

The Value Chains Linking Together Rural Food Access


**REIMAGINING
RURAL**
THE RURAL
CHILD HUNGER
SUMMIT 2023



Save the Children.



**NOKID
HUNGRY**

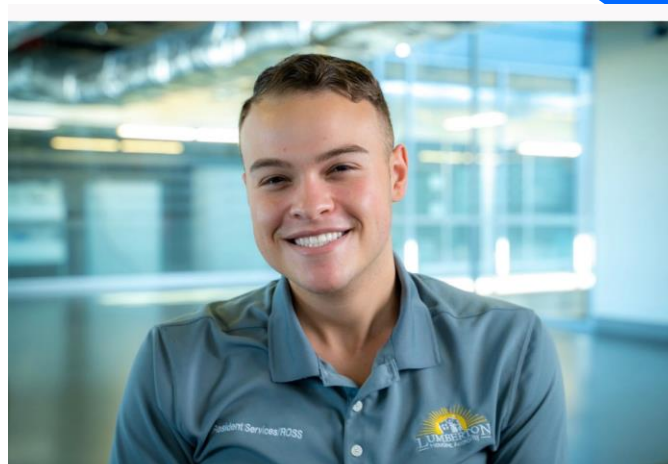
Housekeeping

- This session is being recorded.
 - All recording will be available after the event.
 - Language translation is available.
 - Q&A will be at the end of this session.
- Please enter all questions into the Q&A box.





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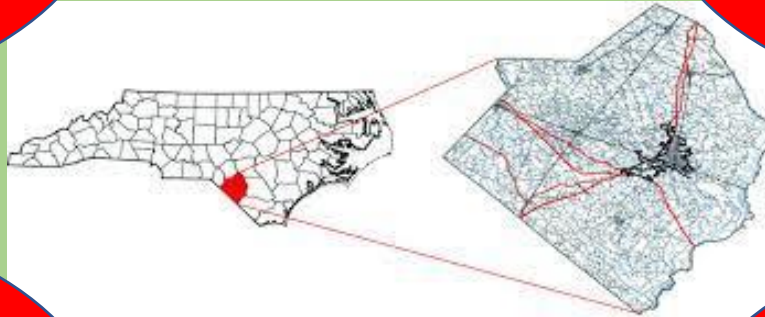
Robeson

Fresh

Moves

10% of US counties that are majority minority

Largest county in NC covering 949 square miles



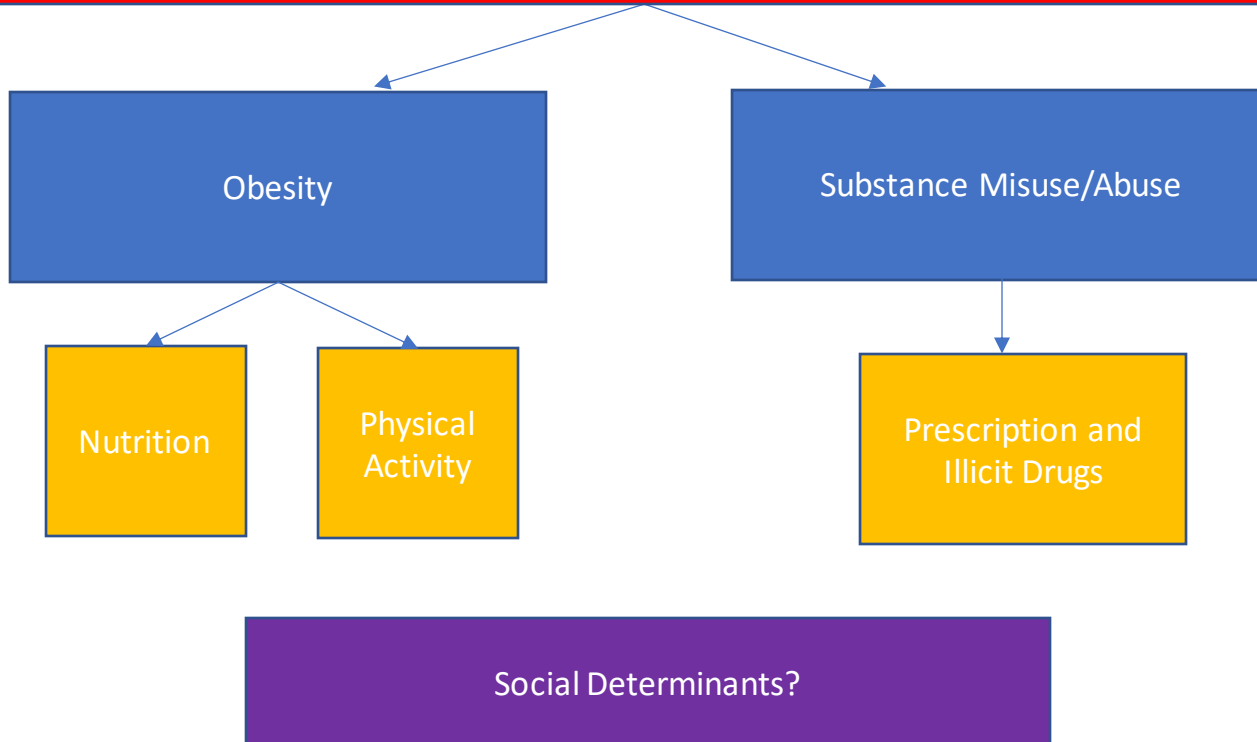
Tri-racial with over 70% of the total population considered minority. Home to the largest non-federally recognized Native American tribe east of the Mississippi (Lumbee Tribe)

