

REIMAGING THE
COMMUNITY
FOODSCAPE

THE NORTH JERSEY HEALTH COLLABORATIVE

OBESITY WORKGROUP

FOOD ACCESS SUB-COMMITTEE

NORTH JERSEY HEALTH COLLABORATIVE

- The North Jersey Health Collaborative is a partnership of more than 100 organizations working across sectors to build capacity to improve community health
- Obesity Workgroup – Impact: Reduce obesity and chronic disease via improvement to environment, systems, and policies to increase physical activity and healthy eating for low income residents of Morris County. Create strategic responses for healthy eating and physical activity.
- Food Access Sub-committee – expand IFP food rescue program to distribute food left at local farms to food pantries

STRATEGIES

Develop an asset inventory of resources

Improve p.a. and nutrition in preschools

Expand IFP food rescue from local farms to food pantries

Support local policy and environmental change to enhance p.a. and nutrition



BRAINSTORMING

- Local assets
- Nutritious food stigma
- Education and awareness
- National programs of interest
- Policy development
- Capacity
- Partners

RESOURCES

- PARTNERS –

- Food Shed Alliance - Local Share
- Farmers Against Hunger
- The Food Trust

- RESEARCH ARTICLES:

- University of Arkansas School of Law, Modern Farmer, Food Donation Connection, USDA, CDC, Ample Harvest

Food Access Summit

GOALS

AUDIENCE

PROGRAM

SPEAKERS

OUTCOMES



“REIMAGINING THE COMMUNITY FOODSCAPE”

- Bringing together a diverse audience to share information, and collaborate across sectors to positively affect food access and health in Morris County.
- Imagining systems to enhance local food access and reduce food waste.



“REIMAGINING THE COMMUNITY FOODSCAPE”

Join us to imagine systems to enhance local food access and reduce food waste in Morris County. Topics include gleaning, excess prepared food, collaboration, and community outreach

FEBRUARY 15, 2018

- 9:30 AM Registration/continental breakfast, courtesy of Shop Rite of Greater Morristown
- 10:00 AM Program begins
 - 10:15 Keynote, 10:45 Panel, 11:45 Round Tables
 - 12:15 Report out/Wrap Up/Next Steps
 - 12:45 Lunch and Networking

THE HAGGERTY EDUCATION CENTER AT THE FRELINGHUYSEN ARBORETUM

353 EAST HANOVER AVENUE, MORRISTOWN

SNOWDATE: FEBRUARY 23, 2018

Featuring keynote speaker Caroline Harries
from The Food Trust

Panel presentation (FoodshedAlliance/LocalShare, Farmers Against Hunger, Table to Table, Monica Hansen, Shop Rite dietician), Q&A, Round Table Discussions

Sharing information and working together to fight obesity
by improving healthy food access in Morris County

FREE Reservations via Eventbrite by 2/8/18 –

<https://www.eventbrite.com/e/reimagine-the-community-foodscape-tickets-40947835680>

KEYNOTE

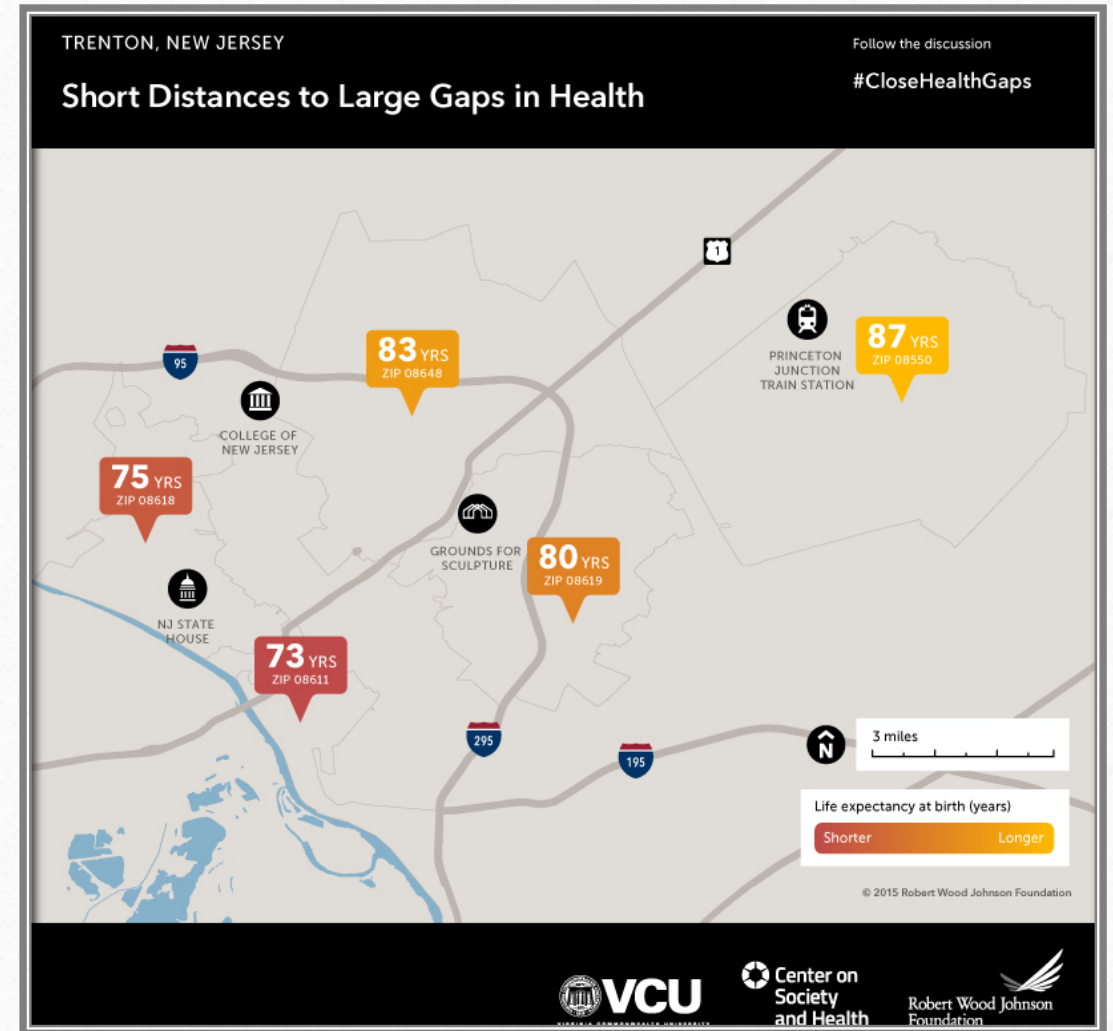
- THE FOOD TRUST –
 - Caroline Harries, Associate Director
 - 40 million people live in neighborhoods without access to healthy food
 - The food environment impacts what we eat
 - Healthy Food Financing Initiative



