

Google™ Custom Search

Search

SFBG > This Week >

## The food divide

San Francisco is a city of haves and have-nots when it comes to nutrition

11.29.11 - 6:30 pm | Christopher D. Cook |  (0)



Print



SHARE



Share

17

[news@sfbg.com](mailto:news@sfbg.com)

Antonia Williams is part of a slow, quiet food revolution. After battling obesity for much of her adult life, the 26-year-old lifelong Bayview resident did some research. "I realized it had a lot to do with the food I consumed," she told us. "As a result of growing up in the neighborhood, I suffer from obesity. I'm overweight because of the lack of options for good healthy food."

"It's what I grew up on, McDonald's and a lot of fried food for dinner," she recalls. "The grocery stores in the area were very limited in



Antonia Williams (from left), Jazz Vassar and Kenny Hill uproot a fresh crop of leeks at Bridgeview Community Gardens

GUARDIAN PHOTO BY CHRISTOPHER D. COOK

# **SEFA: Southeast Food Access Coalition**



The goal of SEFA is to work collaboratively across city and community agencies to ensure that healthy, fresh, sustainable, and affordable food is accessible to all residents of the BVHP, utilizing existing venues and supporting transformation and/or creation of new ones.



# SEFA Members

Co-chairs: BVHP Foundation director & WPM General Manager

## Community Based Partners

African American Health Disparities Project  
BVHP Foundation  
Bayview YMCA  
CPMC Bayview Child Health Center  
Hunter's Point Family  
Literacy for Environmental Justice  
Network for Elders  
Pacific Coast Farmers Mkt Alliance  
POWER  
Quesada Gardens Initiative  
Reachout for the Rainbow After School  
Renaissance Bayview  
SF Food Bank  
SF Wholesale Produce Market  
San Francisco Food Systems  
UCSF  
Veritable Vegetable

## CCSF Partners

Department of the Environment  
Department of Public Health  
Department of Public Works  
Mayor's Office of Community Development  
Mayor's Office of Economic and Workforce Development  
San Francisco Redevelopment Agency



