

# Food Access, Food Justice and Collective Action in Fort Greene & Clinton Hill, Brooklyn

Tasty Wholesome **Value** Efficient  
Affordable Rights **Delicious** Available  
Local Home-grown **Community** CSA  
Just Convenient **Vegetables** Nutritious Great Advocacy  
Options **Get Fresh!** Quality  
Exemplary Organic **Change** Bountiful Appetizing Nourishing  
Natural WIC Beneficial Regional Local Jobs Flavorful  
Abundant **Assessment** Safe **Food** Whole  
Pantries **Employment** Unlimited  
**Healthy** Fruits Awareness  
Organization Growing Solutions **Fair** Inexpensive  
Appealing **Choices** Accessible

Education  
FMNP

## 2011 Community Food Assessment with 2012 updates

Completed by the Myrtle Avenue Revitalization Project with input, participation and leadership from those living and working in Fort Greene and Clinton Hill, and with guidance from various partner organizations in New York City.



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**Interviews were conducted with representatives from the following organizations:**

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*Brooklyn District Public Health Office  
Brooklyn Food Coalition (BFC)  
Child Development Support Corporation (CDSC)  
Cumberland Medical Center  
Catholic Charities  
Dr. White Community Center  
Emmanuel Baptist Church  
Families United for Racial and Economic Equality (FUREE)  
The Greene Hill Food Co-op  
GrowNYC  
Lincoln Restler - State Committee, 50<sup>th</sup> Assembly District  
P.S. 307 Daniel Hale Williams  
Queen of All Saints Fort Greene Food Pantry  
Sacred Heart Church  
Fort Greene Strategic Neighborhood Action Partnership (SNAP)  
Associated Supermarkets  
Bravo Supermarkets  
Fresh Fanatic  
Greenville Garden*

**Focus groups were conducted with the following organizations:**

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*Students at Benjamin Banneker High School  
Pantry Clients at Child Development Support Corporation (CDSC)  
Grandmothers as Mothers Again (GAMA Group) at Dr. White Community Center  
Community Gardeners from the Ingersoll Community Garden and local residents involved in Myrtle Eats Fresh Programs  
Parent Teacher Association at P.S. 307 Daniel Hale Williams*

## Acknowledgements

Community food assessments, by their nature, require a great deal of cooperation and collaboration. This assessment is no exception, and would not have been possible without numerous contributors and community volunteers who generously donated their time and expertise throughout this process.

First, we must thank members of the Fort Greene and Clinton Hill Community Food Council Steering Committee, which includes representatives from the Ingersoll Garden of Eden, St. Joseph's College, Families United for Racial and Economic Equality (FUREE), Fort Greene SNAP, Myrtle Eats Fresh, Brooklyn Food Coalition, Child Development Support Corporation (CDSC), and a number of local residents. At the outset these individuals engaged in a vital discussion, which has and will continue to provide our process with direction and momentum. We are grateful for their continued support and dedication to this project, and for all the work they already do around food access in our community.

We are also grateful to the many advocates and community leaders who generously shared their time to discuss with us critical issues limiting access to affordable, healthy food and impacting the health and well-being of our community members. Their insights provided thrust to our research process and informed several solutions to improve our local food environment presented at the conclusion of this report.

We would also like to thank the many residents who shared their honest opinions on our local food environment, either in focus groups, at community meetings, or by engaging in our resident survey. This information is invaluable, and will go a long way towards informing projects to improve our current food environment. Likewise, we must also thank the numerous community organizations that collaborated with us in hosting focus groups or facilitating resident survey collection, especially Mireille Massac and Child Development Support Corporation (CDSC). Without this support, a good portion of our research would not exist. A special thanks to the Ingersoll Community

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The Fort Greene / Clinton Hill Community Food Council Steering Committee was formed after the release of this report to spearhead the Community Food Projects.

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Arnetha Singleton  
Beryl Benbow  
Chris Illum  
Darrell Robinson  
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Leah Flax  
Margaret Eckert – Norton  
Morgan Hills  
Roz Shu  
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We must also thank elected officials State Assemblymen Joe Lentol and Hakeem Jeffries, State Senator Velmanette Montgomery, City Councilmember Letitia James, and State Committee Member Lincoln Restler for their continued partnership in addressing food justice issues in our community.

