsolutions.org



NATIONAL POLICY & LEGAL ASSOCIATION OF NUTRITION
TO PROMOTE WELLNESS & ENERGY

Contact us!

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cfry@changelabsolutions.org



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Questions?

Rural Food Access in Action!





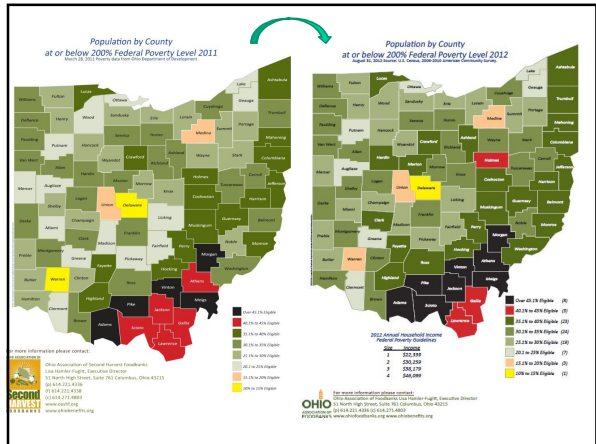




Rural Action's mission is to foster social, economic, and environmental justice in Appalachian Ohio through asset-based development. For more information visit www.ruralaction.org.

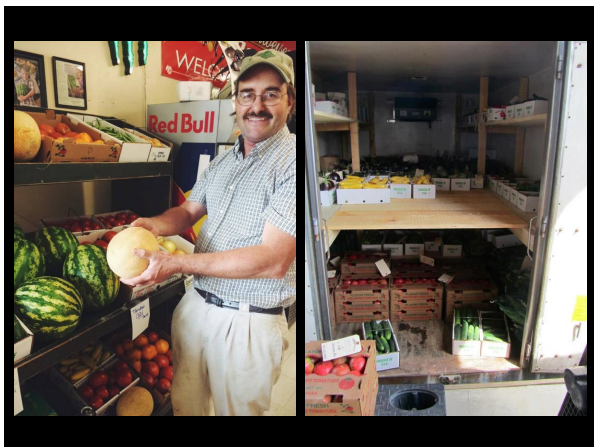


(Above) A busy community potluck at the Chesterhill Produce Auction.















Webinar Recording

nplan | NATIONAL POLICY & LEGAL ANALYSIS NETWORK
FOR FRESHWATER COLLECTOR MEMBERS



**Going for Green:
Getting Federal Funding**



May 20, 2014
ChangeLabSolutions

Specialty Crop Block Grants

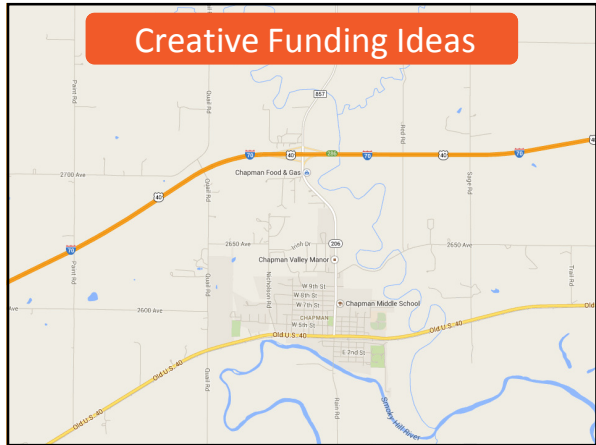




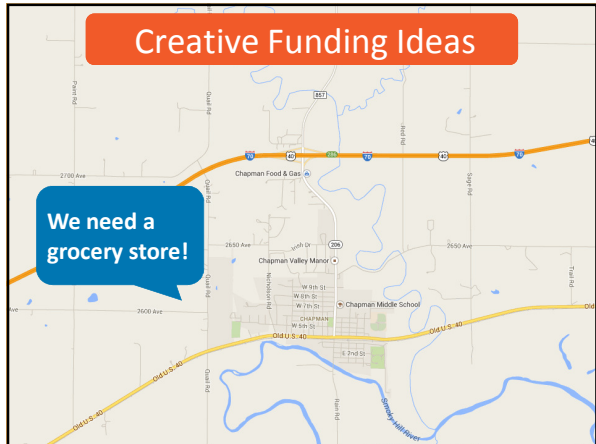
USDA Rural Development Funding



State and Local Funding



Creative Funding Ideas



Creative Funding Ideas

We need a grocery store!







Resources



Questions?

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TO PROMOTE SUSTAINABLE GROWTH

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