



LIVE WELL
SAN DIEGO
COMMUNITY
MARKET
PROGRAM

Improving San Diego's Urban Food Landscape

ELLE MARI, M.SC., DIRECTOR, URBAN FOOD ENVIRONMENTS

LIVE WELL COMMUNITY MARKET PROGRAM

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OVERVIEW

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- Live Well Community Market Program
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 - Participation of Markets
- Case Studies:
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 - Louie's Market Place
 - Monze Farmers Market
- What's Next?





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About Our Food System Work



Understanding food environments and the factors that influence a food system is a complex task. Race, class, and gender play critical roles in determining population health, poverty, hunger, and access to affordable healthy foods.

We help cultivate a food system that actively considers the environment, economy, equity, and education by engaging with stakeholders in neighborhood markets, schools, faith-based organizations, worksites, and childcare centers in order to build change.





Why Work With Neighborhood Markets?

- Accessing healthy food can be challenging for people living in low-income neighborhoods and for communities of color
- Lack of full service supermarkets in walking distance
- Predominance of convenience/liquor stores
- Lack of transportation
- Better access is related to healthier eating
- Access to healthy food is related to lower risk for obesity and other chronic diseases
- New and improved healthy food retail options in underserved communities creates jobs and revitalizes neighborhoods



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Live Well Community Market Program

FUNDED BY THE COUNTY OF SAN DIEGO



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MARKET TEAM

From left to right:

- Nehmo Hassan, Community Health Specialist & MPH Graduate Student @ CSU San Marcos
- Elle Mari, M.Sc., Director of Urban Food Environments
- Amina Sheik Mohamed, MPH, Director of Youth and Community Mobilization Programs
- Kate Mahoney, Community Health Specialist & MPH Graduate Student @ San Diego State

We also greatly appreciate all of our intern staff, past and present.



Approach

- Neighborhood-level
- Strengths-based

Is this work improving health equity for members of this community and/or shoppers of this market?



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What is the Program?

Improves and promotes access to healthy affordable foods throughout San Diego County by working with neighborhood markets to increase fresh food inventory and improve sales, rehab and redesign markets, and collaborate with residents to build a healthier, thriving neighborhood-level food environment.



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How Does it Work?

Work at no cost with each market to create a set of achievable goals to:

Attract new shoppers, increase fresh produce availability, improve market design, and the increase bottom line.



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Services Offered

- Marketing and merchandising
- Strategies to increase demand for healthy fresh foods
- Design & layout support
- Connection to local procurement options
- Produce handling & storage training
- Neighborhood advocacy
- Shopper market research
- Promotional events & media coverage
- Access to microloans and capital
- Peer learning exchange with other small market operators
- Public recognition



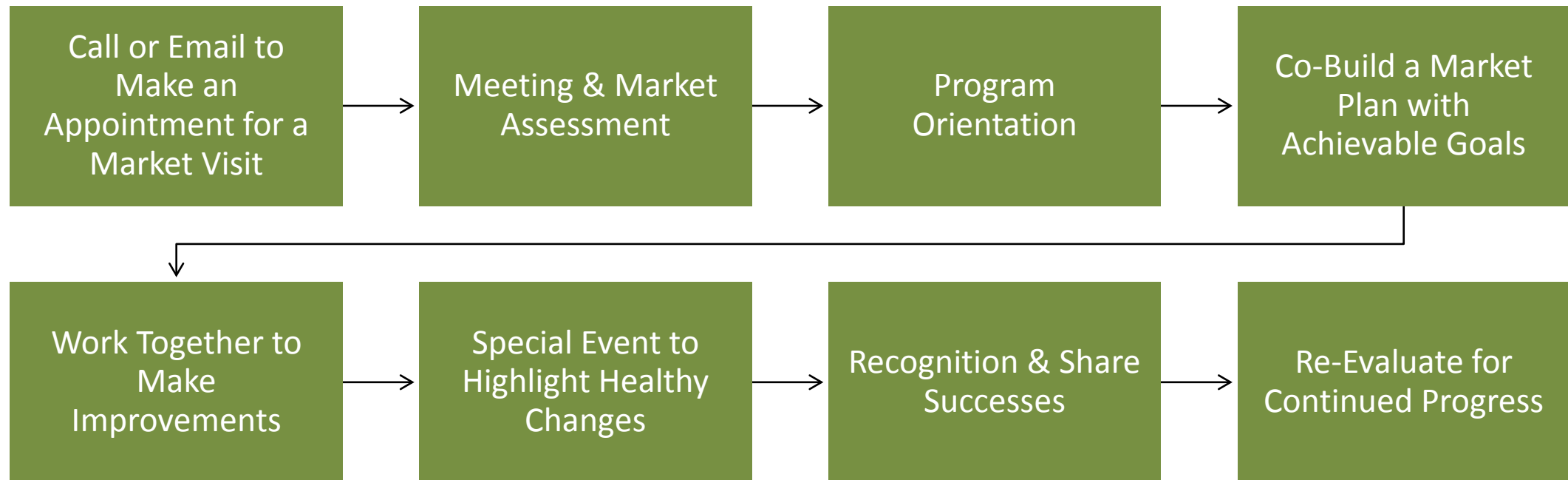
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Market Participation Process



CASE STUDIES

- Fresh Garden Market
- Louie's Market Place
- Monze Farmers Market
- Minnehaha Food Market





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Louie's Market Place, Oak Park

- Exterior façade renovation with community council
- Interior layout redesign with UCSD YAC
- Increased produce variety, quantity, and quality
- New produce display equipment
- New deli with healthy lunch options
- Newly designed healthy food & market brand signage
- Removal of alcohol/tobacco ads
- New WIC authorization
- Local produce sourcing from youth garden program
- Neighborhood gathering & celebration events
- KPBS coverage



Photo credit: Aleksei Naumov, Oak Park Community Town Council



Photo credit: William Wohleb, Outside the Lens



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Monze Farmers Market, La Mesa

- Introduced healthy grab n' go products
- Introduced "WIC Corner"
- Installed newly designed produce banner, price labels, and floor decals
- Assisted owner to expand market opportunities and sell salsa products at the International Fair @44 in City Heights



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Minnehaha Food Market, City Heights



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- Surveys and interviews with neighborhood residents to inform new changes
- Improved layout and design (produce moved up front)
- New shelving to better highlight & stock WIC package foods
- New produce display equipment
- Sourcing from new produce distributor, connection from our peer network
- Building new café with healthy options for a new revenue stream



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What's Next?

OPPORTUNITIES, WHERE/HOW WE GROW

OPPORTUNITIES

- Microloans, Dedicated Lending Fund
- San Diego Urban Growers' Collaborative
- Mas Fresco Market Match for Small Neighborhood Markets
- Neighborhood Gathering Spaces
- Controlled Multi-Level Comparison Research Study (e.g. Projecto Mercado FRESCO in East LA. Ortega et al., 2014)





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Questions?

EMARI@UCSD.EDU | 619-681-0655 | WWW.UCSDCOMMUNITYHEALTH.ORG