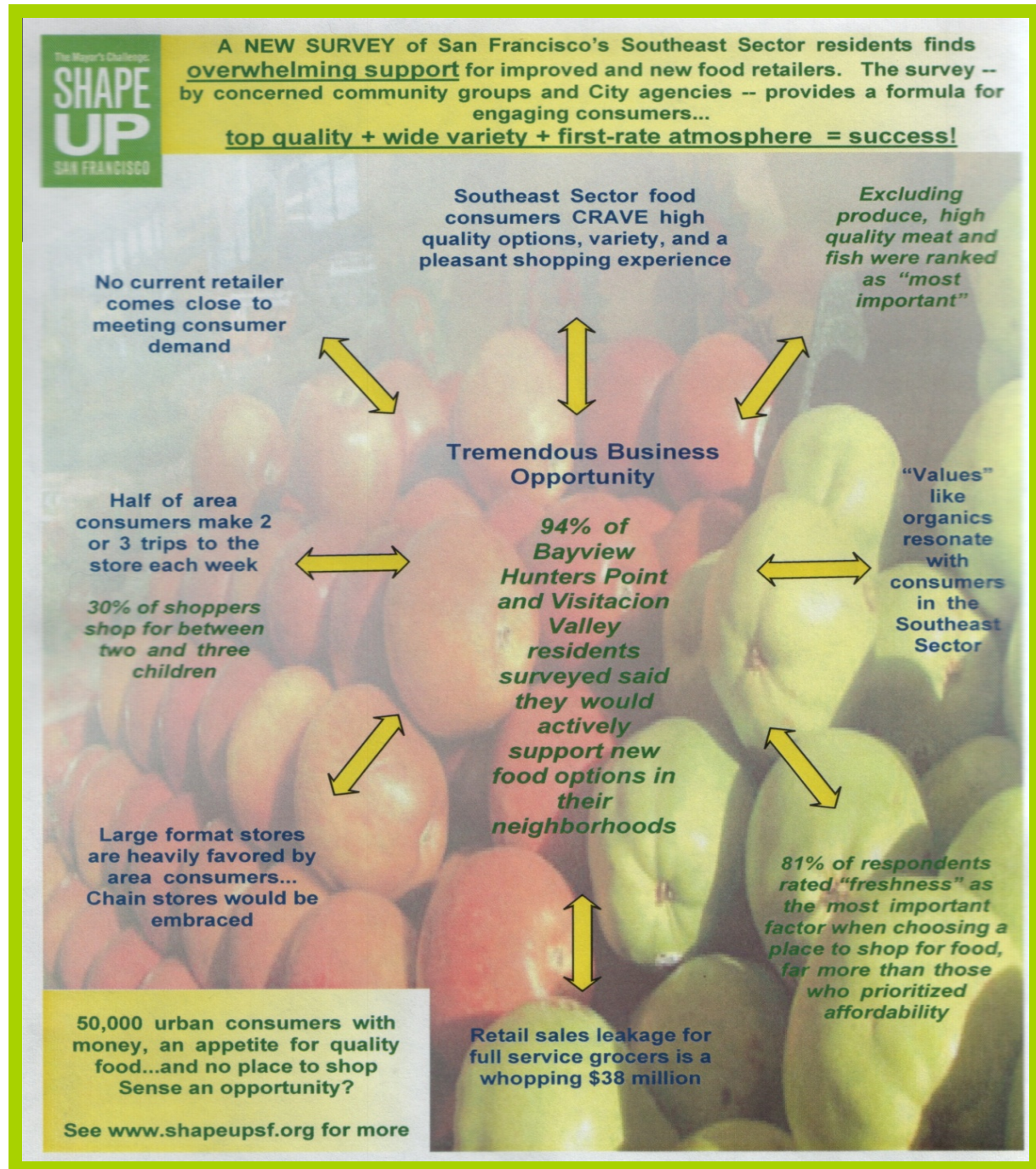
# SEFA's Three Pillars

look at spectrum of issues across the food system including...

- Urban Agriculture
- Awareness Raising and Nutrition Education
- Food Access and Retail