Like all *Myrtle Eats Fresh* initiatives, this community food assessment was made possible with generous support from our funders. We're grateful to New York Community Trust Community and Atlantic Philanthropies for their support through the Community Experience Partnership initiative, to the National Institute for Food and Agriculture (USDA) for support through the Community Food Projects Program, and to Brooklyn Community Foundation for supporting us in the very early stages of our food access work.

Last, but certainly not least, we are incredibly grateful to MARP intern, Andrew Camp, who spent countless hours researching, writing and formatting the report you are reading today.

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## About MARP

The Myrtle Avenue Revitalization Project Local Development Corporation (MARP) is a not-for-profit, 501(c)3 organization incorporated in 1999, founded with the mission to restore the “Main Street” of the Fort Greene and Clinton Hill communities to a bustling, economically vital neighborhood commercial corridor that provides entrepreneurial, cultural, recreational, and employment opportunities for all those who live, work, study or have an interest in the area. Throughout MARP’s twelve-year presence in Fort Greene and Clinton Hill, we have worked to bring together diverse community stakeholders in order to collaborate and provide input on community issues, programs and plans. Our efforts to engage stakeholders in initiatives have not only served to build community across socio-economic boundaries, but also to identify and activate community leaders of all ages.

Our *Myrtle Eats Fresh* initiative seeks to improve access to fresh, affordable food throughout the Fort Greene and Clinton Hill communities. To do this, we partner with local residents and organizations to spread knowledge about fresh food, including how to grow it, sell it, cook it, and eat it in a way that nourishes the whole community. This community food assessment was driven by the desire to build a baseline understanding of issues that impact fresh, affordable food access in Fort Greene and Clinton Hill, not only to improve upon *Myrtle Eats Fresh* initiatives, but also so that other organizations and groups in the community could utilize this research to build and strengthen their own food access programs. All *Myrtle Eats Fresh* initiatives are made possible through funding provided by New York Community Trust and Atlantic Philanthropies as part of the Community Experience Partnership, and the Community Food Projects Program of the National Institute for Food and Agriculture (USDA).



***From top to bottom: A gardener prepares a planting bed at the Ingersoll Community Garden of Eden, the Myrtle Avenue Community-Run Farm Stand located in front of the Ingersoll Houses, Community Chef Arnetha Singleton performing a cooking demo at Fort Greene Park.***

## 2012 Updates

Since the release of the CFA in winter of 2011, many great accomplishments have been realized and some new data has become available: 1) the Fort Greene & Clinton Hill Community Food Council Steering Committee (CFC SC) formed and has begun to take action on 10 of the 29 Community Food Projects highlighted in the report; 2) two new supermarkets have opened in the surveyed boundaries; 3) one of the three large grocery stores that did not accept Electronic Balance Transfer (EBT) payments now accepts those benefits as do the two new stores to the area, improving the availability of fresh, healthy food for all; 4) the Store Assessment Survey Price Point Comparison of 52 stores has been updated; and 5) the closure of 3 local emergency food outlets within the study area heightens the call to action on Community Food Project “Build a Pantry Coalition” as described on page 14.

### The Fort Greene & Clinton Hill Community Food Council Steering Committee

The committee is made up of 10 local residents and advocates who have worked together to choose 10 of the 29 projects to get off the ground by March 2013: 1) Work with local food retailers to find out why they do not accept SNAP/EBT/WIC benefits, and how we can encourage them to do so, or how these benefit programs might be streamlined to be more appealing to them; 2) Conduct supermarket tours to help consumers make healthier choices; 3) Work to ‘close the loop’ on holiday food donations and ensure that food donated locally serves the neighborhood; 4) Take collective action when stores are not responsive to the community’s needs in the form of “secret shoppers” and/or “Carrot Mobs”; 5) Help to form and support a pantry coalition that enables area pantries to share best practices, resources and information, coordinate joint programming, and strengthen the overall network for emergency food services in our community; 6) Look for ways to develop more gardens on NYC Housing Authority (NYCHA) grounds and help to expand the capacity of gardening programs at area schools; 7) Assist local farmers markets, CSAs and co-ops with outreach to community residents; 8) Work with community residents and advocates to develop a healthy marketing campaign in Fort Greene and Clinton Hill to promote healthy eating; 9) Promote Food Retail Expansion to Support Health (FRESH) incentives, which could encourage the development of more supermarkets or benefit existing storeowners interested in renovations 10) Conduct focus groups and presentations throughout the community to share the data gathered through the CFA and encourage community-wide participation.