Health disparities are well documented in our minority population with high incidences of diabetes, hypertension, cardiovascular, and other chronic illnesses



116,663 residents	20% defined as persistently poor	34% children food insecure	44.1% adult obesity	28.7% adult smoking	14.8% diabetes prevalence	8.5 years shorter life expectancy	Ranked last in the state for health factors and health outcomes on Robert Wood Johnson annual report
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UNC Health Southeastern and Robeson County Department of Public Health
Community Health Needs Assessment
2020



**29 grocery
stores - .21
per 1000
people**

**98
convenience
stores**

**68 fast food
restaurants**

**Limited community public
transportation system
available by appointment only**

**4752 households
listed as having no
vehicle**





HEALTHIER TOGETHER

DON'T HESITATE: VACCINATE

- FREE Covid-19 vaccinations for ages 12+

FOOD BOXES

- FREE 40 lb. food box with meat and vegetables

COMMUNITY

- MEET with local agencies to learn more about services in your area



Saturday, July 17

Rex Rennert

Elementary School

11780 Rennert Rd, Shannon, NC

9:00 am - 12:00 noon

**Healthier
TOGETHER**
A PUBLIC-PRIVATE PARTNERSHIP

**UNC
HEALTH
Southeastern**



For more information about the event, call Ivine Lucas at (910) 671-5890.



Southern Carolina Housing (Non- profit arm of the Housing Authority of the City of Lumberton)

Created to endow scholarships to residents of HACL to RCC to help fund higher education.
Creating a bridge to help families obtain college degrees.

Assessment of needs within our community, food insecurity, drug abuse programs, parenting skills, mentoring programs.

Using the Non-Profit arm of HACL to create new programs outside of work- related events.

Providing ways to provide and put a dent into food insecurities in the surrounding areas.

Using our Non-profit to provide those extra things our residents need to thrive and live healthy long lives.



The idea to develop a mobile grocery store is born



Understanding that transportation plays a critical role in the livability of a community and is a vehicle for wellness, bringing food to our marginalized populations will be a catalyst for change in our county

- Easier to deploy than storefronts.
- Provide access to healthy food linked to lower rates of chronic disease.
- Cut down on the time and money spent traveling to a grocery store.
- Circulate revenue within the local economy.
- Provide healthy food in a low-income neighborhood and can be correlated with lower spending on health-related expenses.
- Will be a strategic step towards investing in the long-term wellbeing of the community from both a health and economic perspective.





Southern Carolina Housing Awarded \$100,000 Grant

- ❖ Southern Carolina Housing received a grant from Save The Children. Out of almost 100 applications only 5 were picked to receive funding.
- ❖ The idea? To create a mobile grocery store to go throughout the county building a bridge to mitigate food insecurity.



