

# MEASURING THE IMPACT OF HEALTHY FOOD PROJECTS

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**CED**

Community Economic Development



REINVESTMENT  
FUND



# Measuring the Impact of Healthy Food Projects

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CED Grantee Conference

April 1, 2016

# About Reinvestment Fund

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- Our mission is to build wealth and opportunity for low-wealth people and places through the promotion of socially and environmentally responsible development.
- Since 1985, Reinvestment Fund has made **\$1.7 billion** in cumulative investments and loans.
- We are supported by over **850 investors** that include individuals, foundations, religious institutions, financial institutions, civic organizations and government.

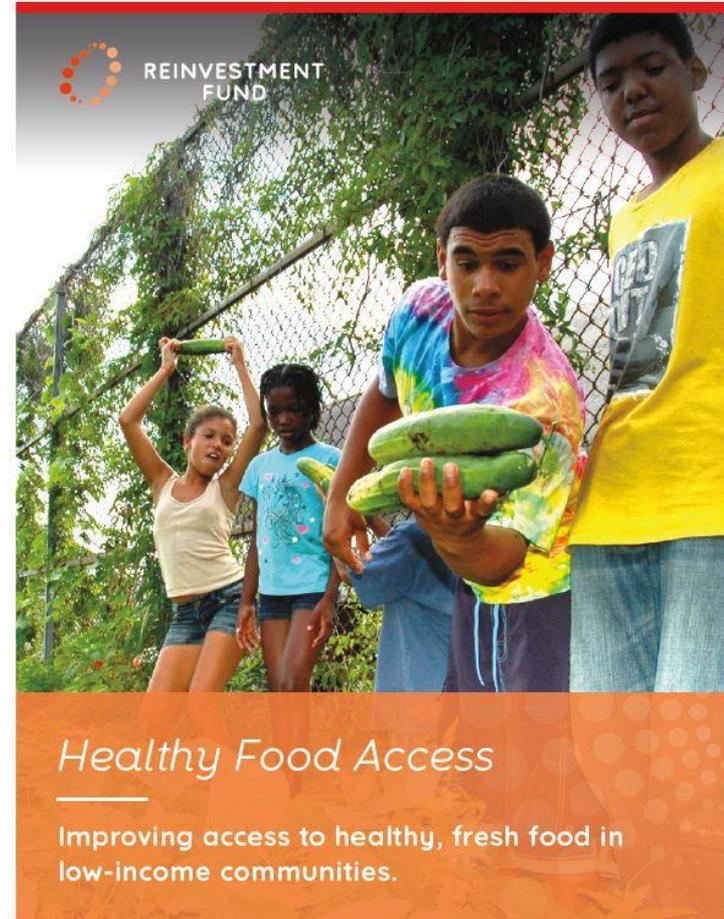
# How We Work to Improve Access

Financing

Research & Analysis

Capacity Building

Public Policy



# Measuring Impact

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1. Economic impact of grocery stores
2. Potential impact of nutrition intervention programs
3. Identifying who is impacted by a food retail project

# Measuring the Economic Impact

- **Jobs**
- The Economic Impacts of Supermarkets in their Surrounding Communities (2007):
  - **Improved Real Estate:** The event of a store opening is associated with an increase in nearby housing values.
  - **New Investment:** A new supermarket increases economic activity in the neighborhood and region through a business' direct, indirect and induced expenditures.
  - **Lower Prices:** The Brookings Institute found that prices were likely to be substantially higher in urban areas than in suburban areas due to the prevalence of small food stores rather than larger more efficient stores.

# Approaches to Healthy Shopping and Eating

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**Behavior change is part of the solution**

Population Food Environment:

“changes conditions for all”

**and**

Personal Food Environment:

“responds to individual’s experiences”



# Barriers to Healthy Eating



Cost, time, and lack of knowledge are barriers to healthy eating. The food industry has developed strategies to increase sales, such as the use of pre-packaged meals that fall back on impulsive behavior. The food industry must take consumer's lack of awareness of the constant information.

# Research Findings

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- **Church-based programs** have proven effective at engaging participants and demonstrating short- and long-term change.
- Programs that **promote a single message** demonstrated positive results. The “1% or Less” campaign was a communitywide intervention that focused on one message: switch to 1% fat or skim milk.
- Programs that **assess a person’s state of change and setup progressive goals**—through interviews, computer-based assessments or written questionnaires—are useful for directing/improving action over time.
- Counseling programs show varying results.

# Research Findings

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- Isolated experiments show that **cost reduction** has the potential to impact food decisions.
- Point of Purchase interventions show potential. These **shelf labeling/ package labeling** engage and inform consumers in the store during the shopping process.
- **Technology can be an effective tool** for health care providers, churches and communities to access nutritional information and receive customized personal recommendations.