Many great accomplishments by the Community Food Council Steering Committee (CFC SC) have been realized over the last 8 months. The CFC SC has partnered with the St. Joseph’s College Nursing Department and students are given the opportunity to facilitate supermarket tours. Four tours have been conducted and 3 are scheduled for November and December 2012. Two clothing drives have been completed and 2 food drives are scheduled for November and December 2012. Conversations with NYC Coalition Against Hunger (NYC CAH) and a local pantry about the CFC SC supporting the efforts to reinstate Brooklyn Alliance of Community Services (BACS), a former neighborhood network of local emergency food programs and social service organizations, are underway. Approximately 75 local gardeners were taught how to weigh their harvest and have their harvest counted on Farming

Concrete's city-wide CropCount map. In Spring 2013 the council will launch "The Neighbor's Kitchen Journal: a guide for Cooking and Eating at Home in Fort Greene and Clinton Hill" to promote healthy and affordable food. The journal will feature stories about meals and tricks residents of Fort Greene and Clinton Hill have discovered while preparing their favorite dishes. Published on a quarterly basis, each issue will have a theme, recipes based on ingredients sold in the neighborhood, editorials, letters, food-related news briefs, and a detailed list of food resources available at both the community and the national level. Last but not least, the CFC SC hosted the CFA Release Party and announced the Community Food Projects to approximately 75 people and 3 informational presentations on the CFA data have been conducted. The CFC SC continuously seeks more community involvement and partnerships in order to further realize the goals of the Community Food Projects. All are encouraged to get involved and move into action!

## **A Changing Local Food Environment**

In order to stay on the pulse of the local food environment, MARP continues to research and assess many variables this report highlighted as strengths and challenges to providing healthy, affordable, and quality food for all. We are very pleased to report the opening of two new grocery stores in the northwest corner of the study area! As the CFA reports, the demolition of a 15,000-square-foot Associated Supermarket on Myrtle Avenue in 2006 "drastically decreased competition among nearby supermarkets, creating a food insecure environment for residents reporting the lowest incomes, and the highest number living below the poverty level. In search of higher quality groceries and reasonable prices, most residents trekked to other supermarkets as far as a mile away". Furthermore, 1 of the 3 large supermarkets in the study area that previously did not accept Electronic Benefit Transfer (EBT) now accepts these payments, as do the 2 new locations! While the gap in a lack of access to food is improving, the CFC SC will want to implement Community Food Project "Take Collective Action" in the form of "secret shoppers" to track the quality and affordability of these new food outlets.

Lastly, the 52 stores previously assessed, along with two new locations, were re-assessed for their availability and prices of certain healthy and fresh food items. The purpose is to get a snapshot of prices, see if trends have changed from 2011 to 2012, and to include the data from the 2 new stores that have opened in the study area. The 2011 CFA projected that fewer stores allowed for a lack of competition among food retailers and 2011 Focus Group participants expressed that they felt local stores charged higher prices knowing that residents had nowhere else to shop. It is our hope that with the opening of two new stores competition will decrease food prices and increase fresh food availability. MARP will continue to analyze this data and report on notable shifts to the local food environment. Data to the 2011 and 2012 Store Assessment Survey Price Point Comparisons can be found in Appendix 5, page 77.

## Emergency Food Pantry Closures

During the research period of the CFA there were a reported 9 year-round emergency food pantries and soup kitchens serving the study area. According to the New York City Coalition Against Hunger (NYCCAH) Fort Greene/Park Slope/Crown Heights Edition of their “2012 Neighborhood Guide to Food & Assistance” the CFA study area now has 6 emergency food pantries and soup kitchens, a loss of 3 local emergency food outlets<sup>1</sup>. This is a troubling change to our local food environment. Feedback from 2011 focus group participants was that households dependent upon food stamps couldn’t subsist throughout the month on food stamps alone, and as benefits ran out, many relied upon emergency food programs or the generosity of friends, or, in some cases, went without food until food stamps were issued at the start of the month. Furthermore, the Food Bank of New York City reports that in 2011, “more than one in three New York City residents (35 percent), or 2.9 million people, experienced difficulty affording needed food.”<sup>2</sup> The CFC SC and MARP will continue to monitor available emergency food outlets, speak to pantry organizers and clients about their needs and concerns, and be persistent with the aforementioned conversations with NYC Coalition Against Hunger (NYCCAH) and a local pantry to support the efforts to reinstate BACS. Current Emergency Food Pantries and Soup Kitchens are available on pages 34 and 35.

