

## Appendix A: Assessment Summaries

<b>Study Name:</b> A Food Systems Assessment for Oakland, CA: Toward a Sustainable Food Plan <b>Produced By:</b> Oakland Mayors Office of Sustainability and University of California, Berkeley Department of City and Regional Planning <b>Authors:</b> Heather Wooten & Serena Unger <b>Type of Assessment:</b> Food System Assessment (FSA) <b>Geographic Area:</b> Oakland <b>Year Completed:</b> 2006				
Food System Component	Keywords <i>Activities/issue areas assessed</i>	Findings	Methodology Used <i>(Identify: data source / indicator; type of analysis performed; geographic area of focus)</i>	Conclusions / Recommendations
<b>Production</b>	<b>Urban Gardening/Urban Farming</b> (includes community and backyard gardening)			
		<u>Existing Gardens</u> <ul style="list-style-type: none"> <li>• There are 35 community-based gardens currently operating in Oakland.</li> <li>• There is no land use classification that explicitly and solely pertains to urban gardening and food production.</li> <li>• While some areas of Oakland are currently served by several community or school gardens, many areas, including some of the more densely populated areas – where community gardens could provide much needed opportunities for engaging with green space and fresh, nutritious produce – lack community or school gardens.</li> </ul> <u>Oakland Community Garden Program</u> <ul style="list-style-type: none"> <li>• Mission: to empower participants “to meet their needs for health, recreation, good nutrition, job skills, community security and natural beauty (35)</li> </ul> <u>Oakland’s General Plan</u> <ul style="list-style-type: none"> <li>• The Land Use and Transportation and Open Space, Conservation and Recreation Element support community gardening</li> </ul>	<u>Interviews/ Organization Profiles</u> <ul style="list-style-type: none"> <li>• Oakland Community Garden Program – personal communication with Joshua Amaris, Oakland Parks and Recreation Community Gardening Program Coordinator</li> <li>• Oakland Based Urban Gardens program collateral, Personal communication with Aysa Massel, OBUGS.</li> <li>• City Slicker Farms (30) – Source: City Slicker Farms program collateral, personal communication with Willow Rosenthal, founder</li> <li>• Oakland General Plan: Land Use and Transportation Element, p. 27, p. 158 (35) (36)</li> </ul>	<u>Policy/Planning</u> <ul style="list-style-type: none"> <li>• Initiate an inventory of land that is potentially suitable for urban agricultural production. This could include both suitable public (right-of-ways, easements, parks, etc.) and private (rooftops, backyard gardens, etc.) land.</li> <li>• Conduct a comprehensive review of current policy and zoning obstacles to urban food production.</li> <li>• Develop urban agriculture zoning designations along with related policies for the City’s zoning map and general plan. (105)</li> <li>• Increase availability of land and opportunities for urban food production.</li> <li>• Adopt a formal policy on expanding urban agriculture in Oakland with a targeted 30 percent increase and a corresponding timeline. See Appendix 5 for Sample Legislation Supporting the Expansion of Urban Gardening.</li> </ul>

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		<ul style="list-style-type: none"> <li>The Open Space, Conservation and Recreation (OSCAR) Element: "Maintain and support a viable community gardening program to foster an appreciation of local ecology, instill a sense of stewardship and community, and provide a multi-ethnic, multi-generational activity open to all" by funding community garden programs and promoting gardens and "mini-farms" in Oakland schools.</li> </ul>		<ul style="list-style-type: none"> <li>Adopt a plan, goals, and timeline for how Oakland will produce a determined percent of its food consumption.</li> </ul>

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<b>Production</b>		<ul style="list-style-type: none"> <li>• OSCAR Element suggests that parcels owned by the Office of Parks and Recreation, schools, and East Bay MUD reservoirs could all serve as potential land for urban food production.</li> </ul> <p><u>Barriers</u></p> <ul style="list-style-type: none"> <li>• Perceptions of contaminated soil or air pollution, securing land for food production, and securing broad community participation in garden projects are three major barriers to expanding Oakland-based food production. (37)</li> </ul> <p><u>Expanding Community &amp; School Gardens</u></p> <ul style="list-style-type: none"> <li>• Brownfields, if remediated successfully using techniques such as phytoremediation, could provide agricultural land (37)</li> <li>• Special zoning designations and explicit land use policies for urban gardens would allow for viable long-term urban food production (37)</li> <li>• Urban food production could coexist with residential development as a long-term community resource; can be synergistic to urban land use activities (37)</li> </ul> <p>Estimated Total Private Backyard Gardens: 17,606</p>	<ul style="list-style-type: none"> <li>• "Brownfield Remediation: Solutions for urban Agriculture." McGill School of Environment. 2002. 12 January 2006. &lt;<a href="http://www.mse-research.mcgill.ca/envr401_2002/brownfields">http://www.mse-research.mcgill.ca/envr401_2002/brownfields</a>&gt;. (37)</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage edible landscaping, community gardens, and rooftop gardens for new large-scale residential and mixed-use development projects. (105)</li> <li>• Pursue a backyard gardening incentive program that promotes and assists Home-owners and renters to maintain household gardens.(106)</li> </ul> <p><u>Schools</u></p> <ul style="list-style-type: none"> <li>• Work with Oakland Unified School District, Alameda County Cooperative Extension, and other local organizations to support resources for school gardening.</li> <li>• Where schools have shared space with the City (city parks), there should be support in the development of shared school/community gardens.</li> <li>• There should also be more coordination between community garden staff from the City Parks and Recreation, the school district, and organizations providing community-based gardening program with regards to the use and expansion of gardens at educational facilities.</li> <li>• Create a database of both public and private available land, and an administrative organization to systematically manage the use of the land, to put underutilized land to use and provide security of land tenure if official lease agreements were designed to accommodate the needs to urban farmers and gardeners.</li> </ul>
<b>Regional Food Shed/Regional Farming (includes local, rural agriculture)</b>				
		<u>Agricultural production</u> in the three immediate food producing regions surrounding Oakland accounts for over 20 million acres and well over \$16 billion in total sales of food in 2002.	Source: US Department of Agriculture, 2002 Census of Agriculture	

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<b>Production</b>		<p><u>Oakland's Foodshed</u>: 32 counties, geographically located in three distinct regions, were chosen either due to their proximity to Oakland or to their recognition as having highly productive agricultural land, or both.</p> <p><u>Total consumer demand</u> represents approximately 7 percent of what is being produced in the region, therefore, we can assume that there is strong market potential for regional farmers to sell products to Oakland consumers.</p> <p><u>Value of food commodities</u> produced and sold in Foodshed (2002)  Value of food sold by Foodshed farms <u>direct to</u> consumers (2002)  Percent of food commodities <u>sold directly to</u> consumers (2002)  Value of <u>certified organic food</u> produced and sold in Foodshed (2002)  <u>Regional Producers</u></p> <ul style="list-style-type: none"> <li>• Most producers in the region contract with distribution companies (the middle men) to get their food to market.</li> <li>• Consumer and advocacy efforts to change institutional and commercial food service buying practices have primarily focused on the characteristics of products rather than source location (e.g. organic or pesticide-free produce rather than produce grown locally)</li> </ul>		<p><u>Policy</u></p> <ul style="list-style-type: none"> <li>• Encourage wholesale produce companies in Oakland to procure goods from regional and organic farms.</li> <li>• Adopt a local food ordinance that requires the City government to purchase, by or through its food service contractor, locally-produced and organic food when a department of the City serves food in the usual course of business.</li> </ul>

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<b>Processing</b>	<b>Food Processors</b>	Alameda County is a regional center for food processing, based on its established network of local food companies and suppliers, its base of skilled employees, high water quality, proximity to growing regions, and inter-modal transportation network.	<p>"Food Processing Study." Alameda County's Jobs &amp; Economic Development Project. Prepared for the Alameda County Board of Supervisors. April 2006. <a href="http://www.edab.org/study/Food%20Processing%20Study.PPT">http://www.edab.org/study/Food%20Processing%20Study.PPT</a>.</p> <p><u>Documents</u>  "Labor Market Study Target Industry Cluster: Food Processing &amp; Distribution." By David Fike. Oakland Workforce Investment Board, Oakland Community and Economic Development Agency. August 2004.</p>	<p><u>Policy</u></p> <ul style="list-style-type: none"> <li>• Pursue an industrial retention policy that both preserves land for food processing uses and that plans for infrastructure upgrades so that food processing companies can maintain high levels of productivity and innovation.</li> <li>• The existing sector could be expanded and strengthened in order to serve new retail markets, including schools, hospitals, and low-income communities</li> </ul> <p>Build the food sector around the City's diverse population to create specialty and ethnic food products by fostering closer working relationships among restaurants and food / beverage processing entrepreneurs.</p>
	<b>Distribution</b>	<b>Wholesale Markets/ Warehouses</b> (can include farmers' markets and CSA's in addition to wholesalers and distributors)	<p><u>Alternative Distribution</u></p> <ul style="list-style-type: none"> <li>• Emerging and innovative distribution models, such as CSA's, and other non-retail wholesale models (such as the "Grower's Collaborative") that offer increased efficiencies and lower prices for distributing local produce from many growers, provide opportunities to increase sustainability and accessibility in food distribution.</li> <li>• For small producers to have direct access to nearby consumer markets, such as Oakland, an innovative, non-traditional and appropriate distribution systems need to be in place.</li> </ul>	<p><u>Documents</u></p> <ul style="list-style-type: none"> <li>• "Labor Market Study Target Industry Cluster: Food Processing &amp; Distribution." By David Fike. Oakland Workforce Investment Board, Oakland Community and Economic Development Agency. August 2004.</li> <li>• Oakland CEDA, 2004</li> </ul>

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<b>Distribution</b>		<ul style="list-style-type: none"> <li>Alameda County growers lack effective collaborations for strategizing direct marketing techniques, as compared to other counties; therefore, they are faced with competition for market opportunities close to home</li> </ul> <p><u>Direct Distribution</u></p> <ul style="list-style-type: none"> <li>Commodities from the Central Valley, Central Coast and Bay Area farmers sold directly to consumers is 0.5%, .04%, and 1.1 %, respectively</li> </ul> <p><u>Farmers Markets</u></p> <ul style="list-style-type: none"> <li>Oakland's 9 farmers' markets offer residents local, fresh and seasonal produce through direct-marketing, encouraging face-to-face relationships between farmers and consumers.</li> </ul>	<ul style="list-style-type: none"> <li>"Alameda County's Jobs &amp; Economic Development Project: Food Processing Study." Alameda County Economic Development Alliance for Business (EDAB), Community Bank of the Bay. February 1998. April 2006.</li> <li>"Growers and Shoppers Crowd Farmers' Market," by Timothy Egan. New York Times. 29 September 2002.</li> <li>"Alameda County Foodshed Report." By Shauna Cozad, Gail Feenstra, Shawn King, Henry Krusekopf, and Sarah Prout. Produced for UC Sustainable Agriculture Research and Education Program, UC Davis. October 2002.</li> </ul>	<p>Promote food systems policy goals within CEDA activities by helping with location and expansion, and streamlining fees and permitting processes for urban food production and processing and alternative distribution facilities (farmer's markets, local wholesalers, etc).</p> <p>Pursue the use of economic development and redevelopment incentives towards the establishment and development of a wholesale (farmers') Produce Market. Conduct a feasibility study on developing a market and market survey, research development feasibility, potential sites and programmatic possibilities.</p>
<b>Food Security</b> (includes federal food assistance programs and emergency food sources)				
<b>Consumption</b>		<p><u>Income</u></p> <ul style="list-style-type: none"> <li>As of 2004, 20 percent of Oakland's population had incomes at or below the Federal poverty level.</li> <li>A family of three in California needs to earn \$36,012 per year to meet their basic needs.</li> <li>In 2004, about 29 percent of all Oakland families (about 23,000 families) were earning under \$35,000 per year in Oakland.</li> </ul> <p><u>Assistance Programs</u></p> <ul style="list-style-type: none"> <li>Only 23 percent of the eligible population are enrolled in the Food Stamps program, resulting in the loss of over \$54 million of dollars in unclaimed federal benefits (2003 figures), and a loss also to Oakland retailers and the Oakland economy.</li> </ul>	<ul style="list-style-type: none"> <li>The California Budget Project</li> <li>"Finding the Gaps in Child Nutrition: A Report on the Summer Food Service Program in Alameda County." By Ursula Chanse, Alameda County Community Food Bank. June 2003</li> </ul>	<p><u>Schools &amp; Outreach</u></p> <ul style="list-style-type: none"> <li>Work with OUSD to develop a universal classroom breakfast that provides all children with a nutritious breakfast, at no charge, at their desks at the start of the school day.</li> <li>Increase access to fresh and local foods for residents who participate in federal and emergency food programs.</li> <li>Develop a farm-to-school/institution program with administrators of the National school Lunch and school Breakfast Programs, Summer Lunch program, Child and Adult Care Food program, Head Start, and senior centers to guarantee the provision of fresh, sustainable, and local foods.</li> </ul>