# Promising Ideas

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*- Includes a range of new initiatives seeking to build upon and apply components of what researchers has shown to work*

- **Supermarket marketing campaigns:** stores creating an environment where consumers can be educated and have ready-access to healthy food products
- **Small Store Initiatives:** changing the products available in existing smaller neighborhood stores
- **Building connections with farmers markets:**
  - The Fruit and Vegetable Prescription™ (FVRx™) program operated by Wholesome Wave
  - Fair Food Network, Market Umbrella and Roots of Change provide additional subsidies to SNAP recipients who shop at farmers markets

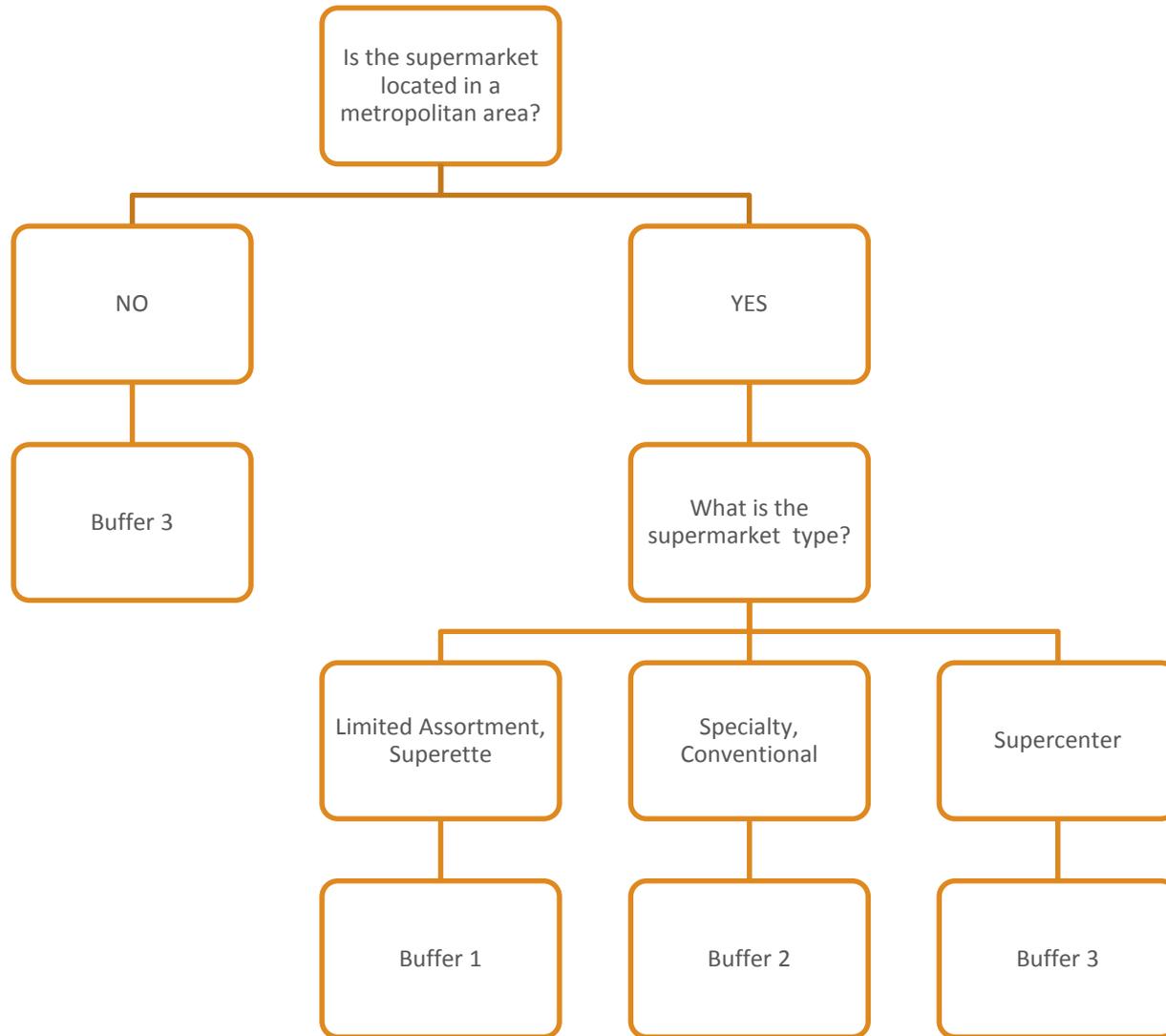
# Who is impacted by a Healthy Food Project?

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## 1. Determining the market:

- Industry identifies a market with a complex methodology that is influenced by factors including, but not limited to: competition, natural and built neighborhood boundaries, car and public transit accessibility, and density.
- Reinvestment Fund is creating a tool to best estimate who is impacted by focusing on **population density** and **store format**.
- These factors led to 3 “buffer zones” to use which can be combined with other data.