## Build Up and Upon Our Work

Research, analysis and action will continue on the 2011 Community Food Assessment, ***Get Fresh! Food access, food justice and collective action in Fort Greene & Clinton Hill.*** The CFC SC and MARP encourage *all to get involved* in the current Community Food Projects and welcome community members to spearhead action on the other 19 projects, as there is a lot of work to be done! Please contact us to get involved, inform us of other data and/or community food projects that need support, or for more information. The results will be great if we all work together!

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<sup>1</sup> New York City Coalition Against Hunger (NYCCAH) Fort Greene/Park Slope/Crown Heights Edition 2012 “Neighborhood Guide to Food & Assistance”, <http://nyccah.org/files/guides/fortgreene2012.pdf>.

<sup>2</sup> Food Bank of New York City, “NYC Hunger Experience 2011: Sacrifice and Support”, <http://www.foodbanknyc.org/go/policy-and-research/policy-and-research-reports/nyc-hunger-experience>

## Executive Summary

### Introduction to Fort Greene and Clinton Hill

The Fort Greene and Clinton Hill community prides itself on its cultural, ethnic and economic diversity. Falling within Brooklyn Community District 2, these neighborhoods boast a population of more than 61,000 residents across twenty-one census tracts, over 43 percent of which is African American, more than 29 percent is White, over 16 percent is of Hispanic origin and more than 7 percent is Asian.<sup>3</sup> In recent years our community's cultural diversity, eclecticism and brownstone living has attracted new, more affluent residents. In the meantime, the area has emerged as one of Brooklyn's foremost dining destinations, and food markets offering specialty and organic products have opened to meet the tastes and standards of new residents. Many residents with limited budgets, however, are still finding increasingly limited options for purchasing affordable, healthy food.

In 2006, the demolition of a 15,000-square-foot Associated Supermarket on Myrtle Avenue drastically decreased competition among nearby supermarkets, creating a food insecure environment primarily for residents living in the northwest corner of our study area<sup>4</sup>. This area also houses a majority of residents reporting the lowest incomes, and the highest number of residents living below the poverty level. In search of higher quality groceries and reasonable prices, most of these residents trek to other supermarkets as far as a mile away, often traveling on foot. As these residents are more likely to experience poor health outcomes including detrimental diet related disease<sup>5</sup>, access to affordable, nutritious foods is essential to promoting nutritionally adequate diets.

According to the New York City Department of City Planning (DCP), Brooklyn Community District 2 meets neither the city average ratio for local grocery stores to people (15,000 square feet per 10,000 people), nor the city planning standard ratio for grocery stores to people (30,000 square feet per 10,000 people). This shortage of neighborhood grocery stores forces residents to seek other alternatives including fast food restaurants and small bodegas as their main sources of food.<sup>6</sup>

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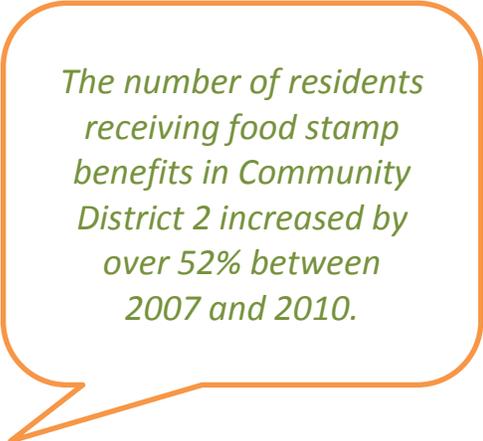
<sup>3</sup> New York City Department of City Planning, "Population: 2010 Demographic Tables," for Census Tracts 15, 23, 29.01, 31, 33, 35, 179, 181, 183, 185, 187, 191, 193, 195, 197, 199, 201, 211, 227, 231, and 543, Accessed June 2011, [http://www.nyc.gov/html/dcp/html/census/demo\\_tables\\_2010.shtml](http://www.nyc.gov/html/dcp/html/census/demo_tables_2010.shtml).