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<b>Consumption</b>		<ul style="list-style-type: none"> <li>Approximately 90 percent of Oakland's eligible population is enrolled in the Women, Infants, and Children program</li> <li>Federal programs serving youth and the elderly are the National School Lunch Program (high participation), the School Breakfast Program (underutilized; 25% of those eligible using it), Summer Food Service Program (numbers growing consistently), and Child and Adult Care Food Program (a sig. decrease in participation 2005-2006) (p.7)</li> <li>Alameda County Community Food Bank provides emergency food to 120,000 adults and children in a given month (12 million pounds of food/year); reaching 1/3 of those in need</li> </ul>	<ul style="list-style-type: none"> <li>Alameda County Community Food Bank</li> </ul>	<ul style="list-style-type: none"> <li>Develop an outreach program to increase WIC and Food Stamps usage at markets.</li> </ul>	
	<b>Food Access / Transportation</b> (can include transit routes, car ownership, etc)				
			<p>Vehicle ownership : 20 percent of Oakland households did not have motor vehicles as of 2000.</p> <p>Households in some neighborhoods (West Oakland, Central East Oakland, and Far East Oakland) are more likely to lack access to full service grocery. Especially for those neighborhoods where rates of access to cars is low, proximity to full-service grocery outlets is even more critical to accessibility.</p>		<p><u>Planning</u></p> <ul style="list-style-type: none"> <li>The planning department should include food access needs in the planning, zoning and development process.</li> <li>Improve transportation services to food markets. Public transit routes can be designed to connect neighborhoods that lack healthy food outlets with areas that have such stores.</li> </ul>
<b>Food Retail</b> (includes grocery stores and corner stores, restaurants, etc., can include farmers' markets)					
		Oaklanders spend over \$1 billion on food per year, representing 12.7 percent of their total yearly expenditures. Of food expenditures, a little over half are made on food within the home, and a little under half are made on food away from home.	U.S. Census Bureau, 2000; U.S. Bureau of Labor Statistics. Average annual expenditures and characteristics, Consumer Expenditure Survey, 2003-2004	<p><u>Policies &amp; Incentives</u></p> <ul style="list-style-type: none"> <li>Provide incentives for corner-store conversions, including grants, tenant improvement funds, tax breaks (e.g. reduction in business taxes at comparable rate to increased stock of local, fresh foods), and the guarantee or facilitation of low-interest loans</li> </ul>	

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<b>Consumption</b>		<p>If 30 percent of Oaklander’s food expenditures were spent on local food, this would represent a market demand of over \$300 million</p> <p>Existing City policies and programs, such as Commercial District Incentives and Redevelopment programs should be used where appropriate for food retail improvements, and new programs (such as Food and Façade Improvement Programs, Food Retail Enterprise Zones, and Green and Healthy Oakland Certification) should be utilized to promote food goals.</p> <p>Types of food retail available vary in different parts of the city, with some areas that lack large food retail stores being primary served by small liquor and food retail establishments (convenience or “corner stores.”)</p> <p><u>Store Size</u></p> <ul style="list-style-type: none"> <li>Approximately 85 percent of Oakland food retail stores are less than 3,000 square feet</li> </ul>	<p>U.S. Census Bureau, 2000; U.S. Bureau of Labor Statistics. Average annual expenditures and characteristics, Consumer Expenditure Survey, 2003-2004; United States Department of Agriculture. 2002 Census of Agriculture</p> <p>City of Oakland Community and Economic Development Agency (CEDA), 2004 (Derived from NAICS)</p> <p>Alameda County Department of Public Health, 2005.</p>	<ul style="list-style-type: none"> <li>• Develop “food enterprise zones” in neighborhoods underserved by quality food retail whereby food retailers that provide nutritious foods in these neighborhoods are exempt from Oakland business taxes. (101)</li> <li>• Connect food retail stores that utilize these programs to innovative non-retail wholesale distribution programs, such as those used by the Grower’s Collaborative, could provide store owners with a good source of affordable, fresh, local produce and fresh food efficiently and conveniently. (101)</li> <li>• Provide leadership and guidance for new mixed-use development projects to include sites for food retailers that offer healthy foods. (101)</li> <li>• Streamline any applicable license and permit processes. (101)</li> <li>• Acquire or convert underutilized or vacant land for food retail development.(101)</li> <li>• Encourage the conversion of small food retail establishments as a vital component of redevelopment projects. (101)</li> <li>• Provide technical assistance to entrepreneurs and storeowners who are interested in stocking nutritious food. This might include assistance with marketing, and feasibility and business plans. (101)</li> <li>• Ensure police services to support market operators and discourage undesirable loitering that may deter business. (101)</li> </ul>

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<b>Consumption</b>				<ul style="list-style-type: none"> <li>Existing economic development tools, including Neighborhood Commercial Revitalization and Redevelopment incentives, should be employed in encouraging food retail improvements through the use of a new "Food and Façade Improvement Program."</li> <li>Additional incentives, such as Food Retail Enterprise Zones and special certification programs like the current Green Business program could be implemented to further advance sustainable retail goals.(6)</li> <li>Food retail policy should address small stores when attempting to improve food security and increase local food consumption (6)</li> </ul> <p><u>Policies &amp; Incentives</u></p> <ul style="list-style-type: none"> <li>Existing economic development tools, including Neighborhood Commercial Revitalization and Redevelopment incentives, should be employed in encouraging food retail improvements through the use of a new "Food and Façade Improvement Program "</li> <li>Additional incentives, such as Food Retail Enterprise Zones and special certification programs like the current Green Business program could be implemented to further advance sustainable retail goals.(6)</li> <li>Food retail policy should address small stores when attempting to improve food security and increase local food consumption (6)</li> </ul>
		<p><u>Diet-Related Illnesses and Health Education</u></p> <ul style="list-style-type: none"> <li>Oakland has higher rates of diet-related diseases, esp. childhood obesity than most other Alameda County cities</li> </ul>		<p><u>Policy</u></p> <ul style="list-style-type: none"> <li>Engage food policy council and community based organizations to develop and implement a "Healthy Oakland" public relations and educational campaign on healthy living and urban gardening.</li> </ul>

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<b>Consumption</b>		<ul style="list-style-type: none"> <li>• Nutrition education is lacking; school districts not required by the CA Dept. of Education academic content standards to include nutrition in its curriculum at any grade level (8)</li> <li>• Oakland Unified School District's (OUSD) policy to increase collaboration to bring nutrition education a struggle to carry out because of scarce resources (8)</li> </ul>		<ul style="list-style-type: none"> <li>• Engage with Oakland Unified School district in the ongoing development of their Wellness Policy.</li> </ul> <p><u>Education</u></p> <ul style="list-style-type: none"> <li>• Support and encourage more nutrition education in youth, adult and senior programs that are currently administered or funded by the City.</li> <li>• Support school-based programs that integrate nutrition and gardening and that raise awareness about the connection between healthy food choices and locally-grown fresh produce.</li> <li>• Conduct nutrition education classes and activities, including shopping and food budgeting guidance, in conjunction with small food retail stores, residents, and community-based organizations. (101)</li> </ul> <p><u>Outreach</u></p> <ul style="list-style-type: none"> <li>• Sponsor community events and public health campaigns that promote healthy foods and urban agriculture. Examples could be community health fairs, open garden day, harvest festival, and a City-wide "Eat Well" week.</li> <li>• Collaborate with the existing Bay Area Green Business Program to add food criteria in addition to water, energy solid waste, and pollution protection criteria for green business compliance and certification.</li> <li>• Develop an outreach program to increase and stabilize participation rates for the National School Lunch and School Breakfast Programs, and Child and Adult Care Food Program.</li> </ul> <p>* The outreach effort could be shared in partnership among Oakland's community-based organizations and OUSD, and carried out through the schools.</p>

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**Recycling/Composting**

<p><b>Waste Recovery</b></p>		<ul style="list-style-type: none"> <li>• <u>Food waste is the largest single material</u> in the Oakland waste stream (12% of all Oakland waste) (9)</li> <li>• Oakland has a "Beyond 75%" diversion rate goal, and adopted a "Zero Waste" resolution</li> <li>• There is support for increasing product recyclability, reducing toxics and pollution as a component of products and packaging, and creating opportunities for economic development through both increased efficiency and multiple markets for reused and recycled goods. (9)</li> </ul> <p><u>Food Scraps</u></p> <ul style="list-style-type: none"> <li>• In 2005, 12,000 tons of commercial food scraps were diverted from the waste stream. (9)</li> <li>• The residential food scrap and yard trimmings recycling program, "Green Cart," diverted 34,000 tons. (9)</li> <li>• City Slicker Farms (West Oakland-based) accepts donated food scraps and uses them as compost inputs</li> </ul>		<ul style="list-style-type: none"> <li>• Increase food waste diversion by supporting and following the City's "Zero Waste" resolution recommendations and the polystyrene ban to improve the recyclability of food waste.</li> </ul> <p>Increase food waste diversion by supporting community-based organizations that use urban food waste as compost for urban food production.</p>
<p><b>Waste Recovery</b></p>		<ul style="list-style-type: none"> <li>• Oakland Potluck diverts edible food from the waste stream and donates it to those in need</li> <li>• Cooperation and innovation among stakeholders (incl. city, waste haulers, businesses, residents, comm. Organizations) could increase food waste recovery</li> </ul> <p><u>Major barriers in this sector</u></p> <ul style="list-style-type: none"> <li>• non-biodegradable packaging that pollutes the waste stream (9)</li> <li>• Commercial food scrap recovery is excluded from the Oakland exclusive garbage franchise with Waste Management of Alameda County and is collected for profit on an open market. (9)</li> </ul>		

<b>Study Name:</b>		A Food Systems Assessment for Oakland, CA: Toward a Sustainable Food Plan		
<b>Produced By:</b>		Oakland Mayors Office of Sustainability and University of California, Berkeley Department of City and Regional Planning		
<b>Authors:</b>		Heather Wooten & Serena Unger		
<b>Type of Assessment</b>		Food System Assessment (FSA)		
<b>Geographic Area:</b>		Oakland		
<b>Year Completed:</b>		2006		
<b>Food System Component</b>	<b>Keywords</b> <i>Activities/issue areas assessed</i>	<b>Findings</b>	<b>Methodology Used</b> <i>(Identify: data source / indicator; type of analysis performed; geographic area of focus)</i>	<b>Conclusions / Recommendations</b>
		<ul style="list-style-type: none"> <li>Locally produced and processed foods = less packaging and reduced transportation - could increase food scrap recoverability by reducing non-recyclable and non-compostables (9)</li> </ul>		
<b>Economic Development</b> (related to food sector: production, processing and distribution, retail)				
<b>Cross-Cutting</b>		<u>Benefits of consuming local food in Oakland:</u> Increases the community's overall food security, <ul style="list-style-type: none"> <li>Reduces price vulnerability and provides fresher, more nutritious seasonal products (6)</li> </ul> <u>Job Creation</u> <ul style="list-style-type: none"> <li>The City of Oakland employs approximately 4,000 people in the "Food Distribution and Processing" cluster</li> <li>There are a total of 2047 food processing jobs and 71 total firms</li> <li>This sector is in danger of being "squeezed out" of Oakland as industrial land prices rise and rents increase. (5)</li> <li>Food processing has the potential to contribute to Oakland's "green jobs" economy - Hansen (42)</li> <li>Co-op commercial kitchens and kitchen incubators are one of the small-scale food processing models that could provide small entrepreneurs with opportunities to build their businesses and develop job skills. (42)</li> </ul>	(CEDA, 2004)	See <b>Processing ; Distribution ; Consumption</b>
		<b>Community Participation</b> (participation of families and youth especially)		
		<u>Community Organizations</u> <ul style="list-style-type: none"> <li>70 organizations inventoried are taking community-based food security strategies: c-based urban gardens, "corner store conversions," OUSD partnerships are working on getting local, fresh and nutritious food into communities where hunger and malnutrition are present, and in improving health in underserved neighborhoods.</li> </ul>		

<b>Study Name:</b> A Framework for Understanding Food Insecurity: An Anti-Hunger Approach, A Food Systems Approach <b>Produced By:</b> The Center for Weight and Health, College of Natural Resources, University of California at Berkeley <b>Authors:</b> Sujatha Ganapathy, Sheila Bliss Duffy, Christy Getz <b>Type of Assessment:</b> Literature review; Case studies <b>Geographic Area:</b> West Oakland (other Bay Area Case Studies) <b>Year Completed:</b> 2005				
Food System Component	Keywords <i>Activities/issue areas assessed</i>	Findings	Methodology Used <i>(Identify: data source / indicator; type of analysis performed; geographic area of focus)</i>	Conclusions / Recommendations
<b>Production</b>	<b>Urban Gardening/Urban Farming</b> (includes community and backyard gardening)	[People's Grocery] Promotes a community-responsive food system based on stable, local agriculture by: - sponsoring and partnering in the operation of The City Slicker Farm	Case Study	
	<b>Regional Food Shed/Regional Farming</b> (includes local, rural agriculture)	[People's Grocery] Maximizes the relationship between local food consumption and locally food grown, thus building better links between farmers and consumers by: - supporting locally-owned family farms, organic farms and farmers of color - strengthening the ability to produce food locally through urban agriculture. (83)	Case Study	
<b>Consumption</b>	<b>Food Security</b> (includes federal food assistance programs and emergency food sources)	[People's Grocery] addresses principles central to the Community Food Security Approach  [People's Grocery] is building up a community's food resources to meet its own needs by: - encouraging the development and retention of locally-owned, socially responsible businesses, - operating a mobile grocery store and fresh produce street stand - planning to establish a non-profit cooperative grocery store.	Case Study	As long as there is poverty in our society, ensuring food security requires that the poor continue to be eligible for and participate in the nutritional safety net and that public programs be augmented, eventually phased-out, and replaced with sustainable market- and community-based collaborations. Until the nation has a food system that ensures the food security of all families and communities, both anti-hunger and CFS approaches are necessary
	<b>Health / Nutrition</b> (includes obesity and diet-related disease)	Infant mortality in West Oakland is 16.5%, the worst in all of Oakland.	"A 1998 demographic study" (Not cited)	