Southeastern Health
Better Health—Starting With You

W.O.W.
Wellness On Wheels
An Affiliate of Southeastern Health

910-671-5

Funded by
Golden LEAF
FOUNDATION

01

Goal 1: Establish a sustainable healthy food retail location in low-income, low-access areas operated by HACL and SCH.

02

Goal 2: Sell healthy staple and perishable foods at cost to unserved/underserved communities in our county.

03

Goal 3: Boost the local economy.

04

Goal 4: Educate customers on healthy eating and the benefits of buying local.

Community Cafe'

Spotlighting
neighborhood wisdom
and transforming it into
community action

Four Sites: Weaver Court, Turner Terrace, Davis Heights, Mohr Plaza



Findings

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graph LR; A[Findings] --> B[Appearance: Bright, Colorful, Clean.]; B --> C[Schedule: At least twice a week to accommodate residents. Morning and afternoon.]; C --> D[Inventory: All food items and paper products, cleaning supplies, etc. Emphasis was placed on fresh local produce.]; D --> E[Payment: Cash, SNAP/EBT, United Healthcare card. Needs to be able to accept coupons and have sales.]; E --> F[Employees: Helpful, friendly, knowledge of inventory, able to assist senior citizens and the handicapped.]
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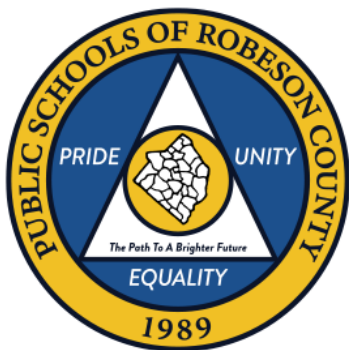
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Sustaining Through Value Chains

Presenters



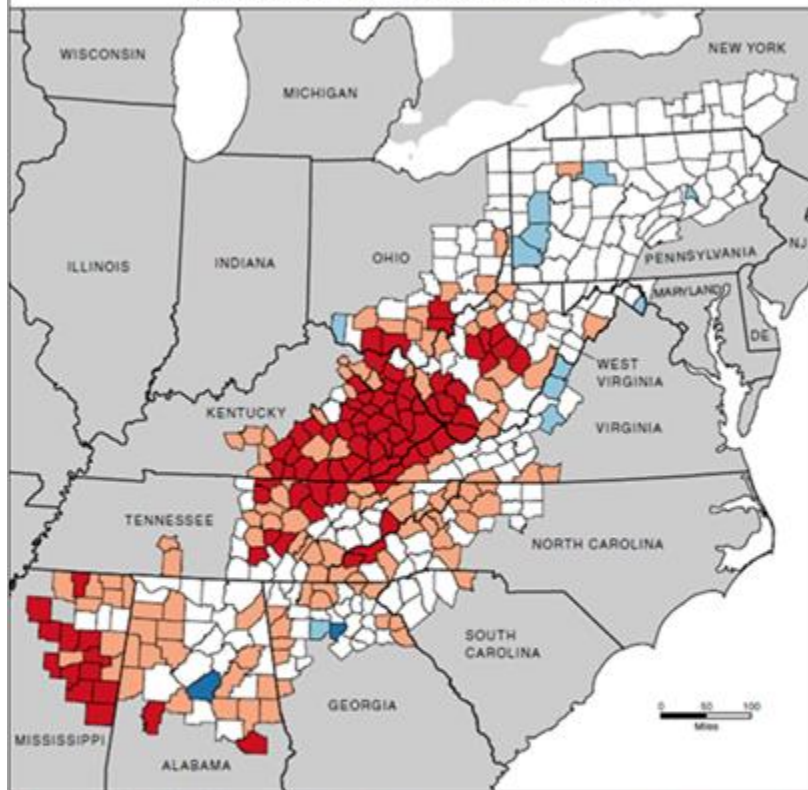
Tom Redfern
Rural Action, Senior Director
Sustainable Ag & Forestry



Shane Benton
Rural Action Sustainable Ag
Food Access Program Manager

County Economic Status in Appalachia, Fiscal Year 2018

(Effective October 1, 2017 through September 30, 2018)



The Appalachian Regional Commission uses an index-based county economic classification system to identify and monitor the economic status of Appalachian counties. See the reverse side for a description of each economic level.