<sup>4</sup> Families United for Racial and Economic Equality (FUREE) and the Community Development Project of the Urban Justice Center (2009) *Food Fight: Expanding Access to Affordable and Healthy Food in Downtown Brooklyn*, Accessed May 2011, [www.urbanjustice.org/pdf/publications/Food\\_Fight.pdf](http://www.urbanjustice.org/pdf/publications/Food_Fight.pdf).

<sup>5</sup> New York City Department of Health and Mental Hygiene, (2010) "Health Disparities in New York City: No. 1 Highlights," Accessed June 2011, <http://www.nyc.gov/html/doh/downloads/pdf/episrv/disparitiesonesum.pdf>.

<sup>6</sup> New York City Department of City Planning (2008) *Going to Market: New York City's Neighborhood Grocery Store and Supermarket Shortage*, Accessed June 2011, <http://www.nyc.gov/html/dcp/html/supermarket/presentation.shtml>.

A lack of quality grocery stores in our community, however, is just one barrier to accessing affordable, healthy food. New Yorkers' ability to access and afford food is inhibited by low wages, and the high costs of living and healthcare.<sup>7</sup> The cost of food in the New York metropolitan region increased by nearly 28 percent between 2002 and 2010 and by almost 17 percent since 2005,<sup>8</sup> while the average weekly earnings of all employees in the region increased by only 5.2 percent between 2007 and 2010.<sup>9</sup> Add to that imbalance the effects of the recent economic recession and access to nutritious food dwindles significantly, especially for residents in our community with limited financial resources.



*The number of residents receiving food stamp benefits in Community District 2 increased by over 52% between 2007 and 2010.*

Food insecurity here has spurred several studies analyzing food and health in Fort Greene and Clinton Hill that conclude that the food retail environment is not meeting the needs of all residents. This was clearly evident at a recent community forum to discuss the new supermarket proposed to fill the void left by the demolition of the Associated Supermarket, where requests for “high quality and affordable” food were heard again and again. In recent years, several initiatives including Farmers’ Markets and Community Supported Agriculture projects (CSAs), as well as gardening and nutrition programs have emerged to address food access issues and nutritional knowledge in our community.

## Purpose Statement

**The Fort Greene and Clinton Hill Community Food Assessment (CFA) strives to build upon an existing foundation of food and health advocacy and activism, while also incorporating relevant research conducted throughout New York City. It is our intent to gain a deeper understanding of the food and health environment in Fort Greene and Clinton Hill, and to identify the barriers to fresh, healthy food access. All findings outlined in this report will be provided to the Fort Greene-Clinton Hill Community Food Council and the community at large, so that together we can identify solutions and inform opportunities for community-driven projects to improve our local food environment into the future.**

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<sup>7</sup> Food Bank for New York City, “Contributors to Food Poverty,” Accessed July 2011, <http://www.foodbanknyc.org/food-poverty-in-nyc/contributors-to-food-poverty>.

<sup>8</sup> U.S. Bureau of Labor Statistics, Consumer Price Index: New York-Northern New Jersey-Long Island,” Accessed July 2011, <http://data.bls.gov/pdq/SurveyOutputServlet>.

<sup>9</sup> U.S. Bureau of Labor Statistics, Average Weekly Earnings of all Employees,: New York-Northern New Jersey-Long Island,” Accessed July 2011, <http://data.bls.gov/cgi-bin/dsrv>.

## Methodology

Information for this CFA was gathered through a combination of interviews and surveys, as well as existing studies, reports and publications. Secondary resources provided information on demographics, neighborhood characteristics, economic indicators, and health conditions. This data was also used to produce graphs, charts, and Geographic Information Systems (GIS) maps throughout this report. Primary data was collected through 23 interviews, 266 resident surveys, 7 focus groups, 52 food retail assessment surveys and community meetings and presentations. Background research and interviews began in November 2010 and were primarily conducted by MARP staff and interns. Community volunteers collected many resident surveys and food retail assessment surveys. Some of these volunteers also facilitated or assisted with the facilitation of focus groups. All research presented here was concluded in August 2011, however, we will continue to present findings at community focus groups in order to learn how residents would like to address issues and build upon current successes to improve our local food system.

