



CA's Central Valley

Food Insecurity in the Land of Abundance

Genoveva Islas, MPH

Founder & Executive Director

Mission

- Our mission is to engage, inform and inspire residents in the San Joaquin Valley who live in disadvantaged places to become actively involved in promoting health through advocacy for policy, systems and environmental improvements that support healthy eating and active living.
- We believe that everyone should be able to live the full course of their life in optimal health.



My Family Food History

- Genoveva Aroyo Zarco de Muñoz
- Elena Muñoz de Islas
- Genoveva Islas





BUD LIGHT

BUD LIGHT

Heidelberg

WELCOME

Crown Lager





CBS



**GIVE MORE SABOR
TO YOUR LIFE**

03248G

CO-OP

Healthy Food Access & Latinos

Latino communities often have less access to healthy affordable foods.

- Latino neighborhoods have one-third as many supermarkets as non-Latino ones.
- *Bodegas* offer limited or expensive selections of low-fat dairy or meat products.

Access to supermarkets in Latino communities is linked to lower obesity rates.

BETTER FOOD IN LATINO NEIGHBORHOODS

THE BAD

- Latino-majority schools had an average of five mobile food vendors—mostly paletas (ice cream pushcart vendors)—within a quarter mile, one study found.
- Many Latino families do not have access to healthy affordable foods.
- Latino neighborhoods have more corner stores (like bodegas) and fast-food restaurants... but one-third as many supermarkets, and fewer farmers' markets, than non-Latino neighborhoods.

THE GOOD

- As the number of supermarkets increased in Latino neighborhoods, teen's body weight outcomes improved.
- Increasing the number of farmers' markets in Latino communities boosted local produce sales.
- Policy initiatives may improve the food environment and economy in Latino areas:
 - Healthy food financing initiatives can include tax credits, zoning incentives, funding, or equipment to spur supermarkets and farmers' markets to locate in underserved areas.
 - Government financing initiatives can help bodegas expand healthy offerings.
 - Food subsidies can expand Latino's demand and buying power for healthy foods.

CONCLUSION

Introducing supermarkets or farmers' markets, expanding healthy offerings in places like bodegas, and lowering the cost of healthy foods in Latino communities increases families' access to healthy affordable foods. These efforts help support a healthier diet among Latino kids.

BODEGA

NEW HEALTHY ITEMS

Go to www.salud-america.org to find out more on Latino childhood obesity.

Icons: Food Security, Food Access, Food Literacy, Active Spaces, Healthy Food, Active Play

Sources for the information included in this infographic can be found in Salud America! Research Review, available at www.salud-america.org. Salud America! is a national program of the Robert Wood Johnson Foundation with direction and technical assistance provided by the Institute for Health Promotion Research at The UT Health Science Center at San Antonio.

UT HEALTH SCIENCE CENTER
Robert Wood Johnson Foundation

Our History & Lessons Learned

Small Store Conversions



School Farm Stands



Pilot Projects & Lessons Learned

Healthy Mobile Vendors



Community Kitchen



SPECIALITY CROPS



SPECIALTY CROPS

SEASONALITY, SELECTION AND STORABILITY

LEARNING THE SEASONALITY OF
CENTRAL VALLEY GROWN PRODUCE.

August 6th
10:30 a.m. -
12 p.m.

PRESENTED BY
ZILFINA RUBIO AMES, PHD

If you'd like to know more about how to select and store your fruits and vegetables joins us for our webinar.

Each participant will receive a \$25 gift card and be eligible for a raffle of a \$100 gift card.

Click on the Zoom link below

<http://bit.ly/specialcrops>



For more information about the webinar,
call 559-498-0870



HEALTHY SCHOOL MEALS



Parent Voices:
School Meals for All
 Good for Kids – Good for Communities
 Policy Brief • May 2021

2021 LEGISLATIVE OPPORTUNITIES

The Universal School Meals Program Act of 2021 (S. 1530, H.R. 3115) would allow all children in U.S. public schools to receive school meals at no charge, regardless of their family's income, ensuring that all students get at least two free, healthy meals every school day and giving children a foundation for success in school. Free School Meals for All Act of 2021 (SB 364), is a similar bill introduced in California.

OUR STUDY

During the COVID-19 pandemic, researchers from Stanford University and University of California Nutrition Policy Institute partnered with two community-based organizations in California's San Joaquin Valley in order to improve access to school meals in this largely rural, low-income region. We investigated barriers and facilitators to healthy school meals in school districts participating in the National School Lunch Program.

We used mixed methods including parent focus groups and structured interviews with district personnel. We also engaged parents in a PhotoVoice project to document meals received over the course of one week. This brief highlights preliminary findings from this work.

POLICY RECOMMENDATION

Provide healthy school meals at no charge to all children.
 School meals for all is widely endorsed and is the School Nutrition Association's top legislative priority for 2021.

Finding: Free school meals help families

"It helps because my kids enjoy it, and since I do not have to buy lunch, I am grateful because I can save money."

"[School meals] helped lessen the burden on me since I was at work all day."

"The school meals help to fill the gaps when there isn't much at home."

"It is good to know that there we have daily food for our children and that access is easy."