<b>Study Name:</b> A Framework for Understanding Food Insecurity: An Anti-Hunger Approach, A Food Systems Approach <b>Produced By:</b> The Center for Weight and Health, College of Natural Resources, University of California at Berkeley <b>Authors:</b> Sujatha Ganapathy, Sheila Bliss Duffy, Christy Getz <b>Type of Assessment:</b> Literature review; Case studies <b>Geographic Area:</b> West Oakland (other Bay Area Case Studies) <b>Year Completed:</b> 2005				
<b>Food System Component</b>	<b>Keywords</b> <i>Activities/issue areas assessed</i>	<b>Findings</b>	<b>Methodology Used</b> <i>(Identify: data source / indicator; type of analysis performed; geographic area of focus)</i>	<b>Conclusions / Recommendations</b>
<b>Cross-Cutting</b>	<b>Economic Development</b> (related to food sector: production, processing and distribution, retail)			
		76% of the 32,000 residents live below the poverty line Estimated median household income in 1998 was \$14,788 and that by 2005 the mean household income in West Oakland would be the lowest in the City of Oakland. West Oakland suffers from high unemployment and concentrated welfare dependency.  Only 41% of West Oakland residents participate in the workforce	"A 1998 demographic study" (Not cited)	
	<b>Community Participation</b> (participation of families and youth especially)			
		[People's Grocery] is emphasizing community self-reliance and empowerment by: - providing employment, entrepreneurial business training and life skills for youth - educating residents about sustainable agriculture, health/nutrition, and social justice	Case Study	

<b>Study Name:</b>		Abating Hunger Among the Elderly		
<b>Produced By:</b>		Alameda County Community Food Bank in Association with Mercy Brown Bag Program, St. Mary's Center		
<b>Authors:</b>		Jessica Bartholow, Ursula Chanse, Erica Erney, Caroline Glesman, Mike Ziegler		
<b>Type of Assessment</b>		Program Evaluation / Survey		
<b>Geographic Area:</b>		Alameda County		
<b>Year Completed:</b>		2003		
<b>Food System Component</b>	<b>Keywords</b>	<b>Findings</b>	<b>Methodology Used</b>	<b>Conclusions / Recommendations</b>
	<i>Activities/issue areas assessed</i>		<i>(Identify: data source / indicator; type of analysis performed; geographic area of focus)</i>	
<b>Consumption</b>	<b>Food Security</b> (includes federal food assistance programs and emergency food sources)	<ul style="list-style-type: none"> <li>Of Alameda County's 129,076 residents, approx. 10,000 live below federal poverty level</li> <li>Oakland has the highest percentage (13.1%) of seniors living in poverty among all large cities in the state</li> <li>Each Brown Bag Program not only provides food to approx. 40,000 low-income seniors but by relying on seniors themselves as volunteers, provides exercise and socialization for seniors.</li> <li>Food Stamp eligibility in CA is limited by Supplementary Security Income (SSI), so very few seniors use food stamps for obtaining funds for food.</li> <li>A majority of seniors are "just scraping by"; A majority report skipping meals or days of eating due to lack of funds.</li> <li>37% report they had to cut the size of their meals or skip meal because they did not have enough money for food; 15% that this happens monthly</li> <li>13% report they did not eat for a whole day because they could not afford it</li> <li>88% would use Food Stamps if they were eligible</li> </ul>	<p>Survey of participants from all 12 Alameda County Brown Bag Program Sites;</p> <p>137 surveyed; Survey completed by elderly at the sites, with qualitative interviews of some</p>	<p>Increase funding for the CA Senior Brown Bag Program</p> <p>Fully fund Meals-On-Wheels and Congregate Meal Programs</p> <p>Create a set-aside fund for senior programs</p> <p>Develop a task force to address hunger among the elderly in Alameda County</p> <p>Hold a public hearing on California's "Cash Out" Policy (part of SSI)</p> <p>Strengthen the safety net for all low-income people</p>
	<b>Health / Nutrition</b> (includes obesity and diet-related disease)	<ul style="list-style-type: none"> <li>Food insecurity leading to malnutrition causes both physical and psychological problems</li> <li>Provision of food reduces the risks of diet-related diseases, depression, stress, therefore reducing need for costly medical intervention later.</li> </ul>		

<b>Study Name:</b>		Abating Hunger Among the Elderly		
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<b>Authors:</b>		Jessica Bartholow, Ursula Chanse, Erica Erney, Caroline Glesman, Mike Ziegler		
<b>Type of Assessment</b>		Program Evaluation / Survey		
<b>Geographic Area:</b>		Alameda County		
<b>Year Completed:</b>		2003		
<b>Food System Component</b>	<b>Keywords</b>	<b>Findings</b>	<b>Methodology Used</b>	<b>Conclusions / Recommendations</b>
	<i>Activities/issue areas assessed</i>		<i>(Identify: data source / indicator; type of analysis performed; geographic area of focus)</i>	
<b>Cross-Cutting</b>	<b>Economic Development</b> (related to food sector: production, processing and distribution, retail)			
		<ul style="list-style-type: none"> <li>· Annual cost to state of Brown Bag Program is \$865,000</li> <li>· Many say they couldn't afford medical care, utilities, or rent without the Brown Bag Program.</li> <li>· 77% of those interview have a total household income below \$1,000/month</li> </ul>	See above, <b>Survey Method</b>	

<b>Study Name:</b> Alameda County Foodshed Report <b>Produced By:</b> UC Sustainable Agriculture Research and Education Program, UC Davis <b>Authors:</b> Shauna Cozad, Shawn King, Henry Krusekopf, Sarah Prout, and Gail Feenstra <b>Type of Assessment:</b> Food System Assessment (FSA) <b>Geographic Area:</b> Alameda County <b>Year Completed:</b> 2002				
Food System Component	Keywords <i>Activities/issue areas assessed</i>	Findings	Methodology Used <i>(Identify: data source / indicator; type of analysis performed; geographic area of focus)</i>	Conclusions / Recommendations
<b>Production</b>	<b>Regional Food Shed/Regional Farming</b> (includes local, rural agriculture)	<u>Agricultural Industry</u> <ul style="list-style-type: none"> <li>Alameda County's agricultural landscape mirrors state- and nation-wide trends towards fewer and larger farms</li> <li>Alameda County's contribution to California's total agricultural productivity has declined from a peak of 2.27% in 1954 to a low of 0.18% in 1997.</li> <li>There are less than 100 farmers left in Alameda County, excluding ranchers. Seventy-five percent of these farmers grow field crops for livestock and market to neighbors or use the feed for their own cattle enterprises</li> <li>Nursery crop production, beef cattle, and wine grape operations are Alameda County's top-earning agricultural activities.</li> <li>With the exception of winegrape vineyard establishment and organic farm start-ups, agriculture in the county continues to shift towards less labor- and input- intensive crops and lower overall annual agricultural earnings</li> <li>Despite the diversity of organizations supporting alternative agriculture that are active in the county, Alameda County as a whole lacks a cohesive effort to recognize and support local farm product marketing.</li> </ul>		<u>Assistance to New and Existing Farmers</u> <ul style="list-style-type: none"> <li>Existing zoning laws and other agricultural land preservation efforts must be supplemented with more direct assistance to allow Alameda's declining local agriculture to respond to the vast marketing opportunities the Bay Area provides</li> <li>Critical barriers related to start-up costs, access to clean irrigation water, and taxes must be addressed. (18)</li> <li>Community organizations might aid local growers by providing brokerage or other collective marketing tactics to connect local producers with local processors and restaurant supply markets. (40)</li> </ul> <u>Land Preservation, Zoning, &amp; Taxation</u> <ul style="list-style-type: none"> <li>The growing market for local produce in the Bay Area cannot support Alameda County growers if development pressure and the real estate market are not</li> </ul>

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Food System Component	Keywords <i>Activities/issue areas assessed</i>	Findings	Methodology Used <i>(Identify: data source / indicator; type of analysis performed; geographic area of focus)</i>	Conclusions / Recommendations
<b>Production</b>		<ul style="list-style-type: none"> <li>• most "local" produce available in the county actually comes from farms in neighboring counties</li> <li>• Consumer and advocacy efforts to change institutional and commercial food server buying practices are also focused on products rather than source location, i.e. organic or pesticide-free produce rather than produce grown locally.</li> </ul> <p><u>Loss of Farmland</u></p> <ul style="list-style-type: none"> <li>• Alameda County's farm numbers and acreage and general agricultural landscape has suffered a long term decline because zoning laws and tax incentives for preserving agricultural land became effective only after much of the highest quality agricultural land in the county had been developed.</li> <li>• The pace of development has quickened considerably since 1994, with nearly 3,500 acres of farmland developed by 1997; an additional 7,000 acres will be converted for single housing development with a golf course by the end of 2001.</li> <li>• Much of the county's remaining undeveloped farmland is rangeland characterized by poor soil, steep slopes, and no developed water supply. The lack of water remains the primary barrier to development</li> </ul> <p><u>Insufficient Zoning Laws</u></p> <ul style="list-style-type: none"> <li>• Strong zoning laws are now in place but may not be enough to prevent development once land values rise enough to make water infrastructure development affordable to developers.</li> </ul> <p><u>Land Values &amp; Development</u></p> <ul style="list-style-type: none"> <li>• Rapid growth threatens agriculture by increasing real estate values and creating other market pressures that favor development.</li> </ul>		<p>and the real estate market are not further controlled. Zoning and taxation laws should be tailored to keep productive agriculture land costs competitive with neighboring counties.</p> <ul style="list-style-type: none"> <li>• Zoning and taxation laws remain vital tools for preserving agricultural lands in the county.</li> <li>• The county's few remaining areas of prime farmland will be developed unless municipalities provide continuous, comprehensive zoning protection.</li> </ul> <p><u>Direct Marketing</u></p> <ul style="list-style-type: none"> <li>• An organized countywide program to encourage local marketing of agricultural products</li> </ul> <p><u>Wine &amp; Organics</u></p> <ul style="list-style-type: none"> <li>• County agricultural support services should work to develop expertise, create incentives, and help provide resources for organic, specialty, and premium winegrape agriculture.</li> </ul> <p><u>Access to Water</u></p> <ul style="list-style-type: none"> <li>• Growers may need special exemptions on groundwater use restrictions or subsidies to offset pumping costs to remain viable</li> </ul>

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<b>Production</b>		<ul style="list-style-type: none"> <li>• While there are rapidly growing market opportunities for all sectors of the food distribution economy in the Bay Area, urbanization also erodes the land base needed for agricultural production and the basic industries that are "syneconomic" with farming.</li> </ul> <p><u>Inheriting Land</u></p> <ul style="list-style-type: none"> <li>• Working farms are often inherited by non-farming relatives who have little interest in continuing to farm the land, and may prefer to sell it for development rather than manage it as leased farming land.</li> </ul> <p><u>Farmland Conservation</u></p> <ul style="list-style-type: none"> <li>• Organic specialty and high-value winegrape production offer promise for keeping high-quality farmland in production in the county.</li> <li>• Rapid growth in small-scale organic farms and in vineyards holds promise for keeping prime farmland in economically sustainable production if the county can actively encourage expansion of such intensive systems (12).</li> </ul> <p><u>Water Scarcity</u></p> <ul style="list-style-type: none"> <li>• Lack of developed water sources both protects extensive rangeland areas from conversion and works to prevent establishment of new farms in spite of the county's proximity to large and growing Bay Area markets for all types of farm products.</li> </ul> <p><u>Water Demand</u></p> <ul style="list-style-type: none"> <li>• With the exception of wine grapes, agriculture in the county has shifted from input and labor intensive commodities to less intensive ones, reducing agricultural water demand relative to demand for municipal water uses.</li> </ul> <p><u>Out-of-County Competition</u></p> <ul style="list-style-type: none"> <li>• Alameda County is not enriched when most of the nearly \$9.5 million generated in farmer's market sales leave the county at the close of market as the vendors return to their farms 1-3 hours distant</li> </ul>		<ul style="list-style-type: none"> <li>• Perhaps technical assistance with improving irrigation efficiency and creating cost-effective on-farm water purification would encourage new farm establishment.</li> <li>• Additional or improved efforts to control groundwater pollution will be needed to prevent worsening water quality.</li> </ul>

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Food System Component	Keywords <i>Activities/issue areas assessed</i>	Findings	Methodology Used <i>(Identify: data source / indicator; type of analysis performed; geographic area of focus)</i>	Conclusions / Recommendations
<b>Processing</b>	<b>Food Processors</b>	<u>Manufacturing</u> <ul style="list-style-type: none"> <li>Over the last fifty years, urban development has replaced farmland and the county is now left with only a small handful of manufacturers of raw materials entering California's agricultural markets.</li> <li>Food manufacturing is still a viable industry, because Alameda County is one of the State's hubs for imports and exports for agricultural and other manufactured goods, but very little farm product from county farms is used in local processing and manufacturing businesses</li> <li>A number of food wholesalers in the Oakland port's produce market have processing kitchens where fresh vegetables are cut and pre-packaged</li> <li>Alameda County's food manufacturers' (processors) net value added to products has fluctuated for the last 20 years.</li> </ul>		
<b>Distribution</b>	<b>Wholesale Markets/ Warehouses</b>	<u>Grocery Wholesalers in the County</u> <ul style="list-style-type: none"> <li>Due to its location, the county has always been home to a major shipping port for export and import of food and other products.</li> </ul> <u>Distributors</u> <ul style="list-style-type: none"> <li>Tracking the number of businesses involved in food distribution provides an indication of food distribution activity within the food system</li> <li>The number of grocery wholesalers doubled over the last twenty years 1977-'97).</li> <li>Food wholesaler gross receipts have undergone a smooth three-fold increase from 2.84 billion in 1974 to 8.35 billion</li> </ul>		<u>Restore Facilities</u> <ul style="list-style-type: none"> <li>Efforts to support or expand local agricultural production must include restoration of local packing and wholesaling facilities for changes to be sustained</li> </ul>

