UPDATE: JANUARY 2021

IMPROVING FOOD ACCESS IN SAN DIEGO

Urban Food Equity
Center for Community Health
School of Medicine
University of California, San Diego
Elle Mari, M.Sc.

- Practitioner, researcher, advocate, collaborator, lifelong learner, all things food-oriented, first generation
- Director of UFE
- Joined UCSD CCH in 2014
- Food Systems & Society Masters in Science
- 12+ yrs food access and health equity in California
- 15 yrs community engagement (CHI, SAC, OAK, PDX, LA, SD)

"In our work and in our living, we must recognize that difference is a reason for celebration and growth, rather than a reason for destruction." - Audre Lorde
Lizzy Cooper, MPH

- Organizer, partner, advocate, learner
- Community Food Project Manager
- Masters in Public Health
- Emerson Hunger Fellow, Rockwood Building Power Fellow
- 10+ yrs community engagement (SFO, BOS, SD, PDX, ABQ, D.C.)

"Hunger is not an issue of charity, it is an issue of justice" - Jacques Diouf
Lakisha McZeal

- Organizer, advocate, mother
- Community Food Specialist working with pantries and urban farms
- Urban farmer
- Climate Ambassador
- 10+ yrs community engagement (SD)

"Our lives begin to end the day we become silent about things that matter." - MLK
Nghi Dang, BSPH

- Organizer, researcher, lifelong learner, advocate, partner, first generation
- Community Food Specialist working with neighborhood markets and urban farms
- Bachelors in Public Health
- UCSD Youth Advisory Council Alumni
- 8+ years community engagement (SD)

"Be the change you want to see in the world" - Mahatma Gandhi
Urban Food Equity

Improve Food Access by Building Upon Existing Neighborhood-Level Food Assets

Support small grocery markets, urban farms, farmers' markets, food pantries, and community members in building an inclusive, equitable, and economically thriving local food landscape.

Center City Market, City Heights
UC San Diego Youth Advisory Council
Dimensions of Food Access

**Availability:**
Is the food supply physically here?

**Accessibility:**
Where is the grown, sold, or otherwise provided? Can I get there easily? Do they deliver, curbside pickup?

**Affordability:**
How much does the food cost? Do I have enough money?

**Accommodation:**
Are my needs met here? Can I use SNAP EBT or WIC?

**Acceptability:**
Is this quality food? Is this relevant to my culture, diet, and preferences?
City Heights

Unique, densely populated, culturally diverse neighborhood, with over 30 languages spoken, numerous foodways, low economic prosperity, food insecurity, and significant health disparities contributing to poor health outcomes.
### Low-income household (<200% FPL) (18+)

<table>
<thead>
<tr>
<th>Region</th>
<th>%</th>
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<tbody>
<tr>
<td>City Heights</td>
<td>64%</td>
</tr>
<tr>
<td>San Diego County</td>
<td>33.4%</td>
</tr>
<tr>
<td>California</td>
<td>37.2%</td>
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### Food insecure (18+)

<table>
<thead>
<tr>
<th>Region</th>
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<tbody>
<tr>
<td>City Heights</td>
<td>27.8%</td>
</tr>
<tr>
<td>San Diego County</td>
<td>14.3%</td>
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<tr>
<td>California</td>
<td>15.4%</td>
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### Obese (18+)

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<th>Region</th>
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<tbody>
<tr>
<td>City Heights</td>
<td>36.6%</td>
</tr>
<tr>
<td>San Diego County</td>
<td>23.5%</td>
</tr>
<tr>
<td>California</td>
<td>27.9%</td>
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### Race/Ethnicity