# SEFA Survey Results



Lessons  
Learned from  
Past  
Programs

**THIS STORE IS A  
GOOD NEIGHBOR.**

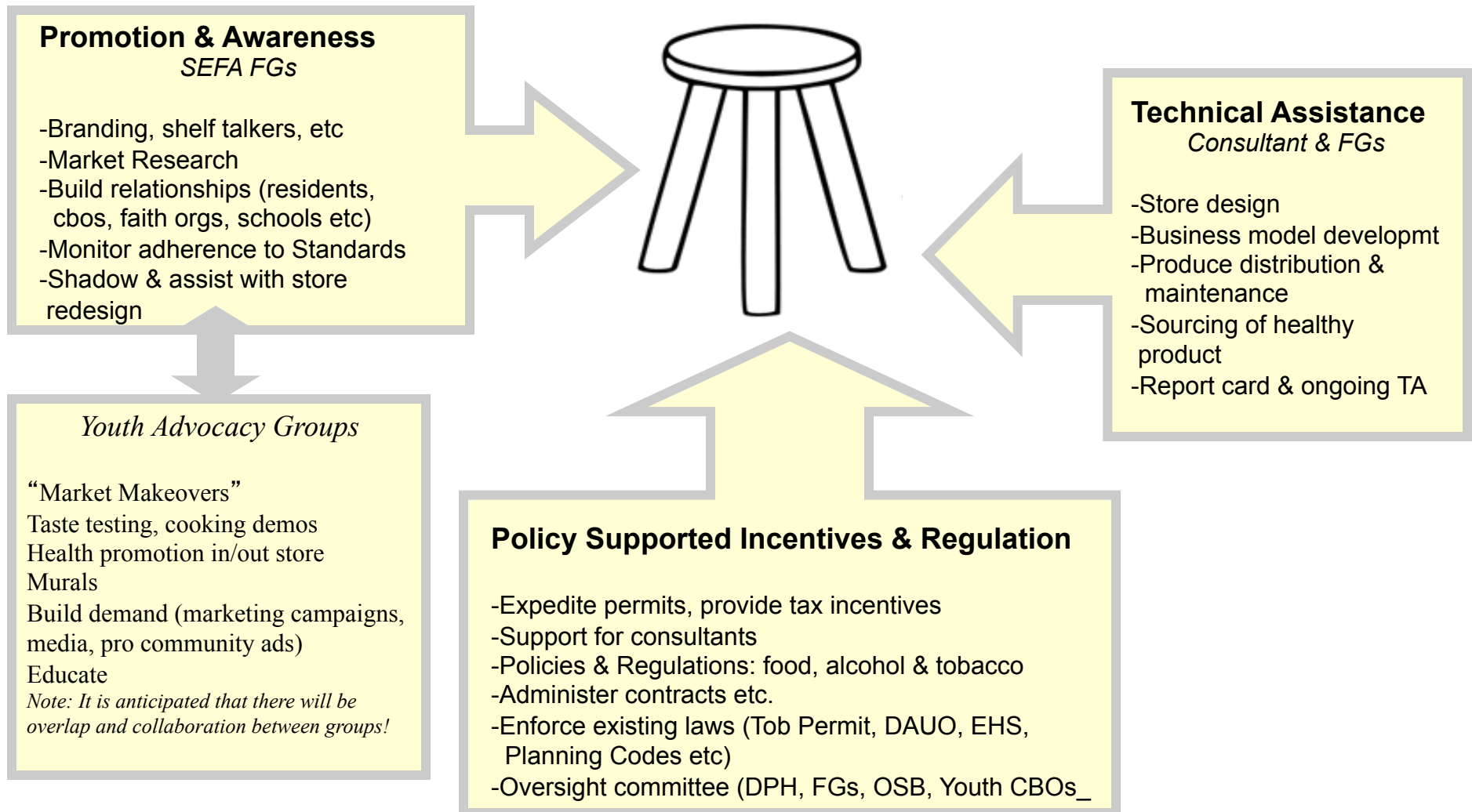
**YOUTH ENVISION**  
WWW.LEJYOUTH.ORG

**This store** has committed to stock  
**healthy food**  
for the community of Bayview Hunters Point.

The Good Neighbor Program is brought to you by  
LEJ Youth Envision in partnership with  
the Tobacco Free Project of the San Francisco Department of Public Health.  
© 2009 by the Environmental Justice Foundation. Design by white box.

# Retail for Community Health and Sustainability

*Promoting healthy, fresh and sustainable foods and discouraging unhealthy products.*

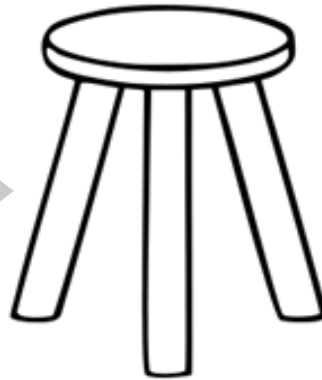


# Assessment, Promotion & Awareness

## Promotion & Awareness

*SEFA FGs*

- Branding, shelf talkers, etc
- Market Research
- Build relationships (residents, cbos, faith orgs, schools etc)
- Monitor adherence to Standards
- Shadow & assist with store redesign



## *Youth Advocacy Groups*

### “Market Makeovers”

Taste testing, cooking demos  
Health promotion in/out store  
Murals

Build demand (marketing campaigns,  
media, pro community ads)

Educate

*Note: It is anticipated that there will be overlap and collaboration between groups!*



