

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)

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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."

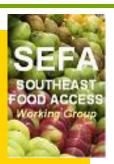
"It's what I grew up on, McDonald's and a lot of fried



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

food for dinner," she recalls. "The grocery stores in the area were very limited in

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



A NEW SURVEY of San Francisco's Southeast Sector residents finds overwhelming support for improved and new food retailers. The survey -by concerned community groups and City agencies -- provides a formula for engaging consumers...

top quality + wide variety + first-rate atmosphere = success!

No current retailer comes close to meeting consumer demand

Half of area consumers make 2 or 3 trips to the store each week

30% of shoppers shop for between two and three children

Large format stores are heavily favored by area consumers... Chain stores would be embraced

50,000 urban consumers with money, an appetite for quality food...and no place to shop Sense an opportunity?

See www.shapeupsf.org for more

Southeast Sector food consumers CRAVE high quality options, variety, and a pleasant shopping experience Excluding produce, high quality meat and fish were ranked as "most important"

Tremendous Business Opportunity

> 94% of Bayview Hunters Point and Visitacion Valley residents surveyed said they would actively support new food options in their neighborhoods

Retail sales leakage for

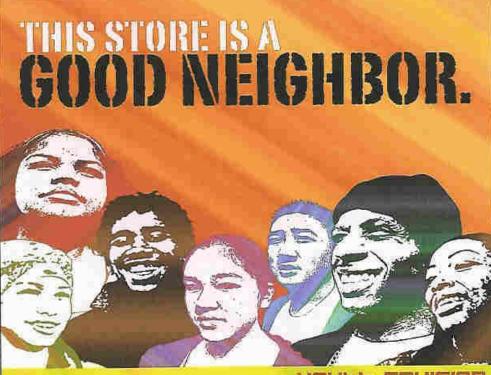
full service grocers is a

whopping \$38 million

"Values" like organics resonate with consumers in the Southeast Sector

81% of respondents rated "freshness" as the most important factor when choosing a place to shop for food, far more than those who prioritized affordability

Lessons Learned from Past Programs



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

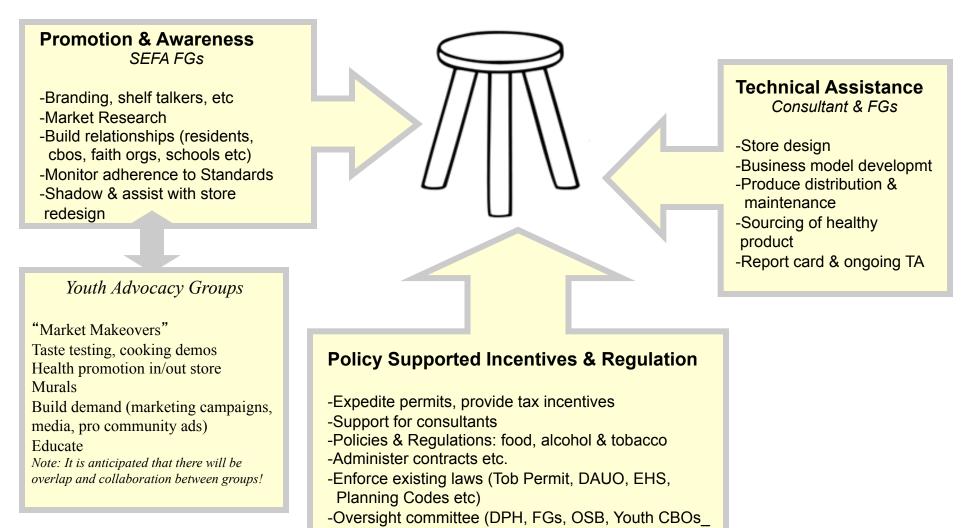
> The Good Neighbor Program is brought to you by IE) You's Envision in postnership with the Toblacco Free Project of fre Son Francisco Department of Public Health