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		<ul style="list-style-type: none"> <li>• Grocery wholesalers generate the bulk of the overall earnings of the county's food system, showing a three-fold increase in gross sales since 1974 while food server (restaurant) earnings doubled over the same period.</li> </ul>		

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Food System Component	Keywords <i>Activities/issue areas assessed</i>	Findings	Methodology Used <i>(Identify: data source / indicator; type of analysis performed; geographic area of focus)</i>	Conclusions / Recommendations
		<u>Oakland Produce Association</u> <ul style="list-style-type: none"> <li>• Fifteen produce wholesalers make up the Oakland Produce Association (OPA) whose members are largely responsible for supplying raw, pre-cut and pre-packaged food to all the schools, hospitals, cafeterias and restaurants in the East Bay Area. Produce is picked up and trucked to regions as far away as the Central Valley and up to the mountains of Northern California</li> <li>• The OPA is expanding the volume of organic, locally and regionally grown produce to meet the needs of buyers such as restaurants who must pickup all of the wide variety of produce they buy in one trip to the <u>wholesale market</u></li> </ul> <u>Wholesale Market Demand</u> <ul style="list-style-type: none"> <li>• Demand for a centralized wholesale market offering numerous products, such as salsa, mixed diced vegetables and prepared fruit salads has greatly widened the scope of what wholesalers now provide to restaurant and industrial kitchen customers.</li> <li>• In a series of seven interviews in March of 2000 with members of the Produce Association, each one expressed interest in buying from local growers, and three said they would pay more for organic specialty products if they could meet the demand of current or <u>future buyers</u></li> </ul>		
<b>Consumption</b>	<b>Food Security</b> (includes federal food assistance programs and emergency food sources)			
		<u>Food Assistance</u> <ul style="list-style-type: none"> <li>• Services such as WIC and (16/17) Food Stamp Programs are 60% underutilized and private or church-based charities and food banks are largely taking up the slack</li> </ul>		<u>Accepting Food Coupons</u> <ul style="list-style-type: none"> <li>• In poorer urban centers, such as East and West Oakland, market pricing may reflect the neighborhood economics, and it is critical that the market has a means for accepting and exchanging food coupons.(13)</li> </ul>

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		<ul style="list-style-type: none"> <li>Highly utilized local shelters and food banks indicate ongoing need for assistance in the County(6)</li> </ul>		<u>Organizing &amp; Community Efforts</u> <ul style="list-style-type: none"> <li>Possible solutions include organizing the farmers' market buying power of</li> </ul>

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Food System Component	Keywords <i>Activities/issue areas assessed</i>	Findings	Methodology Used <i>(Identify: data source / indicator; type of analysis performed; geographic area of focus)</i>	Conclusions / Recommendations
		<u>Lack of Food Access</u> <ul style="list-style-type: none"> <li>In neighborhoods where per capita income is \$17,000 or less, grocery stores are virtually nonexistent. Surviving small markets and liquor stores provide mostly snack and processed foods that supplement most families' diets.</li> <li>In underserved low-income neighborhoods, organic and specialty foods are rarely found in local markets and are considered accessible only to the wealthy, although many West Oakland residents were interested in growing their own food in gardens.</li> </ul>		community groups such as churches, low-income housing developments and local food security councils and strengthening consumer demand to replace mini-marts with small grocers in impoverished areas. (35)
<b>Food Access / Transportation</b> (can include transit routes, car ownership, etc)				
		<u>Lack of Transit</u> <ul style="list-style-type: none"> <li>When chain stores displace small, local grocers in low-income areas, many residents who cannot afford public transportation to more distant, larger stores lack access to fresh produce and other healthy foods, purchasing boxed or canned food from local convenience or liquor stores instead.</li> </ul>		
<b>Food Retail</b> (includes grocery stores and corner stores, restaurants, etc., can include farmers' markets)				
		<u>Demand &amp; Market for Local Produce</u> <ul style="list-style-type: none"> <li>Alameda County's relatively high-income and ethnically diverse and constantly growing population continues to provide an optimal market for locally produced farm products through farmers markets, subscription food services, local food markets, and restaurants.</li> </ul>		<ul style="list-style-type: none"> <li>Although farmers' markets provide extensive direct marketing opportunities in the county, most of the benefits go to out-of-county growers who truck produce to Alameda's markets.</li> </ul>

<b>Study Name:</b> Alameda County Foodshed Report <b>Produced By:</b> UC Sustainable Agriculture Research and Education Program, UC Davis <b>Authors:</b> Shauna Cozad, Shawn King, Henry Krusekopf, Sarah Prout, and Gail Feenstra <b>Type of Assessment:</b> Food System Assessment (FSA) <b>Geographic Area:</b> Alameda County <b>Year Completed:</b> 2002				
Food System Component	Keywords <i>Activities/issue areas assessed</i>	Findings	Methodology Used <i>(Identify: data source / indicator; type of analysis performed; geographic area of focus)</i>	Conclusions / Recommendations
		<ul style="list-style-type: none"> <li>The decline of poverty in the county may help sustain local agriculture by fueling growth of resident participation in farmer's markets, CSA's, other forms of direct marketing.</li> </ul>		<ul style="list-style-type: none"> <li>Programs to bring direct food marketing to poverty areas may be a good opportunity to both increase the quality of the diet for local residents and expand markets for local agricultural producers. (17)</li> </ul>

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Food System Component	Keywords <i>Activities/issue areas assessed</i>	Findings	Methodology Used <i>(Identify: data source / indicator; type of analysis performed; geographic area of focus)</i>	Conclusions / Recommendations
<b>Consumption</b>		<u>Local Food Options</u> <ul style="list-style-type: none"> <li>• 19 Farmer’s markets, 12 subscription food baskets (CSAs), four organic distribution services, and four roadside stands give Alameda County consumers alternatives to conventional grocery store chains</li> <li>• Alameda County’s food server industry is ripe with opportunities for local growers if direct marketing connections can be made- Links forged among consumers, restaurants and farmers may support the economic and political survival of local growers.</li> <li>• The growth in locally-owned, specialty, organic, and ethnic restaurants may provide expanding markets for local growers. With a fair price paid for the produce, the security of a direct marketing approach from farm to kitchen may be crucial to local small farm viability.</li> <li>• Grocery wholesalers and restaurants in the county could offer enormous market potential for county growers if the growers could cross the service gap left behind by the decline of local packers and farm product wholesale brokers</li> </ul> <u>Challenges for Small-Scale Farmers</u> <ul style="list-style-type: none"> <li>• The consolidation of the grocery business into a small number of state and national chain stores does not portend well for small producers</li> <li>• Large chain stores generally make purchases in lots too large to be filled by small growers.</li> </ul> <u>Niche Markets</u> <ul style="list-style-type: none"> <li>• In contrast to the consolidation trend in the mainstream grocery industry, individually owned ethnic markets are becoming more successful as the county population diversifies ethnically</li> <li>• In smaller, more specialized ethnic markets and markets specializing in fresh organic produce, local agriculture may find a niche.</li> </ul>	(Shauna Cozad 2001)	<u>CSA&amp; Marketing</u> <ul style="list-style-type: none"> <li>• In the long run CSAs, as both concept and reality, can only truly exist if a direct link between grower and buyer is maintained, and the surest way to maintain that link is keeping the farms that feed the people visible and accessible to the people they feed. Local farms selling locally provide easiest local access. (39)</li> </ul>

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		<u>Restaurants &amp; Local Production</u> <ul style="list-style-type: none"> <li>• Since 1972, the number of restaurants in Alameda County has more than doubled and there do not appear to be any declines over the past two decades</li> <li>• The intensive labor involved in growing on a small scale results in higher priced produce than that which is conventionally grown, and thus restaurants serving foods prepared with organic ingredients must do so at a higher price than food based on conventionally-grown ingredients would require</li> </ul>		

<b>Study Name:</b> Alameda County Nutrition Profile <b>Produced By:</b> California Food Policy Advocates <b>Authors:</b> <b>Type of Assessment:</b> Fact Sheet / Summary of statistics <b>Geographic Area:</b> Alameda County <b>Year Completed:</b> 2008				
Food System Component	Keywords <i>Activities/issue areas assessed</i>	Findings	Methodology Used <i>(Identify: data source / indicator; type of analysis performed; geographic area of focus)</i>	Conclusions / Recommendations
Consumption	<b>Food Security</b> (includes federal food assistance programs and emergency food sources)			
		<b>Food Stamp Program:</b> 54% of those eligible are not participating, and \$97,508,952 in Federal funding is lost due to underutilization <b>School Lunch Program:</b> 35.% of those eligible do not participate, with \$12,259,542 in Federal funding lost due to underutilization <b>Summer Food Program:</b> 69.2% of those eligible do not participate, with \$1,553,059 in federal funding lost due to underutilization <b>WIC Program:</b> 34,921 (# of participants – only data available at time of release)	Summary of primary data sources. See: <a href="http://www.cfpa.net/2008%20County%20Profiles/2008%20Methodology.pdf">http://www.cfpa.net/2008%20County%20Profiles/2008%20Methodology.pdf</a>	[Nutrition Profiles can be used as] Educational and advocacy tools...with decision-makers, community workers, health professionals, anti-hunger advocates, media, and the general public
Consumption	<b>Health / Nutrition</b> (includes obesity and diet-related disease)			
		<b>(Alameda County/County Rank/State of CA)</b> -% of Babies Born with Low Birth Weight 6.8%/ #13/ 6.7% - % of 7th Graders with Unhealthy Weight 29.9%/ #36/ 32.3% -% of 7th Graders with Unhealthy Aerobic Capacity 33.8%/ #31/ 37.8% <b>(4% lower than nat'l average)</b> -# of Overweight or Obese Adults 540,000/ #NA/ 14,800,000 -% of Overweight/Obese Adults 48.3%/ #54/ 56.1% <b>(7.8% lower than nat'l average)</b> -# Of People with Type II Diabetes 59,000/ #40 /1,516,000 -# of Diabetes Related Deaths, Annually 288/ #28/ 6,997 -Breastfeeding Rates 87.6%/ #26/ 83.7% <b>(3.9% higher than nat'l average)</b>		
Cross-Cutting	<b>Economic Development</b> (related to food sector: production, processing and distribution, retail)			
		A total of over \$111 million dollars in potential Federal Funding is lost due to underutilization (see <i>Food Security</i> findings)		

<b>Study Name:</b>		Alameda County: A Profile of Poverty, Hunger & Food Assistance		
<b>Produced By:</b>		California Food Policy Advocates		
<b>Authors:</b>				
<b>Type of Assessment</b>		Fact Sheet / Summary of statistics		
<b>Geographic Area:</b>		Alameda County		
<b>Year Completed:</b>		2002		
<b>Food System Component</b>	<b>Keywords</b> <i>Activities/issue areas assessed</i>	<b>Findings</b>	<b>Methodology Used</b> <i>(Identify: data source / indicator; type of analysis performed; geographic area of focus)</i>	<b>Conclusions / Recommendations</b>
<b>Consumption</b>	<b>Food Security</b> (includes federal food assistance programs and emergency food sources)	<p><u>Poverty</u></p> <ul style="list-style-type: none"> <li>Alameda County ranks 46th out of 58 counties in California in poverty and 45th in child poverty.</li> <li>Between January 2001 and January 2002, the unemployment rate in Alameda County increased from 2.8 percent to 6.3 percent.</li> </ul> <p><u>Assistance Programs</u></p> <ul style="list-style-type: none"> <li>Even as the demand for charitable food assistance increased by 23 percent last year, federal food programs are failing to serve eligible, hungry families. Bureaucratic hassles and the stigma of receiving assistance prevent people from getting the help they need.</li> <li>Only 23 percent of school-aged needy children in Alameda County eat a free or reduced-price breakfast.</li> </ul>	<p><u>Food Stamp Program</u></p> <ul style="list-style-type: none"> <li>CFPA is able to estimate the number of individuals that participate in the Food Stamp Program from the Health and Welfare Agency.</li> </ul> <p><u>WIC Program:</u> The estimated number of eligibles for the WIC program was adopted from the Department of Health Services, WIC Branch. A WIC consultant who used a conglomeration of methods to estimate the aggregate of eligible infants, eligible children (1 to 5 years), eligible pregnant women, and postpartum and breastfeeding women.</p> <p><u>School Nutrition Program:</u> CFPA's estimates of children eligible for USDA school and community nutrition programs are taken from the California Department of Education, Nutrition Services Division "CalWORKs/School Meals" data file available at <a href="http://www.cde.ca.gov/demographics/files/afd.c.htm">http://www.cde.ca.gov/demographics/files/afd.c.htm</a>. The "eligible" children are in fact, those that have applied for free or reduced-priced meals and have been "certified" to receive free or reduced-priced meals (FRP) based on their families' annual income.</p> <ul style="list-style-type: none"> <li>CFPA is not able to obtain data on the number of Californians that are actually eligible for food stamps because of the complicated system of determining eligibility for benefits</li> </ul>	<p><u>For Residents</u></p> <ul style="list-style-type: none"> <li>Write a letter in support of state legislation to eliminate red tape in the Food Stamp Program.</li> <li>Urge school officials to ensure that every school in Alameda County provides breakfast.</li> </ul>