# Who is Impacted?



# Using the “Buffer Analysis”

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2. Applying the radius to existing data:
  - Estimate the number of low income families served by a healthy food project
  - Identify partners and areas to focus for nutrition interventions
  - Combine with market data to determine/support viability of project

# Contact Information

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The Food Trust

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THEFOODTRUST.ORG

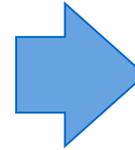
Dr. Bill McKinney

*Defining Common Metrics and  
Measuring Success*

# Community and Economic Impact

**Developing  
Quality Food  
Markets in  
Underserved  
Communities**

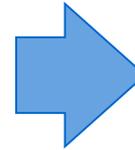
Create jobs, revitalize commercial real estate, leverage private sector capital, and increase tax rates



**Economic Stimulus**

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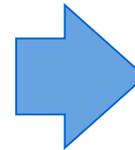
Provide lower cost, nutritious foods and savings on transportation



**Income**

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Promote a nutritionally-balanced diet which leads to reduced rates of diabetes and obesity

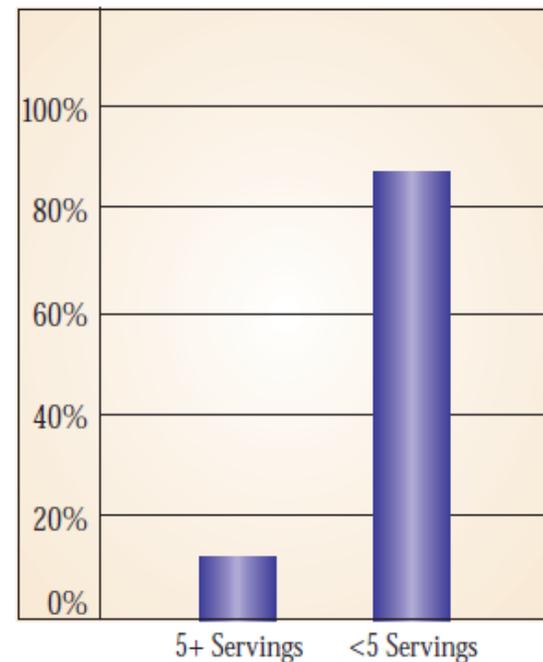


**Health**

# Why Corner Stores?

- Significant source of food, particularly in food deserts
- Frequent destination for children:
  - 42% students shop 2 times/day; 53% once a day
  - 356 calories per purchase
- Existing infrastructure in urban and rural communities

Fruit and Vegetable Consumption  
Among Residents  
with Poor Grocery Quality



# The Need for Health Screenings

- Philadelphia, the poorest of the nation's ten largest cities, has an enormous burden of cardiovascular disease, with heart disease and stroke as the first and third leading causes of death.
- Lack of access to affordable, healthy food in low-income areas contributes to obesity and other diet-related conditions that lead to heart disease.



# Health Screenings “Heart Smarts”

- 8 stores are currently participating in the Heart Smarts Program
- Stores are visited each month on the same day and at the same time
- Jefferson University Hospital-Center for Urban Health provides screening and follows up monthly
- All participants receive written and oral recommendations on follow up



# Health Screenings

**During pilot year, Heart Smarts provided 977 screenings at ten corner stores. 777 individuals were screened for BP and/or BMI**

- 57% were men; 43% women
- Age ranged from 18 to 91 (mean = 46.3 years);
- 58.4% were Black, 25.9% were Latino, 3.6% were White, and the remaining were other or mixed race or ethnicity.
- 342 participants (44%) self-reported they were smokers.
- 30.9% were uninsured
- 26% did not have a PCP



# Follow-Up

- 114 (15%) of total number screened returned once or more for follow-up.
- Of the 114 screened, 72 (63.2%) had 2 screenings and 42 (36.8%) had 3 or more screenings.



# Blood Pressure Follow-up

Of the 114 who were rescreened:

- 46 (40.35%) showed an improvement of systolic BP (a decrease of  $\geq 5$  mm Hg)
- 69 (60.5%) showed an improvement of diastolic BP (a decrease of  $\geq 2$  mm Hg).



# Blood Pressure Follow-up

Of the 159 (62%) successfully reached by telephone, 82 (51.6%) had visited their PCP:

- 41 (25.8%) participants reported visiting their PCP and their BP was normal.
- 11 (6.9%) participants reported visiting their PCP and their blood pressure drug treatment was changed.
- 6 (3.8%) participants reported visiting their PCP and are now back on blood pressure drug treatment.
- 12 (7.5%) participants reported that their blood pressure treatment was not changed and their BP was normal.
- 12 (7.5%) undiagnosed hypertensive participants saw their PCP and were prescribed blood pressure medication.



# BMI Follow-up

- Of the 89 participants with measurable weight outcomes, 38 (42.7%) showed an average weight loss of 8.31 lbs and decrease in BMI of 1.24 units.
- 11 of the 74 (14.9%) returning overweight and obese individuals who wanted to lose weight and participated in follow-up counseling lost at least 5% of their body weight; 5 (6.8%) lost at least 7% of their body weight.



# Smoking

342 participants self-reported they were smokers with 13 (3.8%) reporting an improvement in smoking cessation at follow-up visit or via telephone follow-up.

- 4 of the 13 (30.8%) reported completely quitting smoking;
- 9 of the 13 (69.2%) reported a reduction in cigarette smoking from an average of 10.4 cigarettes to 5.1 cigarettes per day.