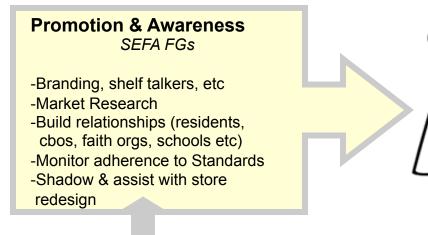
Retail for

Community Health and Sustainability

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



Assessment, Promotion & Awareness



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





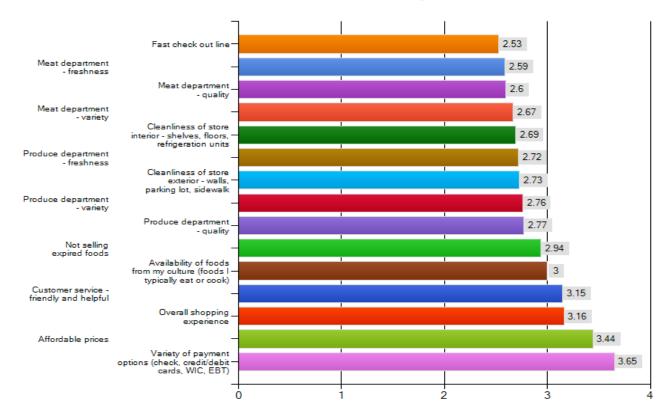




Foodsco



Please rate Foods Co. in the following areas:



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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

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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

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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

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- 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

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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)

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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.

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Healthy Retail Agreement

Stock low-fat or skim milk.

Stock 2-6 varieties of high-fiber cereal

Stock at least 2 additional varieties of frozen vegetables and/or fruit.

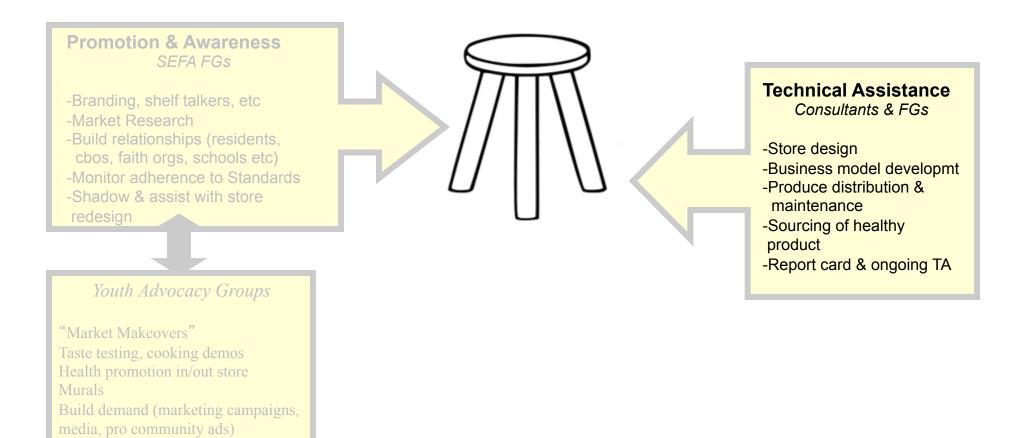
Stock 5-10 more varieties of "no salt added" canned vegetables or soup.

Put low-fat, low-sodium, low-sugar and healthier food products in high visibility locations throughout the store, with easyto-read signage and eye-level placement.

Carry at least 5 choices of fresh fruits and 5 choices of fresh vegetables, not including potatoes, onions, lemons and limes. At least one vegetable must be a dark leafy green (not including iceberg lettuce).

other..

Technical Assistance



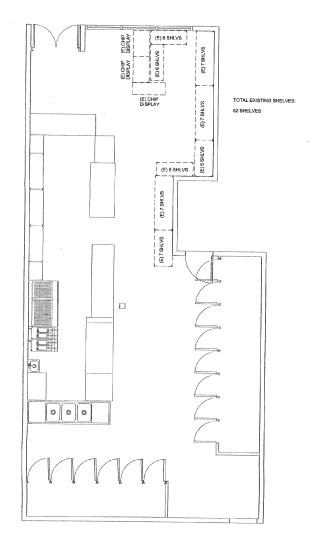
Note: It is anticipated that there will be