County Economic Levels

- Distressed (84)
- At-Risk (115)
- Transitional (208)
- Competitive (11)
- Attainment (2)

Map Created: August 2017

Data Sources:

Unemployment data: U.S. Bureau of Labor Statistics, LAUS, 2013–2015

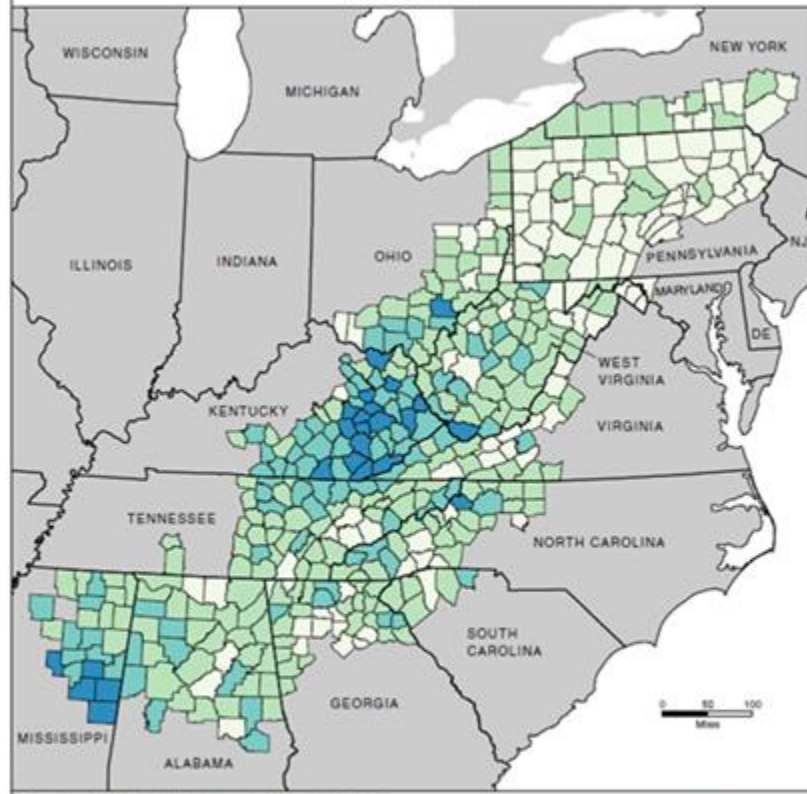
Income data: U.S. Bureau of Economic Analysis, REIS, 2015

Poverty data: U.S. Census Bureau, American Community Survey, 2011–2015



Poverty Rates in Appalachia, 2011–2015

(County Rates)



A poverty rate is the ratio of the persons below the poverty level to the total number of persons for whom poverty status has been determined. The map uses natural breaks in the distribution to organize the data into groups of common values.

