



Healthy Food Within Reach: Helping Bay Area Residents Find, Afford, & Choose Healthy Food



San Jose Forum – March 18, 2015
Eli Zigas, SPUR

Defining Food Access:

An individual or family's ability to obtain sufficient, safe, and nutritious food to meet their dietary needs and food preferences for an active and healthy life.

(adapted from United Nation's Food & Agriculture Organization)



Barriers to Food Access:

Physical – Can you find healthy food?



Supply

Economic – Can you afford healthy food?

Educational – Do you know how to make healthy choices and how to cook?

Cultural – Do you want the healthy food that is available and affordable?



Demand

What Success Looks Like

Decreases in:

- Self-reported food insecurity
- Poverty according to the California Poverty Measure
- Households living below the Self-Sufficiency Standard
- Obesity and diabetes rates

Increases in:

- Fruit and vegetable consumption rates
 - Number of people reporting access to affordable fresh fruits and vegetables
-
- Change across counties and across income

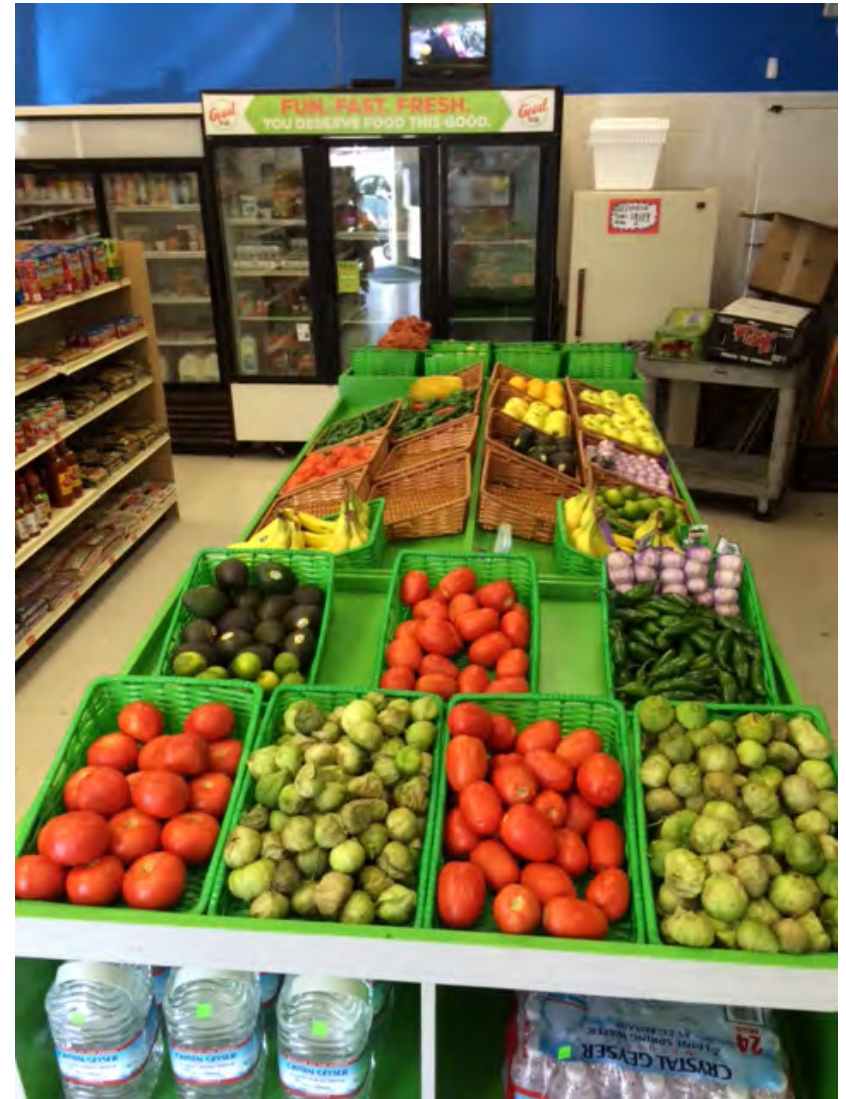
Evaluation of Current Programs and Initiatives



Strategy 2: Increase purchasing power of low-income residents to improve their economic access to healthy food



Strategy 3: Make Healthy Food Available in All Neighborhoods. One Solution Won't Fit All Areas



Strategy 4: Ensure that people know how to make healthy food choices and how to cook



Strategy 5: Reduce demand for unhealthy food while increasing demand for healthier options



**Full report:
spur.org/foodaccess**

**Eli Zigas
ezigas@spur.org
415.644.4881**