Proposal for Super Save Redesign



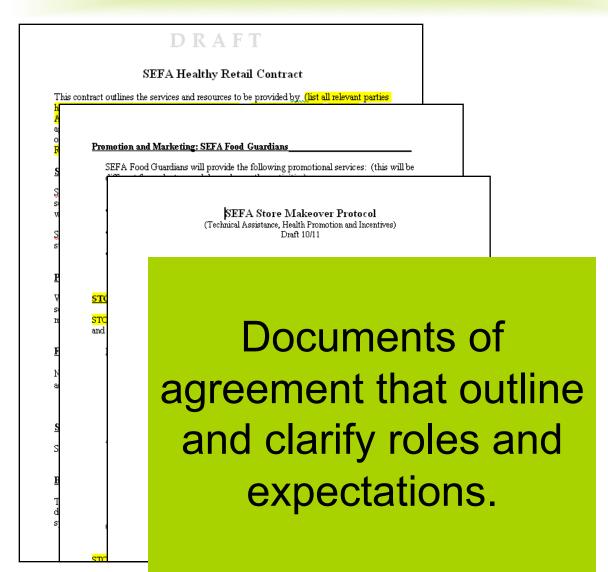


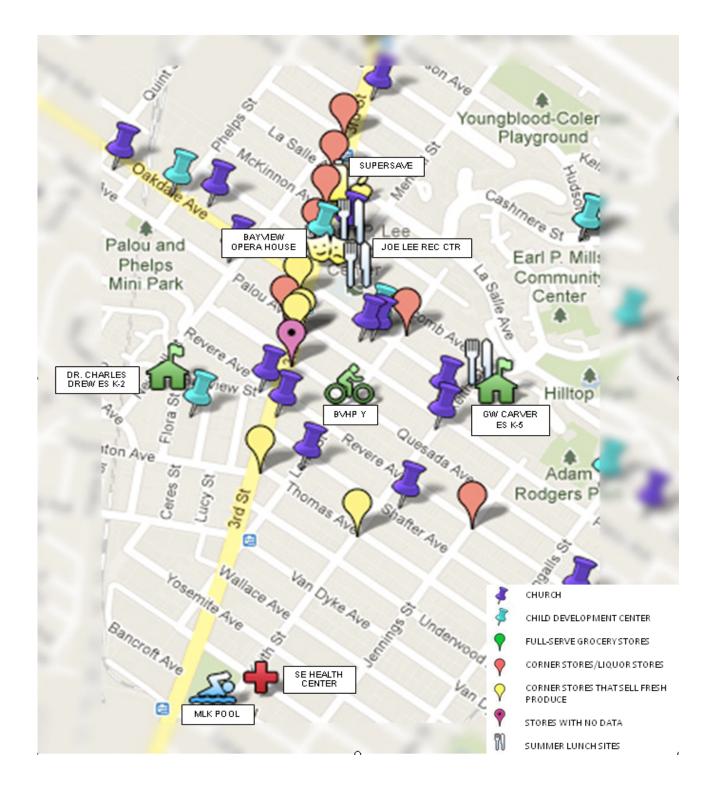
Store Redesign TA: Before & After



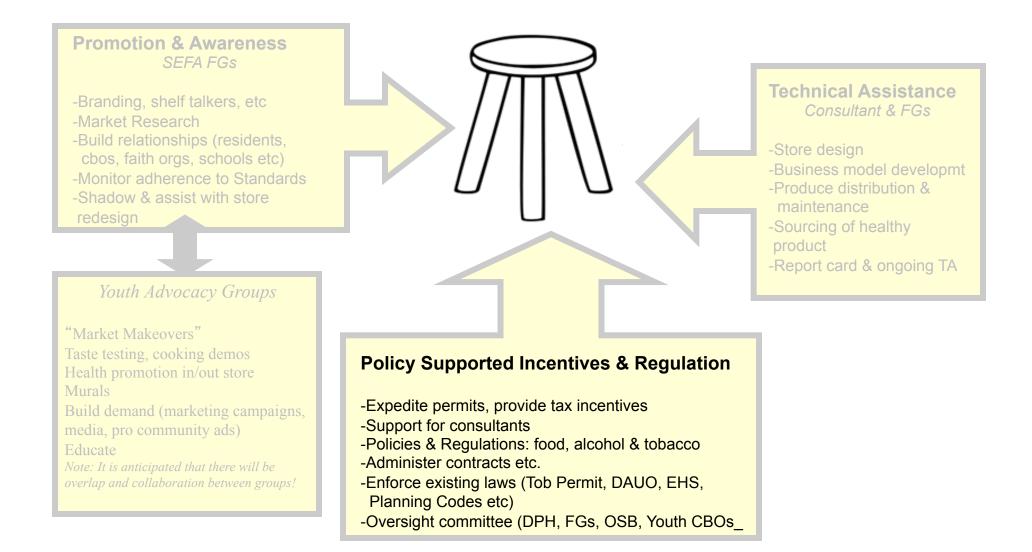


Contract/Protocol





The Future? Establish a sustainable citywide program?



The End