Poverty Rate

- 28.6% - 43.0%
- 21.9% - 28.7%
- 16.1% - 21.8%
- 6.9% - 16.0%

U.S. average = 15.5%
Appalachian average = 17.1%

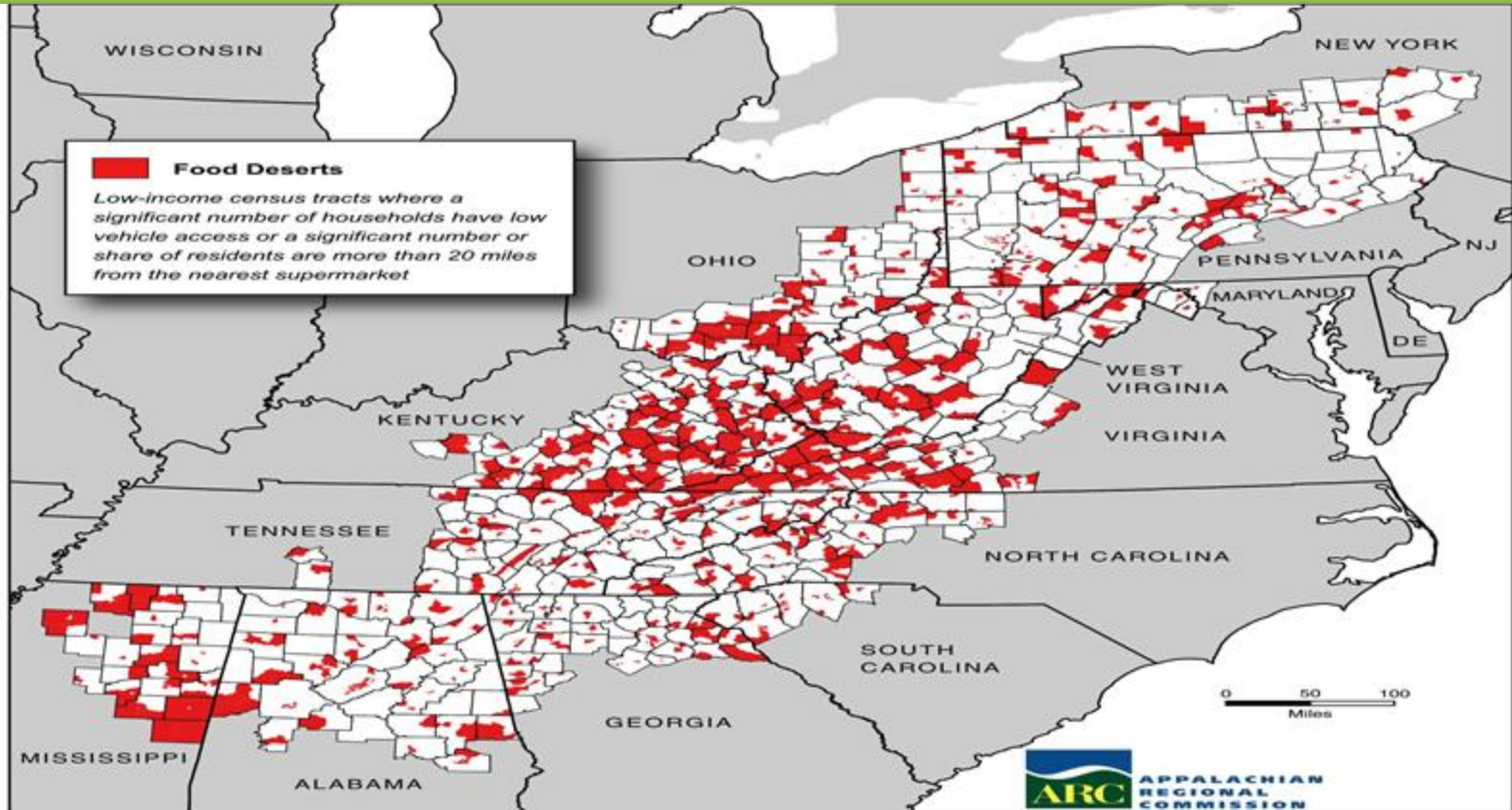
(Natural Breaks Classification)



Map Created: August 2017

Data Source: U.S. Census Bureau,
American Community Survey, 2011–2015

Food Apartheid in Appalachia



Data Source: U.S.D.A., ERS, Food Access Research Atlas, 2013

Identify Your Champions



Partner Links in the Chain



Networks Nourish What's Next



Why Networks Matter

Regional networks provide a structure for linking people and places with shared values to design and support the relationships imperative to shift big systems. Networks empower us:

- To accomplish together what we could not manage on our own
- Engages and empowers all stakeholders & welcomes diversity
- Enables collaborator to be wise stewards to all investors
- Strengthens peer learning and risk taking
- Lift a shared voice for a just transition in the food sector
- Models nature to build healthy and resilient ecosystems



Demand Networks as Access Points



Food Access

The **Donation Station** collects and purchases local food to increase availability of fresh foods at regional food pantries and agencies.

Food Hubs collect, distribute and market local foods into our communities and educate farmers, food entrepreneurs, and consumers.

Farm to School educates school stakeholders, facilitates purchases from farmers and coordinates processing and freezing at Hocking College and the SEO Foodbank and Regional Kitchen for year-round use.