# Living closer to healthy food retail is associated with better eating habits and decreased risk for disease.

- A study of 600 rural seniors found that distance from a grocery store is associated with decreased consumption of fruits and vegetables
- A study of metropolitan areas found that the number of nearby grocery stores was associated with increased fruit and vegetables consumption
- A study in New Orleans found that a grocery store in a person's neighborhood is associated with a reduced risk of obesity
- Other issues related to food purchasing and consumption include price and quality of healthy food, transportation options, and the cultural appropriateness of products



# Encouraging healthy food retail stimulates economic activity.



- Supermarkets support between 48-120 jobs each, and sometimes more
- A study from Philadelphia found a 4-7% increase in home value after the construction of a nearby grocery store
- In communities without grocery stores, residents spend approximately \$1,120 annually of food outside of their neighborhoods

# NJFAI Background

- 2010: The Food Trust convenes the New Jersey Food Marketing Task Force, which develops recommendations to support supermarkets and other fresh food retail in underserved areas across the state
- Partners: The Food Trust, New Jersey Food Council, New Jersey Economic Development Authority, The Reinvestment Fund
- 2012: New Jersey Food Access Initiative (NJFAI) formed
- 2012: Robert Wood Johnson Foundation provided \$12 million in funding for NJFAI
- 2012-2022: Financing provided over 10 years, with an emphasis on 10 priority cities: Atlantic City, Camden, East Orange, Elizabeth, Jersey City, Newark, New Brunswick, Paterson, Trenton, Vineland
- 2014-2016: RWJF funds The Food Trust to conduct an evaluation of NJFAI impacts

NOT FOR CIRCULATION

# NJFAI Evaluation

- Evaluation goal: To assess impacts of NJFAI on community residents, health, and economic development
- Evaluation focus:
  - Broad scope: fresh food availability and affordability at NJFAI funded stores
  - In-depth focus: on a completely renovated store (Camden) and 2 two new construction stores (Vineland and Newark)
- Evaluation partners:
  - Econconsult Solutions, Inc. / Economic impact research
  - UPenn / NEMS-S food environment assessments
  - Arizona State University / random pre-post household telephone surveys in Newark and Camden

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# Research Questions

1. How are community residents influenced by new stores?
2. To what extent has NJFAI achieved its goal to increase access to healthy food in underserved communities?
3. What is the impact of NJFAI funded stores on children's (3-18 years of age) health and on parent's perceptions of the community food environment?
4. What economic impacts are generated as a result of NJFAI at the community and state levels? (e.g., economic activity, tax revenues, property values)

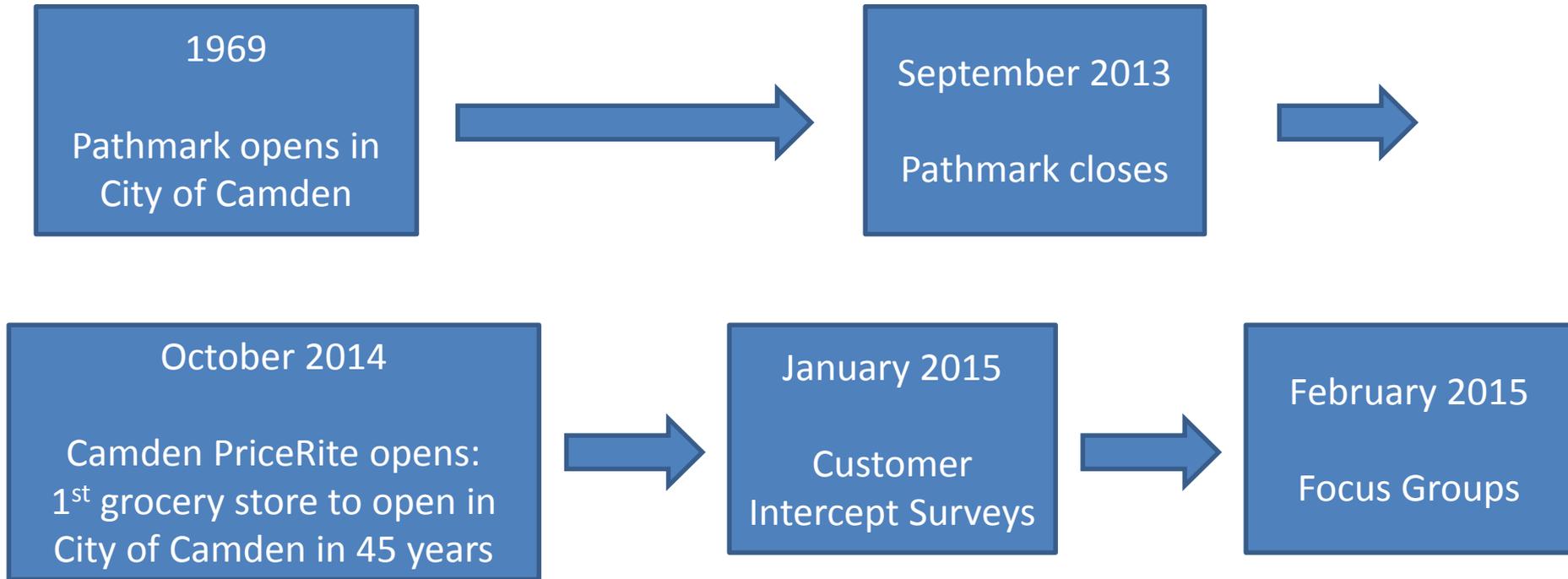
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# Data Collection Methods