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<b>Food System Component</b>	<b>Keywords</b> <i>Activities/issue areas assessed</i>	<b>Findings</b>	<b>Methodology Used</b> <i>(Identify: data source / indicator; type of analysis performed; geographic area of focus)</i>	<b>Conclusions / Recommendations</b>
<b>Consumption</b>			<ul style="list-style-type: none"> <li>Households are eligible based on a number of factors, including income, immigration status, drug felon status, assets, and car ownership. This makes it difficult to discern the universe of eligible individuals from the number participating to understand program underutilization (CPFA website)</li> </ul> <p><u>WIC Program</u></p> <ul style="list-style-type: none"> <li>The estimated number of eligibles for the WIC program was adopted from the Department of Health Services, WIC Branch. A WIC consultant who used a conglomeration of methods to estimate the aggregate of eligible infants, eligible children (1 to 5 years), eligible pregnant women, and postpartum and breastfeeding women.</li> </ul> <p><u>School Nutrition Program</u></p> <ul style="list-style-type: none"> <li>CFPA's estimates of children eligible for USDA school and community nutrition programs are taken from the California Department of Education, Nutrition Services Division "CalWORKs/School Meals" data file available at: <a href="http://www.cde.ca.gov/demographics/files/afdc.htm">http://www.cde.ca.gov/demographics/files/afdc.htm</a></li> </ul>	<ul style="list-style-type: none"> <li>Contact school and community leaders in your county about expanding the Summer Food Program so that needy children don't go hungry when school is out.</li> <li>Work with childcare centers and homes to ensure that children get nutritious meals through the CACFP.</li> </ul>

<b>Study Name:</b> City Slicker Farms 2006 Annual Report <b>Produced By:</b> City Slicker Farms <b>Authors:</b> Logan Rockefeller Harris, Amourance Lee, Hilary Melcarek, Willow Rosenthal <b>Type of Assessment:</b> Program Evaluation / Survey <b>Geographic Area:</b> West Oakland <b>Year Completed:</b> 2006				
Food System Component	Keywords <i>Activities/issue areas assessed</i>	Findings	Methodology Used <i>(Identify: data source / indicator; type of analysis performed; geographic area of focus)</i>	Conclusions / Recommendations
Production	<b>Urban Gardening/Urban Farming</b> (includes community and backyard gardening)			
		<ul style="list-style-type: none"> <li>• Stood out as the top organic urban farming organization in West Oakland</li> <li>• Produced and distributed the most food per square foot of land of any comparable organization in the area</li> <li>• <b>Cultivated 5,731 or 2,296 square feet or .86 acres of land</b></li> <li>• Raised 10,500 seedlings at our plant nursery</li> <li>• Grew and Distributed 6,496 lbs of produce (or one years worth of vegetables for more than 14 people) through our weekly donation only Farm Stands</li> </ul>		<ul style="list-style-type: none"> <li>• Work toward cultivating 77 acres, or 3% of the total area of West Oakland.</li> </ul>
Consumption	<b>Food Security</b> (includes federal food assistance programs and emergency food sources)			
		<ul style="list-style-type: none"> <li>• Participants grew and consumed 4,182 lbs of produce (7)</li> <li>• 40% of participants were able to grow half or more of their household's produce</li> <li>• 60% of participants grew a quarter or more of their household's produce</li> <li>• There was a 54% decrease in the number of participants who at times lacked money for food (10)</li> <li>• 30% of the produce grown was distributed free of charge to low-income community members (7)</li> </ul>	<ul style="list-style-type: none"> <li>• Conducted surveys at the Saturday Farm Stand for 8 weeks in March and November of 2006 with a total of 59 respondents. (endnotes)</li> </ul>	<ul style="list-style-type: none"> <li>• Engage staff, volunteers and participants in strategic decision-making that will lead to increased sustainability in the years to come. (13)</li> <li>• Strategize in order to provide healthy food to more low income residents</li> <li>• Increase program capacity to provide a significant portion of the produce required to feed West Oakland's population</li> <li>• <b>Support citywide policies that create more opportunities for urban agriculture. (11)</b></li> </ul>

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Food System Component	Keywords <i>Activities/issue areas assessed</i>	Findings	Methodology Used <i>(Identify: data source / indicator; type of analysis performed; geographic area of focus)</i>	Conclusions / Recommendations
<b>Consumption</b>	<b>Health / Nutrition</b> (includes obesity and diet-related disease)	<ul style="list-style-type: none"> <li>• Program participants showed a significant improvement in diet, physical activity, and overall health as a result of having a garden.</li> <li>• Held gardening, and cooking &amp; healthy living workshops attended by 48 community members</li> <li>• 30% experienced a positive change in their health since participating in the program</li> <li>• 50% added more fresh vegetables to their diet as a result of having a garden</li> <li>• The number of participants who ate fresh vegetables at least once a day increased by 35%</li> <li>• The number of participants who exercise at least three times a week increased by 24% (10)</li> </ul>		
<b>Waste Recovery</b>	<b>Recycling/Composting</b>	<ul style="list-style-type: none"> <li>• Recycled 17 tons of food waste through our bicycle-cart pick-up route</li> <li>• Made 11 tons of compost from local waste materials</li> </ul>	<ul style="list-style-type: none"> <li>• Apprentices and Interns processed, weighed and documented waste and compost amounts.</li> </ul>	<ul style="list-style-type: none"> <li>• Recycle more local wastes</li> </ul>
	<b>Economic Development</b> (related to food sector: production, processing and distribution, retail)	<ul style="list-style-type: none"> <li>• Hired two new Farm Apprentices to maintain and expand our Community Market Farms</li> <li>• West Oakland families saved \$7,300 by growing their own produce (7)</li> </ul>	<ul style="list-style-type: none"> <li>• Nearly tripled our overall income allowing us to vastly increase our services and reach more community members with healthy food.</li> </ul>	<ul style="list-style-type: none"> <li>• Increase the proportion of "sustainable" sources of income such as earned income and donations</li> <li>• Reduce our dependence on grant funding and loans.</li> </ul>
<b>Cross-Cutting</b>	<b>Community Participation</b> (participation of families and youth especially)	<ul style="list-style-type: none"> <li>• 38 groups of school children and disabled adults participated in service learning visits to our gardens</li> <li>• 375 people participated in school group visits</li> <li>• 48 community members attended workshops on gardening, cooking and healthy living</li> <li>• There was a 20% increase among gardening program participants who considered themselves very skilled or expert gardeners.</li> </ul>		

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		<ul style="list-style-type: none"> <li>• 185 volunteer community members contributed to building a healthy West Oakland while learning urban farming techniques</li> <li>• Community members and interns logged 2,583 volunteer hours (7)</li> <li>• CSF Distributed free resources and provided training in backyard gardening to 29 low-income West Oakland residents</li> <li>• CSF made 37 follow-up mentoring and supply visits to support program participants (7)</li> </ul>		

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<b>Type of Assessment</b>	Food System Assessment (FSA)
<b>Geographic Area:</b>	City of Alameda
<b>Year Completed:</b>	2006

Food System Component	Keywords <i>Activities/issue areas assessed</i>	Findings	Methodology Used <i>(Identify: data source / indicator; type of analysis performed; geographic area of focus)</i>	Conclusions / Recommendations
<b>Production</b>	<b>Urban Gardening/Urban Farming</b> (includes community and backyard gardening)			
		<p><b><u>There is substantial interest in urban gardening :</u></b> 57.7% would be interested in learning how to grow food for their family.</p> <ul style="list-style-type: none"> <li>• over half of the residents have gardened before; lots of people are good cooks</li> </ul> <p><b><u>Alameda Unified School District :</u></b> Miller Elementary has a garden</p> <ul style="list-style-type: none"> <li>• Both the middle and high school used to have gardens, but lacked funding to keep them.</li> </ul>		<ul style="list-style-type: none"> <li>• Use the open space to grow foods for use in APC programs and services.</li> <li>• Expand and improve current garden activities, including getting chickens for fresh eggs, harvesting honey from the bee hives, doing seed saving, and better management of the fruit crops.</li> </ul>
<b>Distribution</b>	<b>Regional Food Shed/Regional Farming</b> (includes local, rural agriculture)			
		<ul style="list-style-type: none"> <li>• Awareness about farming (especially urban farming) is low in urban areas, but people are interested in supporting local farmers.</li> </ul>		<ul style="list-style-type: none"> <li>• Work with small &amp; ethnic farmers in the area to provide produce for weekly food boxes, events, the market, and/or the café.</li> </ul>
<b>Distribution</b>	<b>Wholesale Markets/ Warehouses</b> (can include farmers' markets and CSA's in addition to wholesalers and distributors)			
		<p><b><u>The Alameda City Food Bank</u></b></p> <ul style="list-style-type: none"> <li>• acquires its food from: the County Food Bank (50%), Trader Joes (70% of fresh food; donated), wholesale food purchases (5%), food drives (10%), and farmers markets (5%)</li> </ul> <p><b><u>Alameda County Community Food Bank</u></b></p> <ul style="list-style-type: none"> <li>• Serves organizations throughout Alameda County that then distribute food to their service population.</li> <li>• Sells all of its products for \$0.15/lb, will make produce runs to agencies once a week, and allows pickups from once a month to everyday.</li> <li>• Sources of food include: donations, wholesale food purchases, and food drives.</li> <li>• Serve an average of 160,000 clients a month.</li> <li>• Supply food to APC once a week for different services like community breakfast and emergency food boxes.</li> </ul>		<ul style="list-style-type: none"> <li>• Partner with agencies like the Food Bank and farmers' markets to aid in distribution of healthy foods.</li> <li>• Collaborate with other organizations to buy in bulk for the market.</li> </ul>

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Food System Component	Keywords <i>Activities/issue areas assessed</i>	Findings	Methodology Used <i>(Identify: data source / indicator; type of analysis performed; geographic area of focus)</i>	Conclusions / Recommendations
<b>Distribution</b>		<p><b><u>Alameda Unified School District</u></b></p> <ul style="list-style-type: none"> <li>• Manages and prepares all school foods – their vision is to serve all complete meals and have tiered pricing for different meals.</li> <li>• There is a central kitchen at Woodstock Elementary where food is prepared and then shipped to individual schools where it is “re-thermed” for consumption.</li> <li>• Most foods are purchased from SYSCO and Goldstar; there are also USDA commodities which have full meals for sale.</li> </ul>		
<b>Consumption</b>	<b>Food Security</b> (includes federal food assistance programs and emergency food sources)	<p><b><u>Income affects the quality and quantity of foods purchased and eaten</u></b></p> <ul style="list-style-type: none"> <li>• 99% of all APC residents fall below the poverty line.</li> <li>• 57% said it was cost/price that prevented them from buying healthy food.</li> <li>• 42.2% report that during the past year they couldn't afford enough food.</li> <li>• 72% of residents use the food bank.</li> <li>• 56.5% said that they sometimes or often relied on low cost foods to feed the children.</li> <li>• Focus group participants pointed out that healthy food options are often unaffordable for low-income residents</li> </ul> <p><b><u>Households with children tend to have higher levels of food insecurity.</u></b></p> <ul style="list-style-type: none"> <li>• 80% of residents that cut their meals also have children in the household.</li> <li>• 22% said that children in their homes were sometimes or often hungry in the past year because they couldn't afford enough food.</li> <li>• 33% of the respondents with kids said that they sometimes or often couldn't afford balanced meals.</li> </ul>	<p><b><u>Interviews &amp; Mail Surveys</u></b></p> <ul style="list-style-type: none"> <li>• Composed a series of questions concerning food issues in the APC community based on brainstorming and previous surveys.</li> <li>• Went door to door in pairs and conducted 47 15-30 minute interviews, then sent a survey by mail to remaining residents and received 25 responses.</li> <li>• Analyzed data using SPSS</li> </ul> <p><b><u>Focus Groups</u></b></p> <ul style="list-style-type: none"> <li>• Had three 1-2 hour long focus groups comprised of APC residents: One was APC</li> <li>• Asked a series of questions concerning income, health issues, transportation problems, family size, and living situations.</li> </ul> <p><b><u>GIS Mapping</u></b></p> <ul style="list-style-type: none"> <li>• Recorded all of the food sources within the community including grocery stores, small markets liquor stores, and fast food restaurants as well as gardens and nurseries.</li> <li>• Researched demographic information including income, race, and youth population</li> </ul>	<ul style="list-style-type: none"> <li>• Initiate a Food Policy Council at APC to provide healthy and culturally appropriate foods for residents during programs and services as well as support other future projects around food and nutrition</li> <li>• provide access to an EBT machine at the Alameda Farmer's Market</li> <li>• Work with city agencies like the city council and AUSD to make more efforts towards helping issues of food insecurity. health, nutrition, and urban farming.</li> <li>• Sponsor policy workshops/events to bring various organizations together to campaign for changes in school and city policy around food and nutrition.</li> </ul>