## Findings

*Based on data gathered through this CFA, food and nutrition issues in our community stem from inadequate access to healthy, affordable food and/or limited nutritional knowledge, particularly for populations with lower incomes.* Throughout this report you will discover that several factors inhibit these residents' ability to access healthy, affordable foods including: *cost, distance to preferred markets, lack of transportation, availability of quality food at affordable prices, cultural habits, limited knowledge of healthy food preparation, and a shortage of well-organized information on resources available in our community.*

### **1. Access to Quality, Affordable Fresh Food is Limited**

Many residents have suffered from inadequate access and feel isolated from quality, affordable food. Many residents find healthy food to be too expensive, and many have difficulty finding healthy, affordable options in neighborhood food stores. Many residents shop at multiple stores each week to attain higher quality food at lower prices, many traveling on foot as far as one mile to shop. Other community members rely on public transportation or car service to buy groceries, often traveling to other neighborhoods adding time and expense to their weekly shopping. If high quality fresh fruits and vegetables were more available and affordable in the community, an overwhelming majority of residents would be 'very likely' to buy them.

### **2. The Food Retail Environment Limits Access to Healthy Food**

Small stores and bodegas dominate the food retail landscape, making up 65 percent of the 52 stores we surveyed. These stores were more likely to accept Supplemental Nutrition Assistance Program (SNAP/EBT) benefits, however, they carried the lowest average number of the 24 total products surveyed, rated average or below average in terms of store cleanliness and product quality, and were least likely to accept WIC benefits. Stores that do feature healthier options are often more expensive

and rarely accept SNAP/EBT or WIC benefits. Interestingly, although most do the bulk of their food shopping at larger grocery stores, the majority of residents surveyed were most likely to shop at small stores or bodegas on a daily basis. The takeaway here is that the bodegas/corner stores are a key piece of the food environment in terms of access, as people frequent them - they are closer to them than to supermarkets. Corner stores that are located near schools have a strong influence over food purchasing habits of teens and youth as well, as they are a key part of corner store activity. Teens we surveyed said they were looking for inexpensive, filling portions they can grab on the go at bodegas and fast food joints.

### **3. Emergency Food Assistance and Benefits Programs Provide Crucial Access, but Could Serve More Residents**

In contrast to its newfound reputation as a “dining destination,” fourteen organizations support emergency food programs within this community, providing food and meals to numerous residents in need. As demand on these resources is consistently high and continues to rise, there is always a need for improvement and expansion. For example, many food pantry clients seek out pantries that offer fresh produce and all agree that fresh options should be available at more pantries. Pantry clients also want to see nutritional information, recipes and cooking instructions, and directories of other pantries and local services made available at emergency food outlets.

Despite high participation in food stamp programs, many residents, especially those recently unemployed, are unaware that they are entitled to such benefits. Likewise, many residents are unaware of Farmers’ Market Nutrition Program (FMNP) and Senior Farmers’ Market Nutrition Program benefits (SFMNP), or that these and other food stamp benefits are accepted at many farmers’ markets. Advocates and residents feel that the only way to encourage greater participation in the resources that do exist in our community is through greater outreach.

### **4. Farmers’ Markets, CSAs and Food Co-ops Remain Unfamiliar and Underutilized by Many Residents**

Farmers’ markets, Community Supported Agriculture projects (CSAs) and a food cooperative have emerged in recent years to connect residents to local farmers and fresh foods. Strides are being made to ensure access for all interested community members, but more outreach needs to occur so that residents are aware that these options are available to them. Our data indicates that many residents are unfamiliar with these resources and few realize that these outlets welcome food stamp benefits. On the other hand, some advocates feel that CSA’s have not yet proven to be an answer for low-income residents due to the high upfront costs of participation and the uncertainty of products and quantity. Likewise, as a newly formed food cooperative continues to seek membership and funds, they struggle to attract low-income residents.<sup>10</sup>

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<sup>10</sup> Greene Hill Food Co-op, Interviewed by Andrew Camp, February 2011

## **5. Residents Desire Greater Access to Nutritional Awareness and Education**

Advocates and residents emphasize the need for health and nutrition education in our community. If members of our community do not possess knowledge of healthful foods or the skills to prepare them, improving access alone will not benefit them. Similarly, several participants suggest that cultural knowledge and attitudes toward healthy foods may prevent many residents and their families from preparing or eating healthier meals. Most agree that nutrition education is one way to encourage lifelong healthy cooking and eating habits in our community, while sensitively addressing the many facets of our food culture. Residents surveyed are clearly eager to learn, expressing interest in free cooking classes, free nutrition education classes, and free grocery store tours to learn how to interpret nutrition labels. Residents also want to see more informational pamphlets containing recipes and tips for healthy eating alongside food items in stores and at food pantries. Likewise, many are interested in comprehensive directories listing local food resources, as well as information about using food stamp benefits at these outlets.

