FOOD ACCESS IN RURAL COMMUNITIES

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Rural Action
Working Together to Reclaim Appalachian Ohio
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
May 20: Going for Green: Finding Federal Funding

Sept. 23: Healthy Food Retail in Rural Communities

Oct. 21: Addressing the Distribution Challenge
Nov. 18: Policy Options for Healthy Food Retail

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?"
FIND AFFORD CHOOSE USE


dFood Access

Physical
"Can I get to the store?"

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Cultural
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Knowledge
"Do I know how to prepare it?"

Policy:
Incentivize grocery development, e.g., "Fresh Food Financing"

Policy:
SNAP/food stamps, living wages, workforce development

Policy:
WIC Program allows purchase of culturally appropriate foods

Policy:
Home Ec/Food literacy in schools

SUPPLY DEMAND
What’s the food access challenge facing your community?

Talk to us!

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

Presented by
Christine Fry, MPP
Program Director
Create policy

- Establish rules
- Streamline/improve rules
- Express support for idea

Provide funding
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?

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?
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

How do we build it?

Policy: Local resolution supporting efforts to attract a grocery store
How do we fix it?

Program: Work with stores to stock healthy products.
How do we support it?

Funding: Purchasing food with/from local grocers.

Learn how to attract grocery stores in underserved areas!

Learn about healthy food retailer certification programs!
Contact us!

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Questions?
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.
Questions?

Finding funding for rural food retail: What can government do for you?

Presented by
Rio Holaday, MPH
We need a grocery store!
Creative Funding Ideas

We need a grocery store!

What if we use incentives to attract one?
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