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Food System Component	Keywords <i>Activities/issue areas assessed</i>	Findings	Methodology Used <i>(Identify: data source / indicator; type of analysis performed; geographic area of focus)</i>	Conclusions / Recommendations
Consumption		<p><b><u>There are high levels of food insecurity at APC</u></b></p> <ul style="list-style-type: none"> <li>• 42.2% claimed that in the past year they sometimes or often cut or skipped their meals because they couldn't afford enough food.</li> <li>• 31.8% said that they sometimes or often couldn't afford balance meal.</li> <li>• 13.3% often worried about whether food would run out before they could get money to buy more.</li> </ul> <p><b><u>Time constraints are an additional barrier to Healthy Eating</u></b></p> <ul style="list-style-type: none"> <li>• Adult focus group participants expressed that the time it takes to cook (many are single parents or work more than one job) makes it more difficult to eat healthy foods</li> </ul> <p><b><u>The City Food Bank provides several services to the APC Community:</u></b></p> <ul style="list-style-type: none"> <li>• A weekly program open two days a week that gives a food bag (1-2 days of food for a single person) to about 120 households</li> <li>• A Monthly program that serves 300 families and gives food for 3-4 days.</li> <li>• A Monthly USDA commodity program, which gives one grocery bag plus produce to households based on family size, and will feed that family for 2-3 days. On average it serves 150 households.</li> <li>• The Food Bank avoids distributing soda but they will distribute chips and candy, and have a lot of pastries, donuts, and cakes which people like.</li> </ul> <p><b><u>Alameda Unified School District</u></b></p> <ul style="list-style-type: none"> <li>• None of the schools have food policies or a nutrition advisory council, except for Chipman Middle, which has some policies partially in place.</li> <li>• Over 60% of students in the assessment qualified for free/reduced cost lunch</li> </ul>	<ul style="list-style-type: none"> <li>• Mapped this information using GIS software</li> </ul> <p><b><u>Policy Research</u></b></p> <ul style="list-style-type: none"> <li>• Talked with Anne Cook, Member of the Alameda Planning Board and Elizabeth Cook, a staff member of the Development Services Department for the City of Alameda and staff members at APC to ask about policies that affected food, hunger, and nutrition.</li> </ul> <p><b><u>School Surveys</u></b></p> <ul style="list-style-type: none"> <li>• Used a survey designed by the San Francisco Food Systems Group.</li> <li>• Delivered surveys to five area schools: Woodstock Elementary, Miller Elementary,</li> </ul>	

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<b>Geographic Area:</b>	City of Alameda
<b>Year Completed:</b>	2006

<b>Food System Component</b>	<b>Keywords</b> <i>Activities/issue areas assessed</i>	<b>Findings</b>	<b>Methodology Used</b> <i>(Identify: data source / indicator; type of analysis performed; geographic area of focus)</i>	<b>Conclusions / Recommendations</b>
<b>Consumption</b>		<ul style="list-style-type: none"> <li>• Participation in school lunch is high and in all of the elementary and middle schools: 74% and 80% of students in the elementary schools and 80% in the middle school.</li> <li>• At Encinal High School, only 14% of students participate in school lunch because there are nearby fast-food options.</li> <li>• BASE Charter School does not have a school lunch program and students must bring their lunches or purchase them from the taco truck that comes to campus every day.</li> <li>• Both the middle and high school have vending machines or a snack shops where candy, granola bars, chips, juice, and water are sold.</li> <li>• The high school also sells soda, ice cream, cookies, and instant soups.</li> <li>• No individual schools make specific efforts to serve culturally-diverse foods or employ pricing strategies that promote healthier foods.</li> <li>• A law passed, effective in 2007 that will take sodas and other unhealthy foods out of schools</li> <li>• The Food Services Director hopes to move the school food services towards more handmade foods and less heavily processed and tasteless foods.</li> <li>• A Wellness Policy Committee has been formed and are pushing to promote food from gardens over less healthy snack foods, and to offer more culturally sensitive food options.</li> </ul> <p><b><u>APC Demographics in relation to Food Access:</u></b> APC is in a food desert – there is only a food bank on the base and this is not open all the time.</p> <ul style="list-style-type: none"> <li>• Our community also has a large youth population, a large low-income population, and people of color make up the majority of the community.</li> </ul>	<p>Chipman Middle, Encinal High, and BASE Charter School.</p> <ul style="list-style-type: none"> <li>• Spoke with Judy Bedard, Food Services Director for Alameda Unified School District.</li> </ul>	<ul style="list-style-type: none"> <li>• In areas with higher incomes there are more and healthier food options and more gardens, that people of color have less access to healthy foods, and that the large youth population in our community is at high risk as far as access to nutritious foods.</li> </ul>

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		<p><b>Food Policy</b></p> <ul style="list-style-type: none"> <li>• There is no policy around food security or food justice in the City of Alameda but they are open to new ideas.</li> <li>• No legislation regulates where stores are located in Alameda, but there can be limitations on types of stores, like fast food restaurants.</li> <li>• Big grocery stores are expected to enter Alameda Point with the new base developments being built.</li> </ul>		
<b>Food Access / Transportation</b> (can include transit routes, car ownership, etc)				
<b>Consumption</b>		<p><b>Transportation is a major barrier to accessing healthy foods</b></p> <ul style="list-style-type: none"> <li>• 42.20% of residents use the bus, 40% get rides from family/friends, and 13.30% take a taxis.</li> <li>• Many adult focus group participants (several of whom are disabled) rely on public transportation and have difficulty getting to grocery stores.</li> <li>• Some walk these distances or even travel by wheelchair.</li> <li>• While some individuals own cars, the distance to a full-service grocery store is inconvenient and adds up when filling up gas tanks.</li> <li>• 100% of people in the lowest income bracket shopped at South Shore Albertson's, because this store is on the bus line. This store closed halfway through the project (6)</li> <li>• Many residents go to Town Centre because it is on the bus line (12)</li> <li>• Only one bus line serves Alameda Point and it comes every half hour</li> <li>• It is difficult for residents to carry all of their groceries on public transportation</li> <li>• 33.3% of residents have travel times of 20 minutes or more to do their food shopping.</li> </ul>		<ul style="list-style-type: none"> <li>• Community shuttle to help residents access healthy stores and farmers markets.</li> </ul>

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		<p><b>People can't get food they want close by:</b> 35.6% of residents said that they were unable to purchase the foods they wanted at nearby stores</p> <ul style="list-style-type: none"> <li>• None of the main stores that residents attend is within one mile</li> <li>• Barriers to using the food bank include transportation to the sites and a stigma associated with using the services.</li> </ul>		
Consumption	<p><b>Food Retail</b> (includes grocery stores and corner stores, restaurants, etc., can include farmers' markets)</p>	<p><b>Income determines where people purchase food</b></p> <ul style="list-style-type: none"> <li>• No residents earning over \$1,000/mo. shop at Grocery Outlet, which is much farther away.</li> <li>• Those in the higher income bracket are more likely to shop at Safeway.</li> <li>• People in all income brackets shopped at farmer's markets.</li> </ul> <p><b>Lack of Convenient Affordable Food Options:</b> Many residents rely on cheaper and less healthful foods in closer proximity.</p> <ul style="list-style-type: none"> <li>• Youth participating in the focus group observed that the closest food available is junk food – the Doughnut Shop, various fast food outlets, and liquor/convenience stores</li> </ul> <p><b>Residents tend to shop at the most convenient and affordable stores that offer a variety of food options:</b> Most of the stores patronized by residents (all at least 1 mile distance) carry the selection of foods required by the USDA as a healthy basket.</p> <ul style="list-style-type: none"> <li>• APC residents most frequently shopped at the Albertson's at Town Centre and it recently closed.</li> <li>• Grocery Outlet had good prices, but the vegetable selection was sparse and healthy options were limited, and it is not easily accessible by public transportation.</li> <li>• Alameda Natural Grocery, carried a variety of organic and healthy foods and is very close, but does not carry less expensive brands</li> </ul>	<p><b>Store Surveys</b></p> <ul style="list-style-type: none"> <li>• Used a survey created by the USDA</li> <li>• Chose stores that were most commonly visited by community members according to survey results, as well as one natural food store that is not patronized by Alameda Point residents</li> <li>• Recorded the weight, price, and brand for each of the products offered and analyzed the data using excel to determine which stores had the best variety of foods at the lowest cost.</li> <li>• Did an in-depth comparison of Albertson's at Marina Village, Alameda Natural Grocery, and Safeway at Town Centre in Alameda to measure the differences among these stores.</li> </ul>	<ul style="list-style-type: none"> <li>• Negotiate with the city for use of property out on the base for a market and/or small café.</li> <li>• Start a small cooperative grocery store and/or a small café using space in one of the APC buildings</li> <li>• Start a mini-CSA at APC for residents (this could be local farmers and us together!)- \$5-\$10 was an agreed upon cost for a weekly box of produce and there is the possibility of using EBT cards for this</li> </ul>

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<b>Food System Component</b>	<b>Keywords</b> <i>Activities/issue areas assessed</i>	<b>Findings</b>	<b>Methodology Used</b> <i>(Identify: data source / indicator; type of analysis performed; geographic area of focus)</i>	<b>Conclusions / Recommendations</b>
		<ul style="list-style-type: none"> <li>• Albertsons was the least expensive supermarket in the city of Alameda but had limited organic food.</li> <li>• Safeway is the second choice for APC residents and has a new line of organic products called the "O" line.</li> <li>• Alameda Natural Grocery is not frequented by APC residents</li> </ul> <p><b>Alameda Farmers Market</b></p> <ul style="list-style-type: none"> <li>• Customers shop there because it is close, the food is fresh and seasonal, it is an environmentally friendly place to shop, and it is convenient because it is held twice per week. Also some said the prices are excellent</li> <li>• Customers complained that it was too expensive, small in scale, and should offer more organic produce.</li> <li>• Customers came from as close as four blocks to as far as four miles away.</li> <li>• Market does not have an EBT machine, which is much needed for the West End of Alameda and for residents of APC</li> <li>• Market does accept WIC coupons</li> </ul>	<p><b>Farmers Market Surveys</b></p> <ul style="list-style-type: none"> <li>• Used surveys from the Community Food Security Coalition Food Assessment Toolkit to gauge the opinions of customers and vendors at the Alameda Farmers Market, Fruitvale Farmers Market, Mandela Farmers Market, Old Oakland Farmers Market, and Jack London Farmers Market.</li> <li>• Spoke to at least four customers and four vendors at each market</li> <li>• Spoke to ten customers at the Alameda Market because of its proximity to APC</li> <li>• Compared the prices and selection of produce at each of these markets</li> </ul>	<ul style="list-style-type: none"> <li>• Collaborate with other organizations to buy in bulk for the market.</li> </ul>
<b>Health / Nutrition</b> (includes obesity and diet-related disease)				
		<p><b>High rates of diet-related health problems exist in the community:</b> 89% of residents surveyed have diet related health problems; only 11% of the residents reported no diet health problems.</p> <ul style="list-style-type: none"> <li>• 44.4% eat healthier in order to recover from an illness</li> <li>• 40% of the residents have heart problems which includes hypertension and strokes.</li> <li>• The majority of focus group participants do not consider themselves healthy eaters.</li> </ul> <p><b>Residents are aware of healthy food choices :</b> 51.1% of residents said that healthy foods were fruits, vegetables, and fish.</p> <ul style="list-style-type: none"> <li>• Only 4.4% of residents said that knowledge was a barrier to buying healthy foods.</li> </ul>		

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<b>Consumption</b>		<ul style="list-style-type: none"> <li>• 62.2% of residents said they have enough knowledge or information about how to eat and cook healthy. The exact same amount said they would like to learn more about how to eat and cook healthy.</li> <li>• Focus group participants described healthy food choices as: vegetables, baked instead of fried foods, low salt and sugar diets, and small serving sizes.</li> </ul> <p><b>Youth Frequently Consume Fast Food:</b> Many youth admitted that if they had disposable income, they would likely spend it on fast food.</p> <ul style="list-style-type: none"> <li>• Most youth in the focus group did not think that advertising impacted their food choices but admitted having an "addiction" to fast food.</li> </ul>		
<b>Community Participation</b> (participation of families and youth especially)				
<b>Cross-Cutting</b>		<p><b><u>Alameda Unified School District Nutrition Education</u></b></p> <ul style="list-style-type: none"> <li>• Miller Elementary School has a cooking class</li> <li>• Chipman Middle School has an after school cooking class.</li> <li>• Miller Elementary has a garden program.</li> <li>• Next year all the elementary schools will be consolidated and they will have a nutrition grant to support a nutrition/garden program</li> </ul>		<ul style="list-style-type: none"> <li>• Start regular nutrition, cooking, and garden classes for residents</li> <li>• Include healthy &amp; seasonal recipes in the APC monthly newsletter. Also include important nutrition information that may not be well known in the community.</li> <li>• Continue to have youth groups working on food, nutrition and gardening issues as well as do outreach in the community about healthy foods.</li> <li>• Promote a veggie of the month – having growing, nutrition, and cooking information about that vegetable, having a community meal or breakfast that features that vegetable, and/or delivering that vegetable to households at APC.</li> <li>• Initiate a work exchange program so that residents can trade goods and services, some of which can be food related.</li> <li>• Install a community/teaching kitchen for classes and events.</li> </ul>