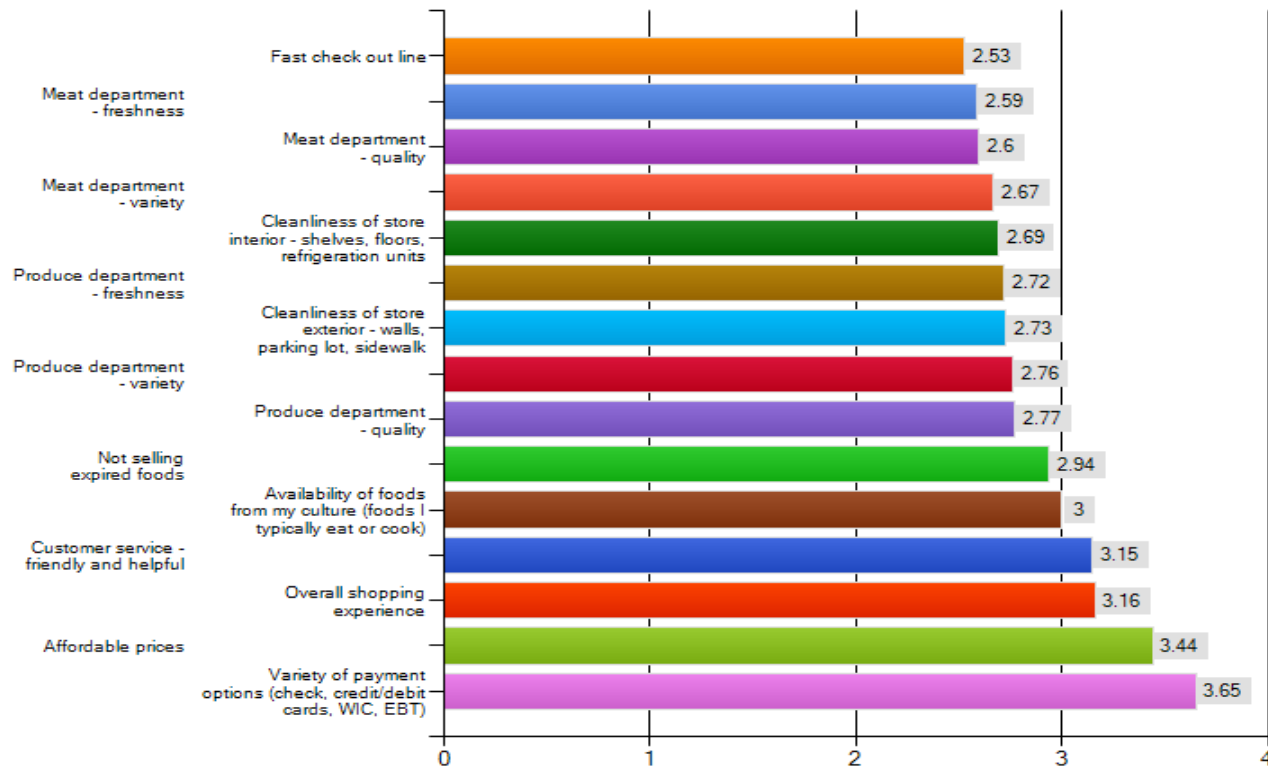
# SEFA Food Guardians



# Foodsc



Please rate Foodsc Co. in the following areas:



S  
E  
F  
A

S  
T  
A  
N  
D  
A  
R  
D  
S

# SEFA Retail Standards for Health & Sustainability!

Rating Stores  
*(beyond food)*





- Offer non-fat and low-fat dairy products
- Quality meats and sustainable seafood
- Low sugar, high fiber cereals
- Whole grains
- 100% juice
- Low fat, low sugar snacks
- Decrease sugar sweetened beverages
- Culturally-appropriate products
- Healthy foods in high visibility locations

# Fresh Produce

- Grocery stores must stock at least 25 choices of fresh fruits and 50 choices of fresh vegetables
- Corner stores must stock 5 choices each of fresh fruits and vegetables.
- Prioritize California-grown & produced (within 200 miles of SF when available & price-competitive)
- Grocery stores must have organic section, based on seasonality and price



# Quality

- Top quality fruits and vegetables (equal to/better than highest USDA grade)
- Do not sell foods with expired sell by or use by dates
- Monitor fresh foods and discard visibly perished or expired items

# Cleanliness and Safety

- Adhere to all health codes
- For grocery stores, no bars on windows; no graffiti; no litter, cigarette butts, or broken glass near entrance
- Adhere to existing policies around loitering, cleanliness, and safety



## Access

- Accept EBT, WIC, and credit cards
- Display signs indicating acceptance of EBT & WIC



## Environmental Impact

- Sell and promote reusable bags
- 5 cent credit for reused bags
- Recycling and compost systems
- Bike racks

## Tobacco and Alcohol Sales

- Adhere to existing laws re: sales of tobacco and alcohol

# Ads and Consumer Education

- No outdoor tobacco/alcohol ads or indoor near children (under 5 feet, within 2 feet of candy, toys, or checkout counter)
- No ads for soda, sweetened beverages, or high sodium/fatty snacks
- Display approved posters promoting healthy foods
- Provide healthy recipe handouts or “shelf talkers”
- Provide materials in languages representing makeup of community and customer base
- Partner with CBOs to offer monthly in-store healthy cooking demos and samples



## Fair labor

- At least 50% local hire (94124 or District 10)
- Hirees should represent language needs of customer base and community
- Provide living wage and benefits as outlined in SFLiving Wage and Health ordinances