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<th></th>
<th>City Heights</th>
<th>San Diego County</th>
<th>California</th>
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<tbody>
<tr>
<td>African American</td>
<td>12.7%</td>
<td>4.3%</td>
<td>5.6%</td>
</tr>
<tr>
<td>Asian</td>
<td>14.1%</td>
<td>11.3%</td>
<td>14.2%</td>
</tr>
<tr>
<td>Latino</td>
<td>54.6%</td>
<td>29.7%</td>
<td>35.2%</td>
</tr>
<tr>
<td>Non-Hispanic White</td>
<td>15.4%</td>
<td>50.8%</td>
<td>42.1%</td>
</tr>
<tr>
<td>Other / 2 or more</td>
<td>3.1%</td>
<td>3.9%</td>
<td>2.9%</td>
</tr>
</tbody>
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* Demographics are provided for adults ages 18+.
* Others include American Indian / Alaska Native, Native Hawaiian/ Pacific Islander, and two or more races.
* † Denotes statistically unstable estimate (CV > 0.3).
Asset-based Understanding of City Heights' Food Landscape

82 small retailers with staple foods

12 yro farmers' market and pop-up farm stands

3 community gardens

5 urban farms/market gardens

Many restaurants offering diverse delicious cuisine

Multiple emerging women and refugee or immigrant owned food enterprises, e.g., catering/cottage foods
Building on Assets: Community Markets

Rema Halal Foods, El Cajon, 2017
UC San Diego Youth Advisory Council

Funded project of the County of San Diego Health & Human Services Agency. This work supports Live Well San Diego, the County’s vision for a region that is Building Better Health, Living Safely, and Thriving. For CalFresh information, call 2-1-1. Funded by the USDA SNAP, an equal opportunity provider and employer. Visit www.calfreshhealthyliving.org for healthy tips.
BUILDING ON ASSETS: FOOD PANTRIES

Triton Food Pantry, UC San Diego Campus

Funded project of the County of San Diego Health & Human Services Agency. This work supports Live Well San Diego, the County's vision for a region that is Building Better Health, Living Safely, and Thriving. For CalFresh information, call 2-1-1. Funded by the USDA SNAP, an equal opportunity provider and employer. Visit www.calfreshhealthyliving.org for healthy tips.
Supporting food pantry operators with practical, client-centered strategies that focus on health and dignity.

Working with food distributions across San Diego County, emphasizing COVID-19 prevention & safety during food distribution times.
2020 NPP SITES

- Community Roots fruits and vegetables
- Fresh fruit swap
- Wear a mask
Building on Assets: Urban Farms

Tijuana River Valley Community Garden
1/4 Acre Farms
Resource Conservation District
San Diego Urban Growers' Collaborative Project

ASSESS SUPPLY, SKILLS, ASSETS, NEEDS

UNDERSTAND DEMAND & PROVIDE TECHNICAL ASSISTANCE & TRAINING

COLLABORATION & PILOT MULTI-FARM PROJECT
Bridging Resource Gaps for Urban Farms

Investing Over $50,000 in Walk-in Refrigeration Equipment on Farms

- WD Dickinson Farm, National City
- Wild Willow Farm, Tijuana River Valley, San Diego
- BCDI Community Roots Farm, Oceanside
- Solidarity Farm for Foodshed Small Farm Distro, Pauma Valley
- Pixca Farm, Tijuana River Valley, San Diego
- Project New Village, Southeastern San Diego (pending)

Funded by the California Department of Food and Agriculture, Office of Farm to Fork
Building on Assets

FARMERS' MARKETS

Example Mobile Farmers' Market
Freshest Cargo from Fresh Approach Bay Area

FRESH, LOCAL, & EQUITABLE (AND NOW, MOBILE!)
Project New Village
Good Food District
Mobile FM Launch

Making locally grown good food available to more low-income households in communities of color.

- Advising on development and launch of new mobile FM serving Greater Southeastern San Diego neighborhoods.
- Planning Southeastern food aggregation site in partnership with Foodshed Small Farm Distro to supply mobile FM.
- Providing operating capacity and infrastructure (e.g. cold storage) support to build and sustain Good Food District food justice agenda.

Ms. Diane Moss and Kamaal Martin of Project New Village. Photo Credit: PNV
Starting from an asset-based perspective allows us the ability to build and grow meaningful community partnerships to be in authentic service to residents, small businesses, and other stakeholders in our local food system.

Food access has multiple meanings. What does the particular group you're working with prioritize the most?

We're here to help. Our UFE team has a wide breadth of experience and knowledge working on food access issues. Please reach out.
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Thank you for your time!
Be well.