<b>Study Name:</b> Food Justice and Community: Motivations and Obstacles to the Attainment of Food Security <b>Produced By:</b> UC Davis Department of Sociology <b>Authors:</b> Alison Hope Alkon <b>Type of Assessment:</b> Resident / Participant Survey <b>Geographic Area:</b> West Oakland <b>Year Completed:</b> 2008				
Food System Component	Keywords <i>Activities/issue areas assessed</i>	Findings	Methodology Used <i>(Identify: data source / indicator; type of analysis performed; geographic area of focus)</i>	Conclusions / Recommendations
Consumption	<b>Food Access / Transportation</b> (can include transit routes, car ownership, etc)			
		<b>Focus Groups:</b> <ul style="list-style-type: none"> <li>• Most people find a way to get to a grocery store</li> <li>• Most focus group participants do not obtain the majority of their food from expensive corner stores but leave the neighborhood to shop at a chain grocery stores.</li> </ul>	See below, <b>Focus Groups</b>	
	<b>Food Retail</b> (includes grocery stores and corner stores, restaurants, etc., can include farmers' markets)			
		<b>Surveys:</b> <ul style="list-style-type: none"> <li>• Only three of the 100 customers surveyed were low-income, African Americans from West Oakland</li> <li>• The market's customers hailed largely from two groups: middle class blacks from other parts of Oakland/ San Francisco and highly educated but low-income whites who have recently moved to the neighborhood.</li> <li>• The market's message linking food justice to African American identity was both understood and positively regarded by many customers.</li> <li>• While most customers attending more affluent markets and health food stores such as Whole Foods name "<b>getting good food</b>" as the most common reason to shop there, "<b>supporting African American farmers and small business people</b>" was most important to West Oakland Farmers Market Customers.</li> <li>• <b>Cost is by far the most important factor in food purchasing decisions</b></li> </ul>	<b>Data Source/ Indicator:</b> <ul style="list-style-type: none"> <li>• <b>Surveys:</b> 100 Market Customers</li> <li>• <b>Interviews:</b> Market staff, vendors and regular customers</li> <li>• <b>Interviews:</b> conducted 25 in-depth interviews with market staff, vendors and regular customers.</li> <li>• <b>Interviews:</b> <ul style="list-style-type: none"> <li>• provided data on motivation for attending market by famers and customers.</li> </ul> </li> <li>• <b>Focus Groups:</b> 69 participants. Primarily Low-income and African American, West Oakland residents</li> <li>• Conducted 5 one-hour focus groups in which low-income, primarily African American, West Oakland residents could discuss the strategies they use to meet their food needs</li> </ul>	<ul style="list-style-type: none"> <li>• Within the focus group, price, rather than convenience, is the primary factor informing food shopping choices.</li> <li>• Although food justice programs offer discounted food, it is still more expensive than processed food from grocery stores.</li> </ul> <b>Conclusions:</b> <ul style="list-style-type: none"> <li>• West Oakland food justice activism remains characterized by a countercultural ethic.</li> <li>• Food insecure local residents have heard of many of the West Oakland food justice projects but believe that local organic food is not something for them.</li> </ul> <b>Recommendations:</b> <ul style="list-style-type: none"> <li>• Activists need to provide a framework through which food insecure people can read themselves into participation in local food systems.</li> </ul>

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<b>Type of Assessment</b>		Resident / Participant Survey			
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<b>Food System Component</b>	<b>Keywords</b> <i>Activities/issue areas assessed</i>	<b>Findings</b>	<b>Methodology Used</b> <i>(Identify: data source / indicator; type of analysis performed; geographic area of focus)</i>	<b>Conclusions / Recommendations</b>	
<b>Consumption</b>			<ul style="list-style-type: none"> <li>• <b>Surveys:</b> conducted a survey by distributing questionnaires to any market shoppers who would agree to take them to gain an understanding of the demographics of West Oakland Farmers Market customers, as well as their motivations for attending</li> </ul> <p><b>Geographic Area of Focus:</b> West Oakland Farmers Market a.k.a. "Mandela Market" or "Mo' Better Foods"</p>		
	<b>Health / Nutrition</b> (includes obesity and diet-related disease)				
		<ul style="list-style-type: none"> <li>• Respondents know what healthy food is</li> </ul>			
<b>Cross-Cutting</b>	<b>Economic Development</b> (related to food sector: production, processing and distribution, retail)				
			See <i>Interviews, Surveys, and Focus Groups</i>	<ul style="list-style-type: none"> <li>• Because few food insecure residents make use of food justice programs, little revenue is generated from them which makes them economically unsustainable.</li> </ul>	
	<b>Community Participation</b> (participation of families and youth especially)				
			See <i>Interviews, Surveys, and Focus Groups</i>		

	A	B	C	D	E
1	<b>Study Name:</b>		Free Summer Lunch for Kids and Teens		
2	<b>Produced By:</b>		Alameda County Community Food Bank's Policy and Services Department		
3	<b>Authors:</b>				
4	<b>Type of Assessment</b>		Program Evaluation / Survey		
5	<b>Geographic Area:</b>		Alameda County		
6	<b>Year Completed:</b>		2007		
7	<b>Food System Component</b>	<b>Keywords</b>	<b>Findings</b>	<b>Methodology Used</b>	<b>Conclusions / Recommendations</b>
8		<i>Activities/issue areas assessed</i>		<i>(Identify: data source / indicator; type of analysis performed; geographic area of focus)</i>	
9	<b>Consumption</b>	<b>Food Security</b>	<i>(includes federal food assistance programs and emergency food sources)</i>		
10			<b>Summer Food Service Program (SFSP) of the USDA/ Oakland Food Bank</b>	<b>Focus Groups:</b> In September of 2006, the Food Bank hosted a summer lunch focus group.	<b>Food Bank Commitments</b>
11			<ul style="list-style-type: none"> <li>• SFSP served 116.1 million meals in 2006</li> <li>• Although participation in SFSP still remains high, the numbers of participants have been slowly declining since the late nineties.</li> <li>• In Alameda County it is estimated that 85% of SFSP eligible children are not participating in the program, compared to 29% of eligible children not participating in the National School Lunch Program</li> </ul>	<ul style="list-style-type: none"> <li>• Participants included Food Bank agencies that host a summer lunch sites.</li> <li>• Many of the questions were specific to the Food Bank's outreach efforts, but some addressed broader issues.</li> </ul>	<ul style="list-style-type: none"> <li>• Increase the sites available on their Helpline by 10%; Distribute posters to two more zip code areas</li> <li>• Invite five more sites to the focus group meeting in September for review of the program.</li> </ul>
12			<ul style="list-style-type: none"> <li>• Every summer, sixty-six thousand (65,919) low-income Alameda County children miss out on free nutritious meals.</li> <li>• Due to lack of funding, 21,000 fewer meals were served by the city of Oakland and the Oakland Unified School District in 2006 than in 2005. (p3)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Task Force Outreach:</b> Targeted specific neighborhoods in Oakland: 94601, 94606, 94607, 94602 and 94612</li> <li>• hosted promotional days</li> </ul>	<b>Task Force Commitments</b> <ul style="list-style-type: none"> <li>• Monitor the program at the city level &amp; participate in city-wide outreach efforts.</li> </ul>
13			<ul style="list-style-type: none"> <li>• Despite the drop in meals served throughout Oakland, the Food Bank had an 80% increasing phone referrals to meal sites over 2005 (p4)</li> <li>• The helpline referred 67 children to sites in the 94612 zip code, although there was only one site in that area</li> <li>• Although the Food Bank's referrals are come from the entire county, many calls came from families in Oakland</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Task Force Outreach:</b> Targeted specific neighborhoods in Oakland: 94601, 94606, 94607, 94602 and 94612</li> <li>• speaking to state and local lawmakers</li> </ul>	<b>Would like County Officials to:</b> <ul style="list-style-type: none"> <li>• Offer incentives to their schools and community programs for hosting summer lunch sites</li> <li>• Pressure state and federal governments for adequate funding</li> </ul>
14			<ul style="list-style-type: none"> <li>• The helpline referred 67 children to sites in the 94612 zip code, although there was only one site in that area</li> <li>• Although the Food Bank's referrals are come from the entire county, many calls came from families in Oakland</li> </ul>	<ul style="list-style-type: none"> <li>• Created an inviting, kid-friendly logo (along with phone number to call) for print materials, stickers, frisbees, footballs and tee-shirts</li> <li>• Distributed multilingual posters and fliers</li> </ul>	<ul style="list-style-type: none"> <li>• Impress on everyone the importance of the Summer Food Services Program</li> </ul>
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			<b>Families NOT Participating in SFSP Programs:</b>		
			More than half did not know about the program		

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6	<b>Year Completed:</b>		2007		
7	<b>Food System Component</b>	<b>Keywords</b>	<b>Findings</b>	<b>Methodology Used</b>	<b>Conclusions / Recommendations</b>
8		<i>Activities/issue areas assessed</i>		<i>(Identify: data source / indicator; type of analysis performed; geographic area of focus)</i>	
19	<b>Consumption</b>		<ul style="list-style-type: none"> <li>• The problem of low-participation is two-fold: there are not enough sites and there are a low number of meals served.</li> <li>• Most households were among the moderate to severe food insecure</li> <li>• 40% participated in non-SFSP programs</li> <li>• 96% thought these programs were necessary in order to feed their children lunch during the summer</li> </ul> <p><b>Families Participating in SFSP Programs</b></p> <ul style="list-style-type: none"> <li>• 91% depended on summer program to provide lunch for their children.(p2)</li> </ul> <p><b>Task Force:</b> For the last four years, Senator Don Peralta's office has spearheaded a task force that includes City of Oakland, Oakland Unified School District, AT&amp;T and the Alameda County Community food Bank to combat low participation rates in school lunch programs</p> <p><b>Taskforce Outreach:</b> Positive results: when Food Bank staff analyzed phone referrals to West Oakland, the two highest recorded days were July 19 and 20 with the majority of the calls from 94607</p>	<p><b>Outreach</b></p> <ul style="list-style-type: none"> <li>• The Food Bank, along with Martin Luther King Jr. Elementary School (summer lunch site in 94607 zip code) , hosted a Summer Lunch Fun Day on July 19.</li> </ul>	
20					
21					
22					
23					
24					
25					

<b>Study Name:</b>		Hunger Prevents Healthy Eating Among Seniors		
<b>Produced By:</b>		Alameda County Community Food Bank		
<b>Authors:</b>		Jamila Iris Edwards, Erica Richard		
<b>Type of Assessment</b>		Resident / Participant Survey		
<b>Geographic Area:</b>		Oakland		
<b>Year Completed:</b>		2004		
<b>Food System Component</b>	<b>Keywords</b>	<b>Findings</b>	<b>Methodology Used</b>	<b>Conclusions / Recommendations</b>
	<i>Activities/issue areas assessed</i>		<i>(Identify: data source / indicator; type of analysis performed; geographic area of focus)</i>	
	<b>Food Security</b> (includes federal food assistance programs and emergency food sources)			
		<p><b>Access to Food Affords more Choices</b></p> <ul style="list-style-type: none"> <li>Seniors who lack access to food either due to lack of money or nearby supermarkets, are more concerned with immediate food access than long term healthy food choices</li> <li>seniors with secure access to food are more concerned with making healthy food choices</li> <li>lack of money is the biggest barrier to healthy eating for some low-income seniors</li> <li>2/3 Seniors surveyed live on or below \$10,000/yr</li> </ul>	<p><b>Focus Groups</b> Interviewed 88 low-income seniors at Oakland Senior Centers receiving produce from the Alameda County Food Bank to refine nutrition education messages delivered to seniors through printed materials and classes</p>	
<b>Consumption</b>	<b>Food Retail</b> (includes grocery stores and corner stores, restaurants, etc., can include farmers' markets)			
		<p><b>Grocery Stores:</b> lack of grocery stores is a major barrier to some in low-income neighborhoods - West Oakland especially</p>	See above, <b>Focus Groups</b>	
	<b>Health / Nutrition</b> (includes obesity and diet-related disease)			
		<p><b>Disease is not Indicative of Interest:</b> Seniors with chronic nutrition-related diseases are not necessarily more receptive to nutrition education messages although they may benefit the most</p>	See above, <b>Focus Groups</b>	
		<p><b>One Nutrition Program Does Not Fit All:</b> Nutrition education programs tailored to fit the needs of a specific individual group will be more successful than broad, general messages.</p>	See above, <b>Focus Groups</b>	