## Community investment

- Host, participate in, or donate to health fairs or other community events (1-3/year for corner stores, 3/year for grocery stores)

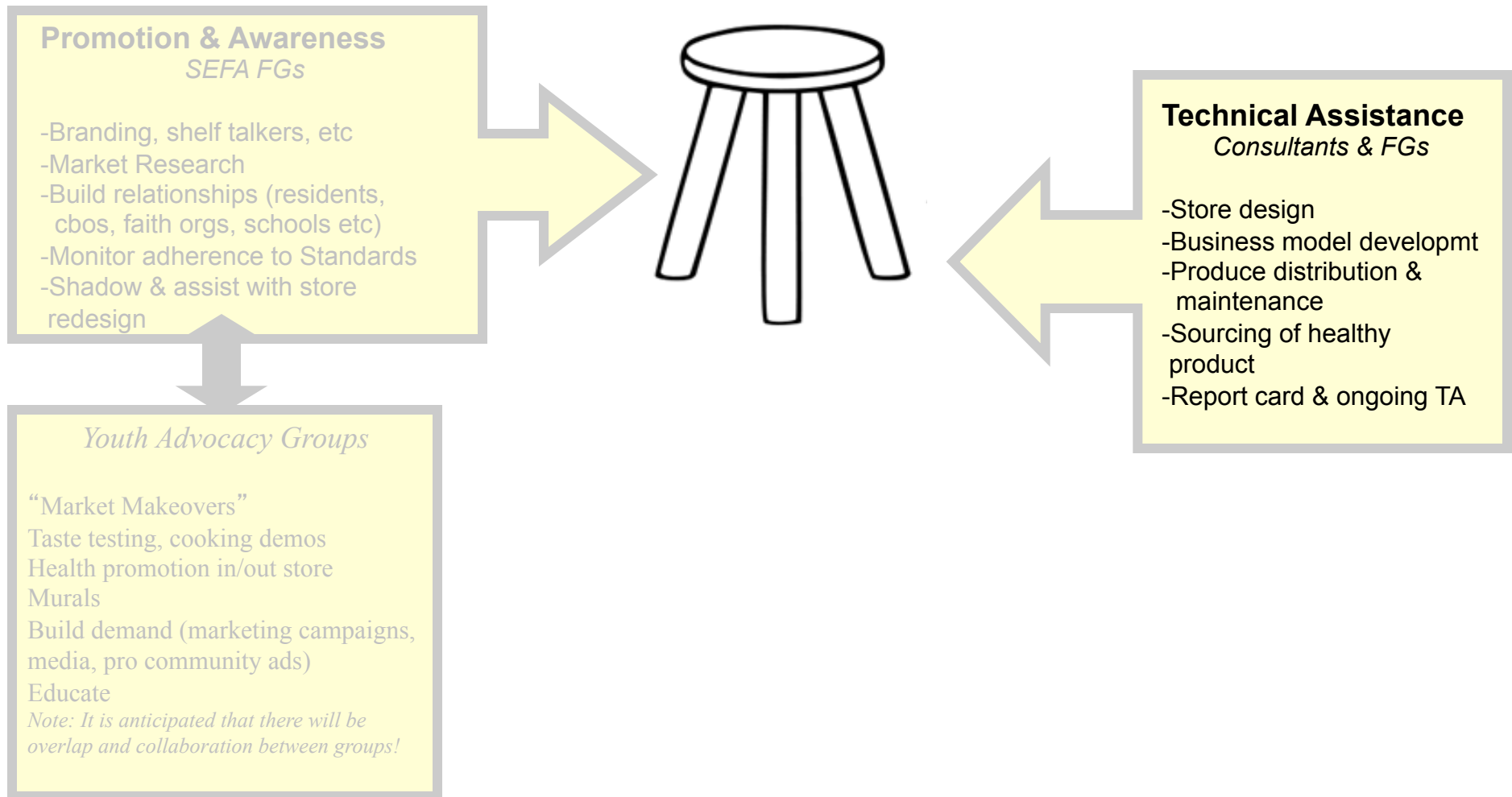
# Square Footage & Retail Intent

*For corner stores:*

- Demonstrate commitment to general grocery store status (*planning code*)
- Must not have the word "liquor store" in name.