### **Strategies for Strengthening Our Community Food System**

In our community, residents with limited means struggle to access affordable, quality food, contributing to poor nutrition and poor health outcomes. The long-term consequences of limited access have similarly taken their toll on nutritional knowledge and cultural attitudes towards healthy foods.

Using the results of this CFA, residents, members of the Fort Greene-Clinton Hill Community Food Council and pantry clients at Child Development Support Corporation (CDSC) helped to generate strategies for improving nutritional knowledge, reducing the barriers to accessing affordable, quality foods, and ensuring that our food environment is inclusive and just for every resident. Through these recommendations, we hope to encourage the availability of healthy foods that are consistent with the cultural diversity of our community, and ensure that those resources for healthy food are available within walking distance of all residents.<sup>11</sup>

What's next? Many agree that collective action is necessary and are prepared to engage in positive change! We hope that these recommendations will enhance our community's momentum towards strengthening our food environment, making it more accessible, more inclusive, and more just for every resident.

#### **1. Take Action to Increase Access to Fresh Food**

- **INCREASE SNAP/EBT AND WIC ACCEPTANCE:** Work with local food retailers to expand SNAP/EBT and WIC acceptance at local food retailers.
- **EXPAND HEALTHY OFFERINGS:** Source fresh food from local and regional producers, enhancing access while strengthening the local food system.

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<sup>11</sup> For a more in depth discussion of these recommendations please refer to the full report.

- **ENHANCE BENEFITS FOR HEALTHY FOOD:** Increase awareness around SNAP/EBT, WIC, FMNP, SFMNP and Health Bucks, as well as how to obtain and use them at local stores, pantries and farmers' markets.
- **CONNECT WITH BODEGA INITIATIVES:** Connect with the Dept. of Health & Mental Hygiene's "Healthy Bodega" initiative and the "Adopt-a-Bodega" program to improve access to fresh, affordable foods at stores which residents frequent on a regular basis.
- **UTILIZE FINANCING OPPORTUNITIES:** Connect potential beneficiaries to funding through New York Healthy Food & Healthy Communities Fund (HFHC), which provides financing to facilitate the development of healthy food markets in underserved, low to moderate-income areas throughout New York.
- **PROVIDE SUPERMARKET SHUTTLES:** Increase access to preferred stores for those with new or increased shuttle service from senior centers and other residential centers.
- **TURN TO COLLECTIVE ACTION:** Take collective action when stores are not responsive to the community's needs.

## 2. Focus on Emergency Food Assistance and Benefits

- **INCREASE FRESH OPTIONS:** Use best practices such as Local Produce Link, a project of Just Food's "Fresh Food for All Program" in partnership with the United Way of NYC, to assist local pantries secure resources for providing fresh foods.
- **SUPPORT FOOD PRODUCTION AT PANTRIES:** Look for existing or new funding options that can be used to start hydroponic or conventional gardens at food pantries.
- **BUILD A PANTRY COALITION:** With the assistance of an AmeriCorps VISTA volunteer, build and support a Fort Greene-Clinton Hill Pantry Coalition to enable area pantries to share best practices, resources and information, coordinate joint programming, and strengthen the overall network for emergency food services in our community.
- **CLOSE THE LOOP:** Connect food surplus and donations in our community with area food pantries and soup kitchens.

## 3. Increase Access through Alternative Models

- **DEVELOP A BUYING CLUB:** Create a buying club, such as Isabella Geriatric Center's "YUM Fresh Food" group, that enables residents to buy fresh produce at wholesale prices without having to commit to a regular delivery.
- **GET MOBILE CARTS:** Seek out and promote mobile fruit and vegetable vending models.
- **GROW IT YOURSELF:** Look for ways to develop gardens on NYCHA properties, expand the capacity of gardening programs at area schools, and promote free farm tours so residents can connect with where their food comes from.
- **PROMOTE EXISTING ALTERNATIVES:** Work with local farmers markets, CSAs and co-ops to develop and promote affordable options, and assist with outreach to community residents.