1. Customer surveys - perceptions and shopping behaviors (TFT: Vineland, Camden\*, Newark)
2. Customer focus groups (TFT: Vineland, Camden\*, Newark)
3. Observations of product availability, price and marketing (UPenn: NEMS-S / GMEA in funded stores and comparison stores)
4. Pre-post community resident telephone survey of household shopping behaviors, perceptions of food environment and children's health behaviors (ASU: Camden, Newark)
5. Economic impact analysis (Econsult: Vineland, Camden\*, Newark)

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# Camden PriceRite Timeline



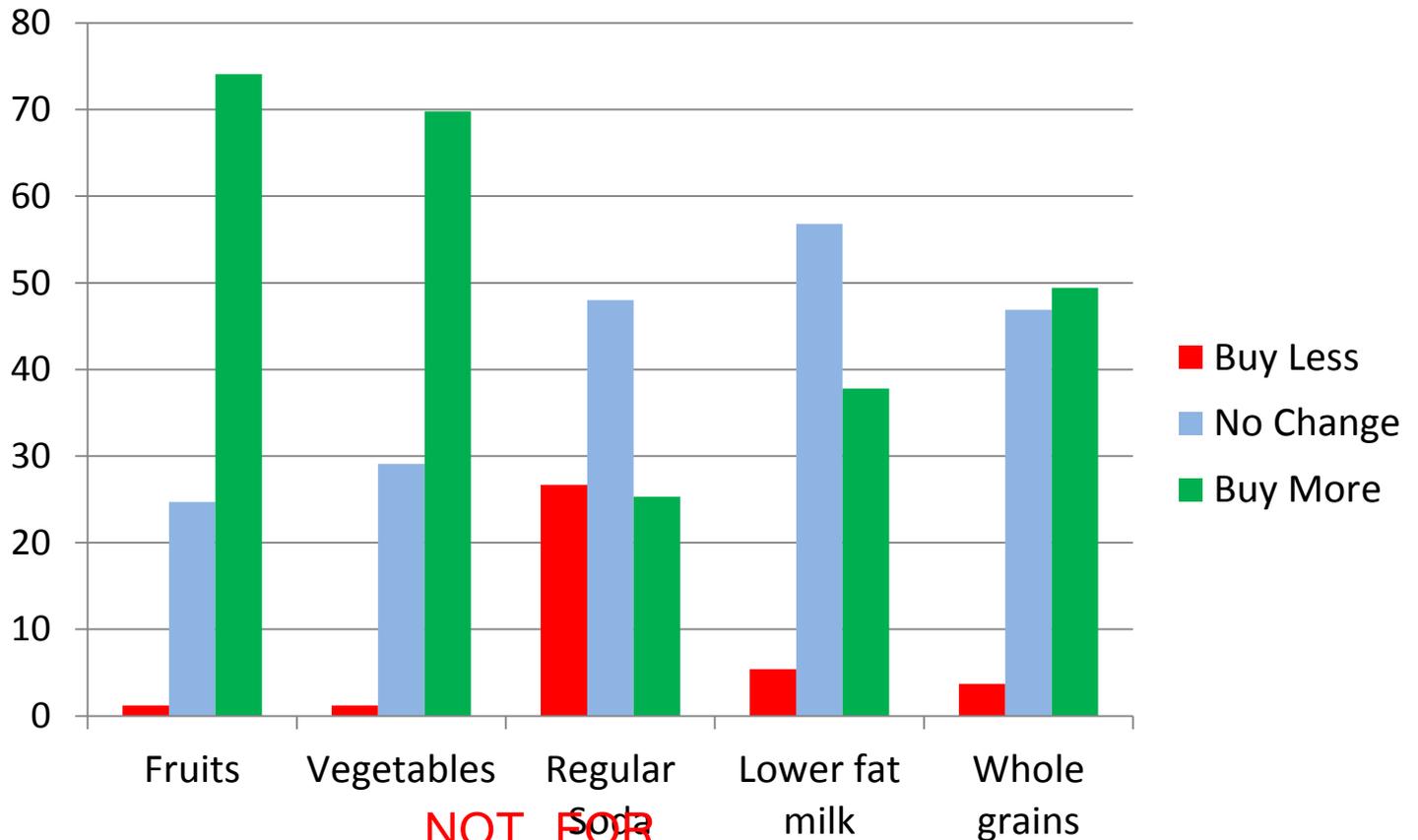
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**“Since you began shopping at this store, have you changed what foods and beverages you buy for you or your family?”**