Ensuring that everyone has access to affordable, nutritious food and information to make healthy decisions.



<http://www.healthyfoodaccess.org/take-action-now/policy-efforts-impacts>



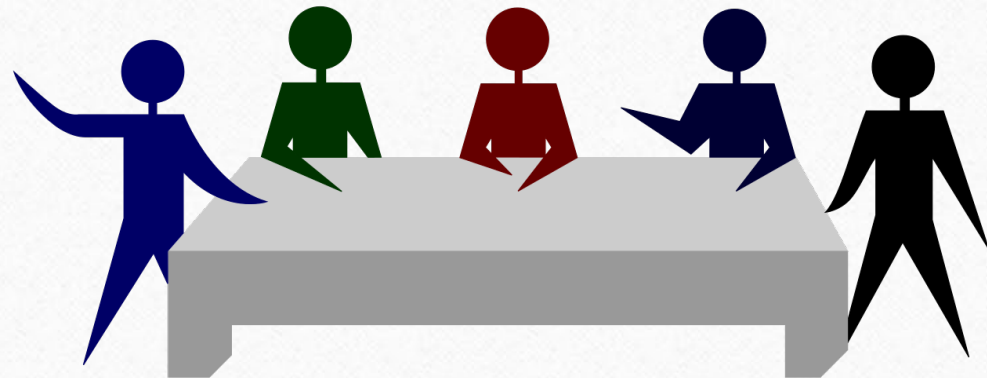
Suggestions for Getting Started

- Map your Community
- Walkability Assessment
- Convene Diverse Partners, Identify
 - Areas of greatest need
 - Potential partners
- Support existing healthy food retail
 - incentives
 - nutrition education programming
 - healthcare partnerships
- Coordinate and Collaborate



PANELISTS

- Dietician
- Local Share
- Farmers against Hunger
- Interfaith Food Pantry
- Table to Table



ROUND TABLE DISCUSSION

- WHAT CHALLENGES OR SUPPORTS ARE NEEDED TO ENHANCE THE AVAILABILITY OF NUTRITIOUS FOOD FOR PEOPLE WHO NEED IT?
- WHAT WOULD WORKING TOGETHER LOOK LIKE? LONG TERM/SHORT TERM
- WHAT ARE THE NEXT STEPS

CHALLENGES

- Distribution and logistics of coordination
- Expense of healthy food
- Funding limits for services (existing and enhanced)
- Limited farm season
- Staffing needs at farmers markets
- Limited volunteers for gleaning
- Market is driven by wholesale – limited local food market opportunities
- High cost of overhead for operations
- Language barriers
- Transportation for those in need
- Infrastructure limitations
- High cost of farming
- Stigma attached to need and/or illness of those in target groups

OPPORTUNITIES

-
- Find satellite sites for distribution
 - Increase access via grants
 - Collaborate and coordinate on a variety of levels – connect this group (Facebook?), programs, create a pool of resources (inventory), avoid duplication, partner for grants
 - Transport food to WIC sites
 - Create a single entry point for farms, volunteers, and community organizations (distribution sites)
 - Re-purpose food (canning, freezing, etc.)
 - Create food Incubators
 - Increase the number of free farmers markets
 - Find community advocates
 - Increase representation of community of need in discussions
 - Create an inventory of funding options
 - Map available resources with demographic data, find gaps – gather maps currently available from attendees
 - Enhance connections between farmers and food service providers to increase their ability to sell produce at retail prices
 - Food availability at Back to School Nights

EDUCATION NEEDS

- Food spoilage information to public
- Importance of farms to the public (location, value, product availability)
- Awareness of resources to target populations – transportation, social service agencies, etc.
- Communication/awareness among and between groups in attendance and others
- Awareness of food insecurities to the public
- How to “use” certain foods
- Liability “issues” (and lack thereof) to caterers, restaurants, etc. – can notice come from a government “authority” rather than a nonprofit?

NEXT STEPS

- Convene a smaller group interested/currently working on mapping in order to determine gaps. Focus on those communities for targeted public outreach. Create strategies based on findings. Establish smaller sub groups to work on those strategies.
- Consider an annual meeting to share updates, trends, news, and celebrate successes!



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