Farmers Markets create direct sales opportunities for regional growers and access to local foods for consumers.

Country Fresh Stops partner with corner stores, colleges, and health providers to sell fresh produce to serve customers in places with low food access.

Collaboration is Key

No one stakeholder can do this work in isolation!

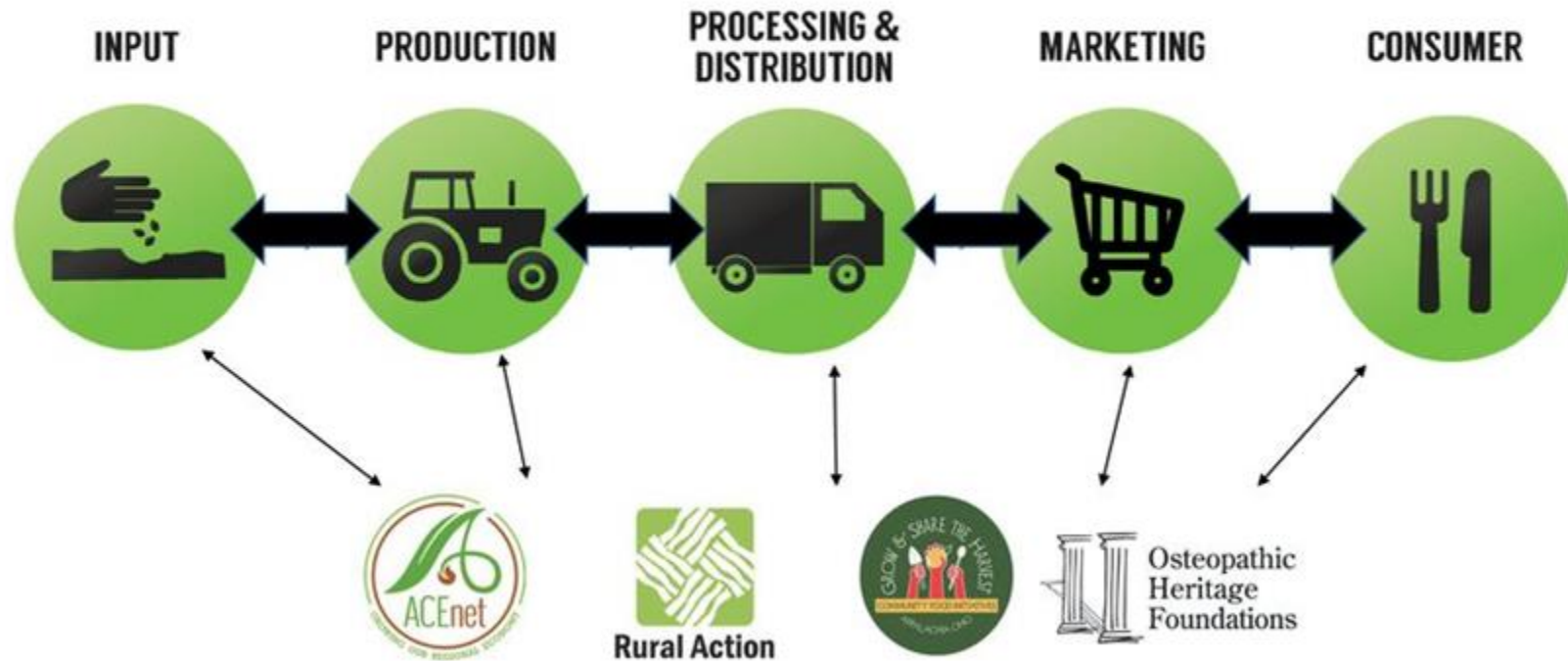
The Appalachian Accessible Food Network (AAFN) is a collaboration between RA, CFI, & ACEnet that works to accelerate the distribution of local food into Appalachian Ohio communities by strengthening access, production, and consumption of a local food value chain creating availability to healthy food for all.

Working with the Central Appalachian Network (CAN) we continue to connect with like-minded organizations, agencies and institutions to build a just, local food economy and establish a network of networks.



What is a Value Chain?