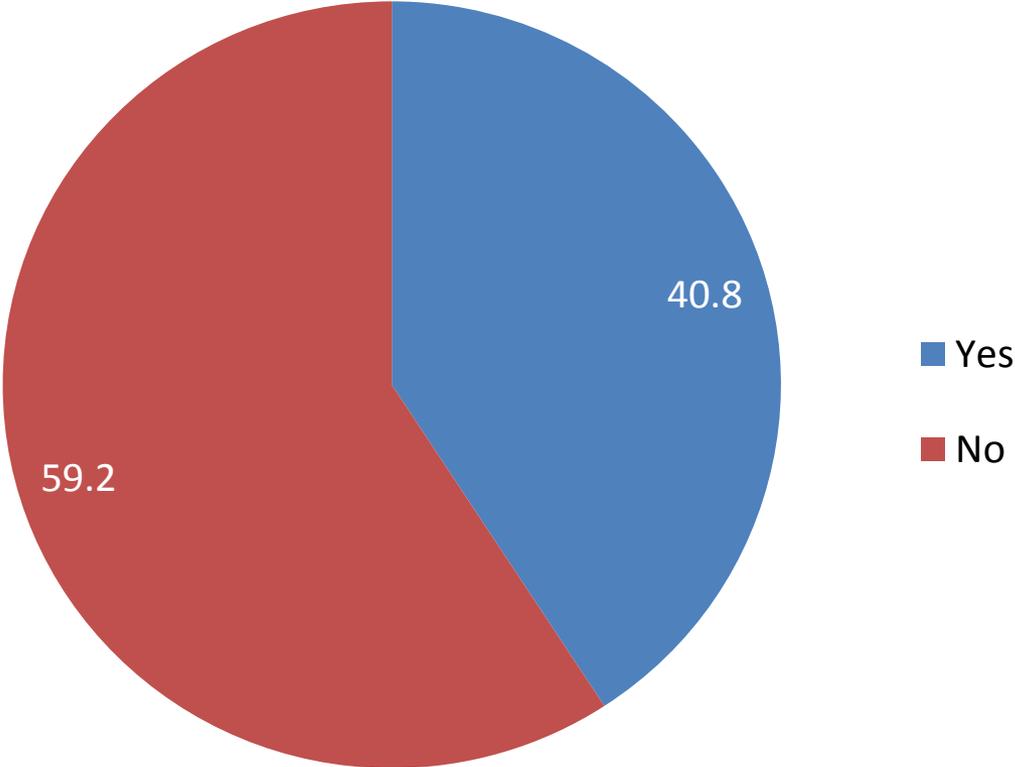
**“If YES, what has changed regarding the following foods and beverages?”**

**36.5% YES**



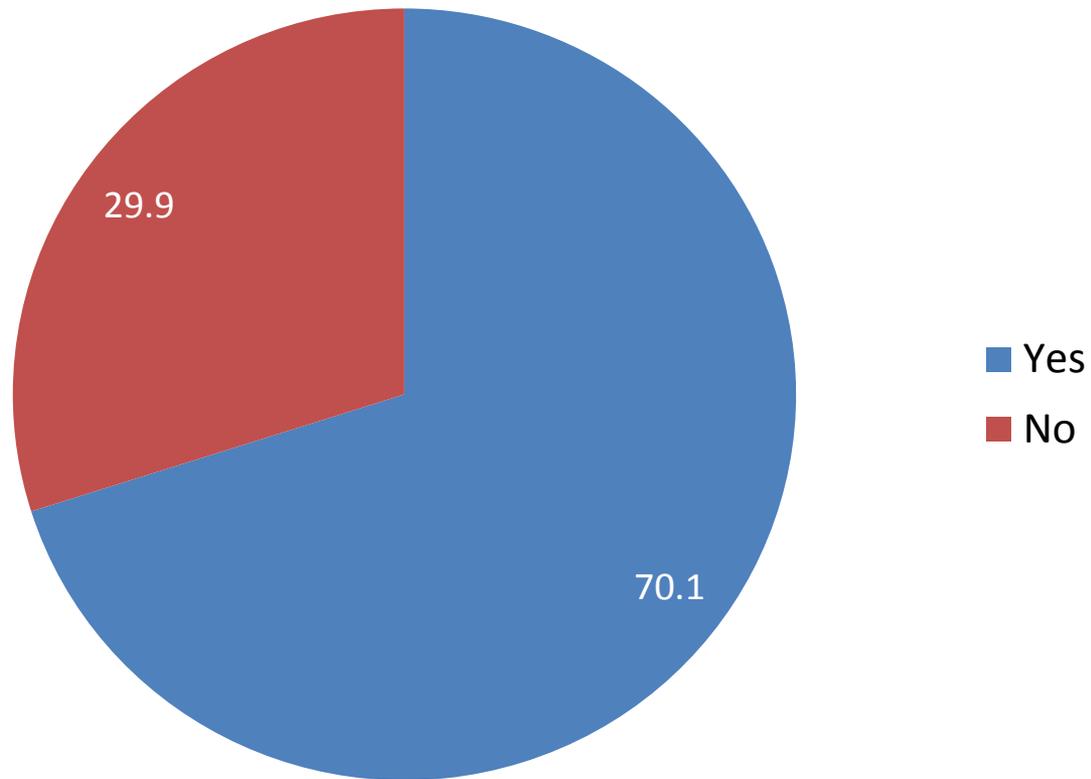
**NOT FOR CIRCULATION**

**“Since shopping here have you tried any new fruits or vegetables?”**



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**“Does this store encourage you to buy healthier foods and/or beverages?”**



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# Improved food selection, quality, and prices

- PriceRite offers better food quality, prices, and selection than other options in the area (corner stores, Acme, Shoprite)

*“Cheap pricings of foods are much needed for families”*

*“Much easier to get food when compared to the time it wasn't open”*

*“There are a lot of Hispanics in this community, so this store offers certain products that are tailored to that group of people.”*

