



# CONSUMPTION

## Research Goal

Identify areas of need and opportunities for growth to inform future efforts to increase food security and healthy food access for low-income consumers.

## Defining Terms

- Food Outlets** - a place from which food is sold or distributed.
- Providers** - people in both the service and private sectors, including: social service providers, public health workers, retail outlet owners, distributors, planners & policymakers.



## Two Sides of Consumption - Distinguishing between the two types of Food Outlets<sup>1</sup>

**Retail Food Outlets** – grocery & convenience stores; farmer’s markets & farm stands; mobile markets

**Food Assistance Programs** – food pantries, soup kitchens, shelters, National School Lunch Program, summer meal programs, backpack programs, community meals, community gardens

| Objective  | Strategy   |
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| 1. To identify gaps and overlaps of food outlets.                                      | A. Map Food Assistance Programs and Retail Food Outlets.   |
|  | B. Overlay with food access indicators derived from secondary and primary data collection.   |
| 2. To identify the barriers to food security and healthy food access.                  | Interview <b>providers</b> <sup>2</sup> and community members to determine the real barriers and the perceived barriers to accessing Food Assistance Programs and Retail Food Outlets.       |
| 3. To identify successful models for increasing food security and healthy food access. | Interview providers and community members to determine which methods are successful in increasing food security and healthy food access in Food Assistance Programs and Retail Food Outlets. |
| 4. To understand consumer demand in Retail Food Outlets and Food Assistance Programs.  | A. Interview providers and community members to identify foods in high demand, with respect to culture, nutrition & preparation.   |
|  | B. Interview providers and community members to identify healthy foods not in high demand and understand barriers to increasing access to these healthy foods.                               |
| 5. To identify opportunities for new and existing food outlets.                        | Determine best locations and offerings for food outlets based on identified gaps, barriers, successful models, and consumer demand.  |