- Shared Values
- ✓ Environmental
 - ✓ Economic
 - ✓ Social Sustainability



Appalachia Accessible Food Network

The Value Chains That Sustain Us

How a Value Chain Creates Change

ACEnet, Community Food Initiatives & Rural Action continues to expand accessible & affordable local food supply to low-wealth communities through the leveraging of food hubs and processing facilities; skilled staff managing partnerships and distribution logistics; and evaluation metrics that leverages immediate impacts and long-term investments in systems and infrastructure.

Investing in the affordable and accessible value chain creates consistent supply for healthy and fresh foods in multiple demand networks: Farm to School K-12 programs, Food Pantry & Donation Station Networks and Country Fresh Stop and Small Rural Farmers Markets.



Consumer Demand Networks - Direct to Consumer: Farmers Market, Farm Stands & Wholesale: Country Fresh Stops, Farm to School
Charitable Demand Networks – Food Banks, Food Pantry Networks, Donation Station Sites, Congregate Meals and Feeding Sites

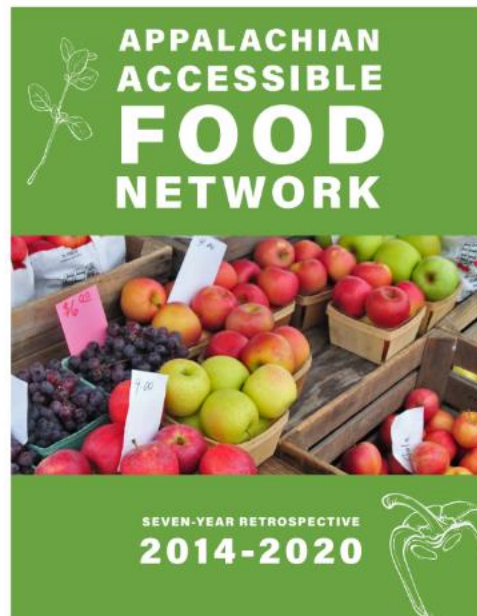


Local Food Access

- **Appalachian Accessible Food Network (AAFN)**
- **HAPCAP - Southeast Ohio Food Bank**
- **Athens County Food Pantry**
- **Demand Channels**
 - Farm to School
 - Produce Prescriptions
 - Country Fresh Stops
 - Buying Club - Local Food for All

"It is a significant challenge for Ohio to acknowledge that more than one quarter of the population, in a prominent farm state, is unable to afford the food they need."

- Ken Meter



Rural Action
Thriving Communities. Healthy Environments



Aggregation



Rural Action



Food Hub Development

For the past decade, Rural Action has worked to build and expand a food hub in rural Southeast Ohio called the **Chesterhill Produce Auction** (CPA).

- More than 200 farmers
- An estimated \$450,000 in annual sales
- Provides specialty crops to an estimated 50 wholesale buyers and 900 retail customers
- Rural Action sources an annual volume of 200,000 lbs of specialty crops from Ohio.
- Highest volume in the provision of tomatoes, corn, potatoes, onions, green beans, peppers, and apples.





Appalachian Staple Foods Collaborative

The Appalachian Staple Foods Collaborative (ASFC) team is developing a robust regional model for staple food systems among grain, bean, nut, and oil seed growers, processors, and researchers here and across the US. Our goal is to develop climate-smart staple food systems and innovative approaches to food access and farmer support that are fueled by peer to peer learning circles.

- Valued-added product development for chestnuts
- Neighbor Loaves & Meals
- Millers Peer Group
- Staple Seed Processing Center





Distribution



Rural Action



Farm to Institution

The Farm to Institution project exists to increase local food procurement from K-12 schools, universities, and healthcare providers.

In southeast Ohio, these institutions represent a major economic force as well as a substantial consumer of food and provider of meals.

They offer the potential to dramatically shift the local food system as large buyers of local food, thereby increasing local food *production* as new entrepreneurs see farming as a viable livelihood.

- Colleges & universities
- K-12 schools
- Healthcare providers

Every year, Ohio consumers buy \$29 billion of food. A whopping \$26 billion of this food is sourced outside of the state.



Nourishing Our Greatest Assets



THANK YOU!



Save the Children.



**NOKID
HUNGRY**