*“Near store to my house, products from my country”*

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# Local Pride and Outside Perceptions

- Community pride felt because a clean, safe, convenient, locally-operated store located in the neighborhood

*"It brings happiness to the community because it is local."*

- Brings customers into the community

*"It is a convenient location for people that live in different places – they can stop by and pick something up heading home from work. Like people living in Collingswood and Audubon can stop in this market and get whatever they need for dinner because it is a well-traveled highway."*

- Helps shift outside perceptions of Camden

*"It's coming back around. What you see on TV is only 1%, we aren't all criminals... so how would you know [whether this is true] if you're not going through [Camden]?"*

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# Employment opportunities for local residents

- Store's opening created a number of new jobs
- Perception that PriceRite provided employment opportunities for members of the community
- Adds to sense of community pride around store

*"Supplying jobs to the needs of young teens."*

*"I work at a program for people ages 16-24, they are high-school dropouts. A lot of youth were in trouble in the streets, and this PriceRite helped them get jobs, which was very touching – it gave them the opportunity to be able to start again."*

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# Summary – Community Impact

- 97% of respondents believe the store has positively impacted the community by:
  - Improving the quality, selection, and prices of foods available in the community
  - Providing a safe and convenient space for all residents – old/young, drivers/non-drivers – to buy their food
  - Serving as a gathering space for the community
  - Creating a sense of community pride, bringing in outside business, and shifting outsiders' perceptions of Camden
  - Providing high-quality jobs to local residents

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# Farmers Market Metrics

Sara Padilla  
Farmers Market Coalition  
*Measuring the Impact of Healthy Food Projects*  
CED Grantee Conference  
April 1, 2016



# Who is Farmers Market Coalition?

**FMC** is a 501(c)(3) nonprofit dedicated to strengthening farmers markets across the United States so that they can serve as community assets while providing real income opportunities for farmers.

# Why Farmers Market Metrics?

- Metrics are undefined
- Little comparable data exists
- Challenges of grassroots data collection
- Most data collection protocols are not suited to low-capacity markets
- Analysis of data is not contextual
- Available reports are usually academic and dense



“Knowing how many pounds of fresh food the market diverts to people facing hunger in our community will help us communicate the value of the market's work to improve access.”

“A key need is for better metrics on market sales, a challenge given that we do not collect sales information regularly from producers.”



# Audience

Internal AND external audiences must be considered when choosing metrics.



# Farmers Market Metrics

## 2015 Metrics Table

Metric	Collection Method	Collection Instrument	Collection Frequency	Capital (benefit)	Context	Survey Question	Audience
Estimated number of visitors	Observation	Visitor Count Recording Sheet	Per Data Collection Day (at least two times per season)	 Economic Capital  Social Capital	Visitors have 2 ½ as many encounters at the farmers market than they would at a chain supermarket.	N/A	USDA, Municipal leaders, Public health leaders
Vendor sales	A. Document Review	A. Vendor Application	Per Season	 Economic Capital	Locally-owned retailers return more than 3x of their sales to the local economy compared to chain competitors.	In (previous year), what were your business' TOTAL gross sales at {X Farmers Market}?	USDA, Extension, business district neighbors
	B. Survey	B. Vendor Sales Slip	Per Market Day			Please submit your sales using the vendor sales slip before end of day.	
Average distance in miles traveled from farm to market	Document Review	Vendor Application	Per Season	 Ecological Capital	Most food eaten in the US has traveled nearly 2,500 miles.	Please provide the physical address for your business' point of production (No P.O. Boxes, please):  Alternative method: What is the driving distance (in miles) ONE WAY from your business' point of production to the {X Farmers Market}?	USDA, Extension
Agricultural acres owned, leased, or managed by market vendors	Document Review	Vendor Application	Per Season	 Ecological Capital	America loses an acre of farmland every hour to development.	How many acres are in production?	USDA, Extension
Number of SNAP transactions	A. Survey	A. Food Assistance Tracking Form	Per Market Day	 Economic Capital	In 2013, about one in every four farmers markets reported accepting SNAP benefit.	N/A	USDA, public health leaders
	B. Document Review	B. Vendor Sales Slip		 Social Capital			

# Analysis and Reporting

Analysis can answer some important questions:

“How is this market benefiting vendors?”

“How are attitudes, behaviors, and knowledge changing as a result of the market?”

**cap•i•tal** *noun* \ˈkɑ-pə-təl\

**Economic / Ecological / Human / Social**





2013

## Carrboro Farmers' Market

301 West Main Street • Carrboro, North Carolina • Founded in 1979

Saturdays: Summer 7am - 12pm, Winter 9am - 12pm • Wednesdays: Summer 3:00 - 6:00pm

Nurturing local sustainable farms and artisan-based businesses by providing a vibrant space for connecting with the community.