Research shows:

The Healthy, Hunger-Free Kids Act of 2010 has made schools the single overall healthiest source of eating in the U.S.¹ The NSLP lunch is typically healthier than other lunch sources and provides the best nutrition of a child's day.²

When free meals are provided to all children, through mechanisms such as USDA's Community Eligibility Provision, schools see increased meal program participation,³ (which also may reduce stigma), and children benefit from improved diet quality, academic performance and attendance rates, while student Body Mass Index measures trend down.⁴

Further, meal costs can be reduced through economies of scale and lower administrative burden, without sacrificing nutritional quality of meals.⁵

References: ¹Ku J, Michal R, Li Y, Mozaffarian D. Trends in Food Sources and Diet Quality Among US Children and Adults, 2003–2018. *JAMA Netw Open.* 2021;4(4):e2125262. ²Gearan EC, Monzella K, Jennings L, Fox MK. *Nutrients* 2020; 12(12):3891. ³Tan ML, Larala B, Madsen KA, Johnson RC, Ritchie L. Community Eligibility Provision and School Meal Participation among Student Subgroups. *J Sch Health.* 2020; 90(10):802-811. ⁴Cohen JFW, Hecht AA, McLaughlin GM, Turner L, Schwartz MB. Universal School Meals and Associations with Student Participation, Attendance, Academic Performance, Diet Quality, Food Security, and Body Mass Index: A Systematic Review. *Nutrients.* 2021; 13(3):911. ⁵Long MW, Masple K, Andreyeva T. Universal Free Meals Associated with Lower Meal Costs While Maintaining Nutritional Quality. *Nutrients.* 2021; 13(2):670.

This work supported with funding from American Heart Association Voices for Healthy Kids, The Center at Sierra Health Foundation and the San Joaquin Valley Health Fund, Stanford Medical Scholars Program, Stanford Pediatric Resident Research Grant, and Share Our Strength No Kid Hungry.

This work received a United States Public Health Service 2021 Excellence in Public Health Award.



Olivia Guzman

Describe the picture. What do you want people making school food policy to know?

The bread is hard, and children only eating the center of the bun and leave the outer.

Why is this an issue? How does it impact the nutrition of students at schools?

The bun is hard, and children don't want it. If it was not hard, children would eat the bun.

Is this a challenge or an asset? If this is a challenge, what is your recommendation on how to resolve it? If this is an asset, how should it be supported?

It's a challenge because the part of the bun that gets hard. Need to find a way for the bread not to get hard.

LOCAL PROCUREMENT



FUSD Baseline Summary

\$17,305,236
in Total Food Spend

2 out of 5
baseline goals met

8
Total Points Earned

Progress Toward Baseline Goal and Qualifying Purchases by Value Category

Category	Progress	Baseline Goal ¹	Standard Points	Extra Points	Baseline Met
Local Economies	27.9% or \$4.8m	15% (\$2.6m)	1	1	✓
Environmental Sustainability	0% or \$47	15% (\$2.6m)	0	0	-
Valued Workforce	1.7% or \$300k	5% (\$865k)	0	1	-
Animal Welfare	0% or \$0	15% (\$738k)	0	0	-
Nutrition	52% of applicable items met	51% met	1	4	✓
Total			2	6	

Key Take-aways

- FUSD meets the baseline requirement in two out of five value categories in the Good Food Purchasing Program, investing over \$4.8m in the local food economy and meeting the nutrition baseline.
- FUSD also invests \$300k in suppliers with union contracts with employees and has opportunity to increase purchases of food from fair suppliers.
- FUSD also has opportunity to improve performance in the Environmental Sustainability and Animal Welfare categories.

¹The Environmental Sustainability and Valued Workforce categories have additional baseline requirements

FRESNO UNIFIED SCHOOL DISTRICT RESOLUTION 20-XX

RESOLUTION OF THE BOARD OF EDUCATION OF THE FRESNO UNIFIED SCHOOL DISTRICT TO PROMOTE LOCAL PARTICIPATION AND OUTREACH IN PROCUREMENT OF FOOD PRODUCTS FOR THE DISTRICT'S MEAL PROGRAMS

WHEREAS, it is the district's intent to promote and encourage business with local vendors to the extent possible and practical; and

WHEREAS, the purpose of this Resolution is to adopt local practices and exercise options to the extent permitted by law that promote increased local vendor participation in providing food products for the district's meal programs; and

WHEREAS, the district is making efforts to procure food products in alignment with the values of the Good Food Purchasing Program and supporting the district's farm to school initiative; and

WHEREAS, the district desires to reinvest resources in the local economy.

NOW, THEREFORE, THE BOARD OF EDUCATION OF THE FRESNO UNIFIED SCHOOL DISTRICT, DECLARES, FINDS AND RESOLVES AS FOLLOWS:

- The Recitals are true and correct and incorporated herein by reference.
- For the purpose of this resolution, "local" refers to growing regions and production centers within 250 miles of the district's Nutrition Center.
- The district will make substantial efforts to promote and encourage outreach to and commerce with local farmers and businesses, to maximize local participation.
- The district will structure bids in a way to promote local bidders, to the extent prudent and practical.
- The district will include a geographic preference in procurement solicitations for fresh fruits and vegetables.
- The district will obtain quotes from local farmers and businesses first, where no formal bid procedures are required.
- The district will encourage vendors to make good faith efforts and engage local suppliers and sub-contractors to the extent possible and practical.

COVID RESPONSE

#SAVETHESEÑORAS



WESTSIDE FOOD DELIVERY

- https://drive.google.com/file/d/1SP_Uj-ON7eRybHYREX0gU9kQ3G0588Nt/view?usp=sharing

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Conclusions

- **CASH:** We can not address food insecurity with out addressing poverty. Connecting food business to economic opportunity is imperative.
- **CONTROL:** Building the leadership of residents to be active in shaping, informing and changing the food systems around them is necessary.
- **CAPACITY:** You can change food systems when you know food systems. Informing decision makers is just as important and informing community residents.
- **CONNECTIONS:** A determinant of our physical health is the health of our environment. Good food isn't produced without clean water and healthy soils. Sometimes the most effective way to address food insecurity is to deliver food directly.



Thank You

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#VivaCultiva!