# Technical Assistance



# Proposal for Super Save Redesign





# Contract/Protocol

**DRAFT**

**SEFA Healthy Retail Contract**

This contract outlines the services and resources to be provided by (list all relevant parties)

**Promotion and Marketing: SEFA Food Guardians**

SEFA Food Guardians will provide the following promotional services: (this will be

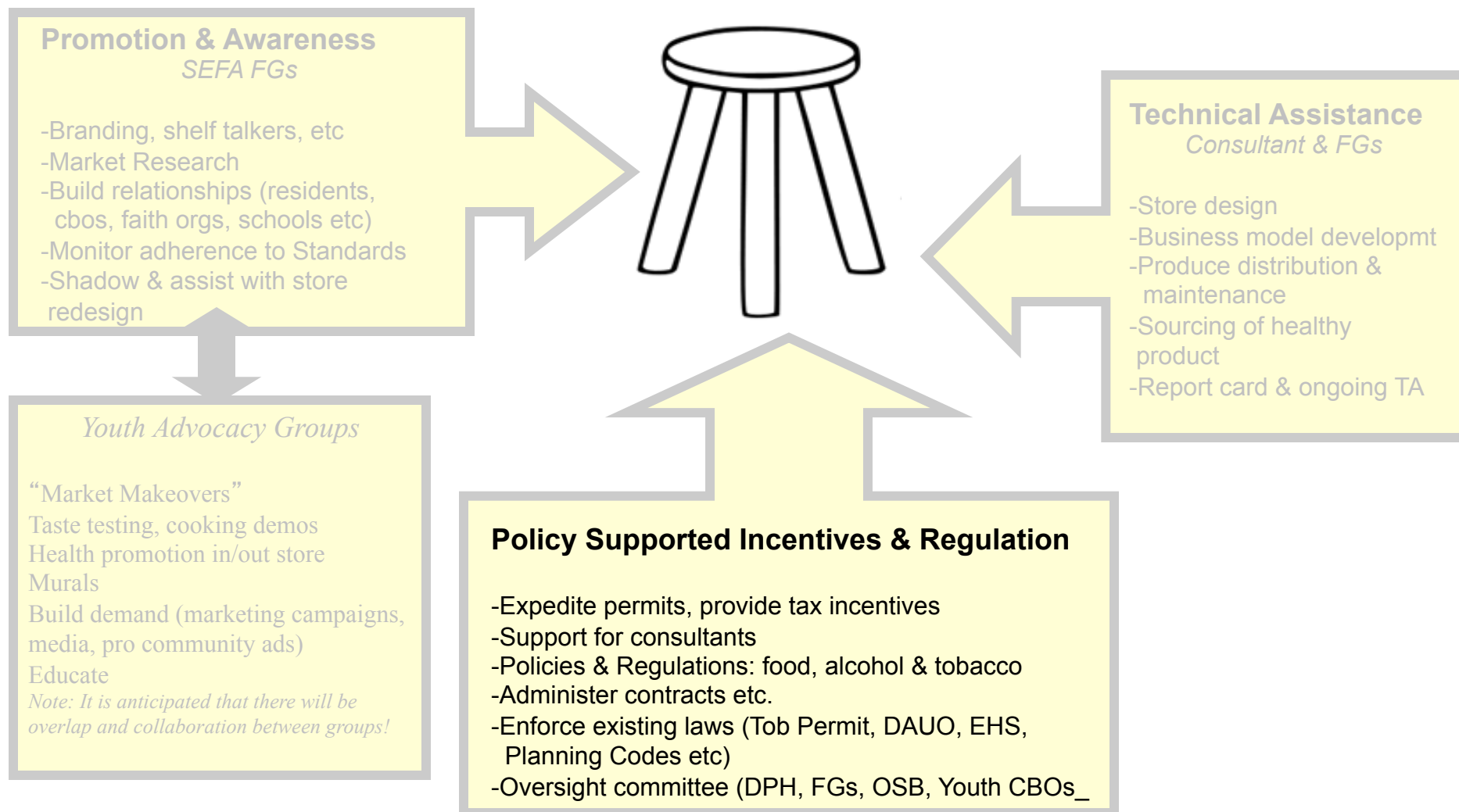
**SEFA Store Makeover Protocol**  
(Technical Assistance, Health Promotion and Incentives)  
Draft 10/11

**Documents of agreement that outline and clarify roles and expectations.**





## *The Future? Establish a sustainable citywide program?*



The End