### SHOP

Average of **2,000 shoppers** per Saturday market  
*Bringing the community together in the heart of Carrboro.*

More than **\$3,150,000** in estimated sales in 2013  
*Markets serve as small business and farm incubators.*

**\$11,802** in nutrition assistance benefits accepted in 2013

*Fresh food for our neighbors who need it most.*

Estimated **\$9,996** in sales per hour (open 315 hours in 2013)

*Studies show that Locally-owned retailers return more than 3x as much of their sales to the local economy compared to chain competitors.*



### GROW

**37 events** were hosted by market staff and volunteers  
*Educating the community, and building social connections.*

We need **YOU** to help the market thrive in 2014.  
**Visit us and support your market!**

Learn more: [carrborofarmersmarket.com](http://carrborofarmersmarket.com)  
Let's talk! [carrborofarmersmarket@gmail.com](mailto:carrborofarmersmarket@gmail.com)

This report was created as part of the Farmers Market Coalition's Farmers Market Metrics project. [farmersmarketcoalition.org](http://farmersmarketcoalition.org)



### SELL

Of our **79 vendors**:

*The market allows new and small businesses to enter the marketplace including:*



**37%** minorities or women  
*Providing economic opportunity for all.*



**<5%** under the age of 35  
*The average age of American farmers is 57. Farmers markets provide a low-barrier entry point for young and new farmers to build their businesses. Let's grow new NC farmers!*



### EAT

Food sold travels an average of **25 miles** from origin  
*That's what we call fresh. Most food eaten in the US has traveled nearly 2,500 miles.*

Data on the Carrboro Farmers' Market was collected through customer surveys, nutrition benefit redemption tracking, and market observation by market staff and volunteers.

Sales figures are estimates based on shopper interviews.

2015

## Ruston Farmers Market

Ruston, Louisiana • Founded in XXX • Open Saturdays 8am til noon

Located in the public parking lot along South Monroe between Railroad Ave. and Louisiana Ave.



### SHOP

Average of **X,000 visitors** per market day  
*Creating a town square and ....*

More than **\$X thousand** in sales over **X** market days.

*Locally-owned retailers return more than 3x as much of their sales to the local economy compared to chain competitors.*

**XX** products sold as Certified Organic or certified by other third-party sustainability criteria.

*America loses an acre of farmland every hour to development.*



### LEARN

**XX Volunteer** hours contributed

*Sharing talents and knowledge and building social connectivity*

### Market Profile

- Ruston Farmers Market provides high quality, fresh, locally grown produce; plants; flowers; and value-added goods to Ruston and the North Louisiana region.
- The market is a project of North Louisiana Farm Fresh, a 501(c)3 non-profit, and is governed by a volunteer board of X.
- The market accepts SNAP/EBT cards, and Senior Farmers Market Nutrition Program vouchers for eligible products.



### GROW

Food sold travels an average of **XX miles** from origin

*That's what we call fresh. Most food eaten in the US has traveled nearly 2,500 miles.*

**XX acres** of diversified farmland supported.

*America loses an acre of farmland every hour to development.*



### SELL

**XX Vendors** sold at the market in 2015.

*The market allows new and small businesses to enter the marketplace.*



**XX%** of our vendor businesses are women-owned

*Providing economic opportunity for all.*

**X% of our vendors** have less than **10 years** farming experience

*The average age of American farmers is 57. Farmers markets provide a low-barrier entry point for young and new farmers to build their businesses. Let's grow new farmers!*

This report was created as part of the Indicators for Impacts study, an AFRI-funded partnership between the University of Wisconsin-Madison and the Farmers Market Coalition (USDA NIFA award 2014-68006-21857-Morales PI). Data was collected by market staff or volunteers through document review, market observation, and surveys.

*In 2013, the*  
**OREGON CITY  
FARMERS MARKET**  
*completed nearly*

**\$8,000**

**in nutrition benefit sales.**

*That's \$8k of fresh food to our neighbors  
who need it most.*



In 2013



29,379

people visited the  
**Countryside Farmers Market**



join us!

# Message No. 3

## ECONOMY

### Farmers markets drive foot traffic to nearby small businesses.

#### Data to Highlight:

Total sales

Visitor counts

#### Audience:

Businesses that are within sight, sound or share parking with the market; public officials and local governing bodies, local BID, CRF, and Main Street Associations.

#### Additional Info:

Area businesses in various cities across the U.S. saw \$19,900 - \$15 million more in sales per year due to a nearby farmers market. *USDA "The Food Chain Reaction from a Farmers Market," 2014. <http://blogs.usda.gov/2013/08/05/farmers-markets-as-community-centerpieces/>*

Farmers markets positively affect the business surrounding them, while also providing significant sources of income for local farmers, thus maintaining the viability of many small, local farms. *Brown, C. & Miller, S. (2008). The impacts of local markets: A review of research on farmers markets and community supported agriculture (CSA). Amer. J. Agr. Econ., 90, 1296-1302. Sept. 2013*

A survey of over 800 customers from a variety of indoor and open-air markets around the country, showed that 60% of market shoppers also visited nearby stores on the same day; of those, 60% said that they visited those additional stores only on days that they visit the market. *Project for Public Spaces. "Measuring the Impact of Public Markets and Farmers Markets on Local Economies." <http://www.pps.org/reference/measuring-the-impact-of-public-markets-and-farmers-markets-on-local-economies/>. 2002.*

Stay tuned for more news on  
Farmers Market Metrics!

[www.farmersmarketcoalition.org](http://www.farmersmarketcoalition.org)