<b>Study Name:</b>		Needs Assessment: Access to Nutritious Foods in East Oakland and South Hayward		
<b>Produced By:</b>		UC Berkeley School of Public Health; Alameda County Public Health Department		
<b>Authors:</b>		Sandra Tsai		
<b>Type of Assessment</b>		Resident / Participant Survey		
<b>Geographic Area:</b>		East Oakland/ South Hayward		
<b>Year Completed:</b>		2003		
<b>Food System Component</b>	<b>Keywords</b> <i>Activities/issue areas assessed</i>	<b>Findings</b>	<b>Methodology Used</b> <i>(Identify: data source / indicator; type of analysis performed; geographic area of focus)</i>	<b>Conclusions / Recommendations</b>
<b>Consumption</b>	<b>Food Security</b> (includes federal food assistance programs and emergency food sources)	<p><b>WIC &amp; EBT</b></p> <ul style="list-style-type: none"> <li>When purchasing groceries with food stamps, WIC, or EBT cards, several people had experienced condescending remarks and attitudes from supermarket employees. These degrading encounters deterred participants from shopping at some supermarkets and persuaded them to continue shopping at warehouse stores where they felt more comfortable.</li> <li>Many people mentioned using WIC, food stamps, and EBT cards as a means to getting by on their low incomes.</li> <li>Some women had used the WIC Farmer's Market Nutrition Program, which distributes coupons redeemable for fruits and vegetables, but had a bad experience with poor quality produce at the farmer's market in the neighborhood.</li> </ul>	<p><b>Focus Groups</b></p> <ul style="list-style-type: none"> <li>Recruited 41 participants from South Hayward and East Oakland for 5 focus groups with 6-10 people in each.</li> <li>Participants in South Hayward were recruited with the help of representatives at the South Hayward Family Community Center, Glad Tidings Church, and an English as a Second Language class.</li> <li>Participants in East Oakland were recruited from and with the assistance of representatives from Acts Full Gospel Church, and the Oakland Housing Authority.</li> <li>All subjects were called or spoken to in person by these community representatives who explained in general terms the nature of the focus group sessions.</li> <li>The subjects were low-income men and women of African-American, and Latino ethnicity.</li> <li>The protocol included sections on: (1) nutrition knowledge, (2) eating in, (3) eating out, (4) barriers to buying nutritious foods, (5) purchasing behaviors, and (6) recommended changes for the community.</li> <li>The comments were sorted into themes that were conceptually similar by language or content.</li> </ul>	<p><b>Improving Food Options &amp; Choices</b></p> <ul style="list-style-type: none"> <li>The most common factors influencing food choice were cost and convenience. Other competing factors were motivation, habits, transportation, social influence, and availability of healthy affordable food options.</li> <li>Participants wanted to change advertising so it stressed healthy not unhealthy foods, decrease the price for healthy food so it was affordable, improve the dirty environments of the warehouse stores, improve quality of produce in stores, and increase availability of healthy foods in fast food establishments.</li> <li>Comprehensive interventions need to address the high cost of produce in the inner city stores, the decreased availability of quality fruit and produce.</li> <li>It takes more than just knowledge to change behavior, and we need to change the environmental factors that present barriers to people eating healthier.</li> </ul>

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<b>Food System Component</b>	<b>Keywords</b> <i>Activities/issue areas assessed</i>	<b>Findings</b>	<b>Methodology Used</b> <i>(Identify: data source / indicator; type of analysis performed; geographic area of focus)</i>	<b>Conclusions / Recommendations</b>
<b>Consumption</b>	<b>Food Access / Transportation</b> (can include transit routes, car ownership, etc)	<u>Car Ownership</u> <ul style="list-style-type: none"> <li>• Respondents who did not have access to a car felt like access was a problem. Not owning a car usually meant going to the most accessible store and most respondents also felt that affordable quality produce was not available in their neighborhoods.</li> <li>• Those without the advantages of vehicle ownership were still quite resourceful. Everyone we spoke with found "a way" to the store. People would either borrow a car, hire a taxi, carpool, pay someone to give them a ride, or have a relative or friend to take them.</li> <li>• No one rode public transportation or walked as a means to go grocery shopping. Taking the bus was not a desirable option because of the limited amount of groceries people could cart home.</li> <li>• When the respondents were asked what changes they would like to see in order to help improve their access to healthy and nutritious foods...Providing means of transportation to/from supermarkets was not mentioned. Instead, they seemed to stress bringing the food to them.</li> <li>• Those without vehicles could not choose where they shopped; thus, at times their options were limited to smaller local markets. No one mentioned grocery shopping at the corner liquor stores despite their abundance in the neighborhoods.</li> </ul>	See above, <b>Focus Groups</b>	

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**Year Completed:** 2003

Food System Component	Keywords <i>Activities/issue areas assessed</i>	Findings	Methodology Used <i>(Identify: data source / indicator; type of analysis performed; geographic area of focus)</i>	Conclusions / Recommendations
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<b>Consumption</b>	<b>Food Retail</b> (includes grocery stores and corner stores, restaurants, etc., can include farmers' markets)	<ul style="list-style-type: none"> <li>• Despite the potential higher cost of eating out, most people who could afford it would eat out some time during the week. Respondents who did eat outside the home most frequently patronized fast food establishments, all-you-can-eat buffets, and sit-down restaurants like Denny's and Applebee's.</li> <li>• Residents have noticed the abundance of fast food restaurants in their neighborhoods. Comments included: "And there's a McDonald's on every corner" and "If it's not McDonalds, then Taco Bell, or KFC."</li> <li>• There were many complaints about the quality of produce at warehouse stores, megastores (like Wal-Mart), and supermarkets. When people believed the produce would not taste good, they would not purchase them. Being unable to find quality foods in their neighborhood, and at times, forced to travel outside the neighborhood to shop was the factor that upset people the most.</li> <li>• They felt that because the variety and freshness of produce at the warehouse stores was of inferior quality, shopping primarily at warehouse stores then became a barrier to buying nutritious and fresh foods.</li> <li>• The most popular reasons for choosing a grocery store were their food prices and store location.</li> <li>• Even though some people lived near several conveniently located, independently owned grocery stores, shopping at these places was often not considered because of high prices and poor quality produce.</li> <li>• In-store marketing: Several people noted that stores preferentially market junk food.</li> </ul>	See above, <b>Focus Groups</b>	
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<b>Food System Component</b>	<b>Keywords</b> <i>Activities/issue areas assessed</i>	<b>Findings</b>	<b>Methodology Used</b> <i>(Identify: data source / indicator; type of analysis performed; geographic area of focus)</i>	<b>Conclusions / Recommendations</b>
<b>Consumption</b>	<b>Health / Nutrition</b> (includes obesity and diet-related disease)	<p><u>Eating Habits</u></p> <ul style="list-style-type: none"> <li>• Many people realized that their eating behaviors, whether healthy or unhealthy, were established during childhood.</li> <li>• Factors that motivated people to eat and buy healthy foods included knowing something was healthy, wanting to live longer, having a family history of different diseases (obesity / diabetes / hypertension), concern for one's own health conditions</li> <li>• significant others concerned with health, being pregnant, breastfeeding, trying to lose weight, hearing this advice from the doctor, and maintaining their children's nutrition.</li> <li>• The Latino women agreed that they would change their eating habits if a doctor asked it of them, and in their community, people generally do not eat to prevent disease, but rather as a reaction to health problems that arise.</li> </ul> <p><u>Food Safety</u></p> <ul style="list-style-type: none"> <li>• Many participants were concerned with the safety of their food.</li> <li>• Several people believed that the pesticides, chemicals, and fertilizers used on the produce were either killing the produce or slowly killing those who consumed them.</li> <li>• Other concerns included: "healthier" substitutes like margarine and eggbeaters contained carcinogens, chicken legs sold in the meat department the size of turkey legs were suspected to have been injected by "something" to make them grow abnormally, tap water causing miscarriages, and the fish sold in stores being "poisoned" by mercury and other substances.</li> </ul> <p><u>Education</u> : Many learned about healthy diets from experience with a personal and/or family health condition, or nutrition training through federal assistance programs like WIC or food stamps.</p> <ul style="list-style-type: none"> <li>• possessing knowledge around nutrition and preventive eating did not seem to be enough to change eating behaviors. (p22)</li> </ul>	See above, <b>Focus Groups</b>	

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Food System Component	Keywords	Findings	Methodology Used	Conclusions / Recommendations
	<i>Activities/issue areas assessed</i>		<i>(Identify: data source / indicator; type of analysis performed; geographic area of focus)</i>	
<b>Consumption</b>	<b>Food Security</b> (includes federal food assistance programs and emergency food sources)			
		<b>Food Shopping Trends</b> <ul style="list-style-type: none"> <li>• 44% of people surveyed in West Oakland have Electronic Benefits Transfer (EBT), also referred to as food stamps</li> <li>• People who have EBT are equally as likely to eat 3 or more fruits and vegetables a day as people who do not.</li> <li>• People who receive WIC are more likely to eat 3 or more servings of fruits and vegetables a day than those who do not receive WIC.</li> <li>• Nutrition education and coupons from WIC make a difference in the food choices that WIC recipients make. (p6)</li> </ul>	<b>Surveys</b> <ul style="list-style-type: none"> <li>• Community members and UC Berkeley students set up tables and gave out surveys outside of corner stores and at community events</li> <li>• Respondents spent 10-15 minutes filling out the surveys and received received apples, oranges, and Five-A-Day Nutrition information as incentives.</li> <li>• Used the measure of eating 3 fruits and vegetables or more each day as the unit by which to analyze our results. (a combination of USDA recommendations - 5/day and average Americans eat 3.9/day)</li> <li>• 202 residents responded</li> </ul>	
	<b>Food Access / Transportation</b> (can include transit routes, car ownership, etc)			
		<b>Vehicle Ownership</b> <ul style="list-style-type: none"> <li>• People who do not have a car are less likely to eat 3 or more fruits and vegetables a day than those who do have them, which indicates that nearby access to fresh produce is a factor to choosing healthy foods.</li> </ul>	See above	
	<b>Food Retail</b> (includes grocery stores and corner stores, restaurants, etc., can include farmers' markets)			
		<ul style="list-style-type: none"> <li>• <b>92% of West Oakland residents surveyed shop at a grocery store.</b></li> <li>• Of those, 52% shop at the Pak-N-Save/Safeway.</li> <li>• However, <b>58% said that they currently "sometimes" or "always" shop at corner stores for food</b> – although this means any kind of food.</li> <li>• Over half said that they sometimes go to a Farmer's Market, which means that people are willing to travel outside of their immediate neighborhood to get fresh produce</li> </ul>	See above	<b>Residents would like to see</b> <ul style="list-style-type: none"> <li>• Healthy food options within walking distance to improve health and quality of life</li> <li>• Healthy prepared food (deli, etc)</li> <li>• Locally produced foods</li> </ul>

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<b>Geographic Area:</b> 2007				
<b>Year Completed:</b>				
Food System Component	Keywords <i>Activities/issue areas assessed</i>	Findings	Methodology Used <i>(Identify: data source / indicator; type of analysis performed; geographic area of focus)</i>	Conclusions / Recommendations
Consumption		<ul style="list-style-type: none"> <li>• 76% of the people filling out the survey said that they would be willing to buy their fresh produce at corner stores "sometimes" or "always".</li> </ul> <p><b>Factors in Buying Produce</b></p> <ul style="list-style-type: none"> <li>• 58% said distance to a corner store.</li> <li>• 73% said price.</li> <li>• 78% said quality</li> </ul> <ul style="list-style-type: none"> <li>• The FRESH study clearly shows that most people are willing to buy fresh fruits and vegetables at corner stores if they know they are there, if the produce is good quality, and the cost is not too high.</li> </ul> <p><b>Underserved</b></p> <ul style="list-style-type: none"> <li>• West Oakland has about 40 liquor/ corner stores and only 1 full-service grocery store.</li> </ul> <p><b>Challenges for Store Owners</b></p> <ul style="list-style-type: none"> <li>• Stocking fruits and vegetables is not easy for store owners. The obstacles include the cost of refrigeration units, increased electricity usage, coordinating produce purchasing and delivery, spoilage, and advertising/marketing</li> </ul> <p><b>Marketing</b></p> <ul style="list-style-type: none"> <li>• Corner store owners who carry fresh produce, such as the Friendly Market, stated that many neighbors believe that their fruits and vegetables are low quality and highly priced (which is not always the case).</li> <li>• In efforts around the Bay Area, it has been shown over and over again that even if corner stores carry fruits and vegetables, the effort will not be successful without marketing and education to the community.</li> </ul>		<p><b>For Store Owners</b></p> <ul style="list-style-type: none"> <li>• The Alameda County Public Health Department (ACPHD) is encouraging corner stores to carry fruits and vegetables by offering training and assistance in how to purchase, stock, store, and market them.</li> </ul>
<b>Health / Nutrition</b> (includes obesity and diet-related disease)				
		<p><b>Shopping and Fruits and Vegetables</b></p> <ul style="list-style-type: none"> <li>• People who buy food at Farmer's Markets or warehouse stores like Costco are more likely to eat 3 or more fruits and vegetables a day than those who don't shop at these places</li> </ul> <p><b>Eating Habits</b></p> <ul style="list-style-type: none"> <li>• Over half (56%) stated that they eat between 3-5 fruits and vegetables a day.</li> </ul>		

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<b>Consumption</b>		<p><b><u>Snack Food</u></b></p> <ul style="list-style-type: none"> <li>• 70% said they eat 2 or more servings of snack food per day.</li> <li>• 12% said that they eat no servings of snack food each day.</li> <li>• 20% stated that they eat 5 or more servings of snack food per day.</li> </ul> <p><b><u>Meat is important to neighbors in West Oakland.</u></b></p> <ul style="list-style-type: none"> <li>• Over 1 out of 5 surveyed eat 5 or more servings of meat a day.</li> <li>• 3 out of 5 say they eat more than 3 servings of meat a day.</li> <li>• Several people specifically mentioned the Meat Market where they shop.</li> </ul> <p><b><u>Milk, on the other hand, is not as important in West Oakland.</u></b></p> <ul style="list-style-type: none"> <li>• 1 out of 3 do not drink any milk on a daily basis.</li> <li>• 41% do not drink any low-fat milk on a daily basis.</li> <li>• 71% of those under age 25 drank 2 or fewer servings of milk a day.</li> </ul>		
<b>Cross-Cutting</b>	<b>Economic Development</b> (related to food sector: production, processing and distribution, retail)			
		<p><b><u>Local Economy</u></b> : In a study done by a group called Social Compact and submitted to the City Council, they estimate that \$59 million is leaving the neighborhood of West Oakland for retail sales, like <i>having fresh food</i></p> <p><b><u>Local Economy:</u></b> people want to shop healthfully and they will – why not keep that economy in the community?</p>	See above	