#### **4. Encourage Healthier Choices by Fostering Nutritional Knowledge**

- **COOK HEALTHY:** Expand preparation and food knowledge by providing culturally appropriate recipes featuring healthy, seasonal ingredients in local stores and at local food pantries, and expanding the capacity of Community Chefs cooking demonstrations.
- **USE CREATIVE MARKETING:** Work with community residents and advocates to develop a healthy marketing campaign to promote healthy eating and discourage unhealthy habits.
- **SELL HEALTHY SPECIALS ON-THE-GO:** Work with food retailers to offer healthy breakfast and lunch specials targeting teens and young adults who often eat on the go.
- **CUSTOMIZE 'MY PLATE':** Expand upon the USDA's "My Plate" graphic to include foods that are culturally appropriate to help make balanced meals more easily achievable.
- **SUPPORT STORE MAKEOVERS:** Work with merchants to place and promote healthy products rather than junk food in the front of the store at eye level, and develop design solutions and marketing strategies to help retailers highlight healthy food options.
- **HOST HEALTHY TOURS:** Offer free supermarket tours to inform consumers on how to read nutrition labels, be introduced to healthy products and talk to store managers about what products shoppers would like to see in their local stores.

#### **5. Build Up and Upon Our Work**

- **SPREAD LOCAL FOOD NEWS:** Create and circulate a newsletter that continually highlights local food issues and provides resources on the topics discussed throughout this report.
- **FOSTER COLLABORATION:** Expand and strengthen the many projects and initiatives already working hard to improve our local food environment through greater awareness and collaboration.
- **TARGETED OUTREACH:** Conduct focus groups with food retail managers to inform them of the feedback the CFA gathered from residents.

#### **6. Alter the Food Retail Environment through Policy**

- **FRESH INCENTIVES:** Encourage City officials to prioritize low-income areas of our community to be immediately eligible for Food Retail Expansion to Support Health (FRESH) zoning incentives, which should be amended to include an affordability proviso, incorporate small and alternative food retail models, and include local hiring agreements for beneficiaries.
- **FOOD SAFETY:** Encourage agency enforcement of food storage regulations.
- **ADVERTISING:** Encourage policies to regulate food placement and sales to inform healthy choices.
- **GROWING:** Advocate for policies and incentives that make it easier for communities to start and maintain community gardens.

## Key to Reading This Report

Throughout this report you will find text boxes providing explanations of common terminology related to food and health issues, or highlighting various resources and organizations working to improve food access or health within the Fort Greene & Clinton Hill community and beyond. Each color represents a different category: Research and Reports, Local Resources, Organizations, and Definitions. Please refer to this color-coded key when referring to text boxes:

### *Research and Reports*

*Features information on reports and research relevant to food and health issues in our community and beyond.*

### *Local Resources*

*Highlights local resources and programs working to provide or improve access to fresh food.*

### *Organizations*

*Details borough- and citywide organizations working to improve food access and health in our community.*

### *Definitions*

*Explains and defines programs and acronyms used throughout the discussion.*

## **Get Fresh! Food Access, Food Justice and Collective Action in Fort Greene & Clinton Hill**

**Community Food Assessment 2011**

My ideal food environment is *just*.

My ideal food environment is *healthy for all*.

My ideal food environment is *affordable*.

*Quotes taken from attendees at a Fort Greene-Clinton Hill Community Food Council Meeting.*

### **Context: A Tale of Two Food Systems**

The Fort Greene and Clinton Hill community prides itself on its diversity. In addition to its rich history of African-American culture, this community is often considered the artistic core of the borough, and with hip restaurants opening on a seemingly monthly basis it is rapidly becoming a culinary destination. It is also home to block after block of beautiful brownstone town houses.

While new food retail and dining options have followed the influx of higher income residents into the neighborhood, residents with limited budgets are finding increasingly limited options for purchasing affordable, healthy food.

According to the New York City Department of City Planning (DCP), Brooklyn Community District 2 (which includes Fort Greene and Clinton Hill) meets neither the city average ratio for local grocery stores to people (15,000 square feet per 10,000 people), nor the city planning standard ratio for grocery stores to people (30,000 square feet per 10,000 people). This shortage of neighborhood grocery stores throughout New York City forces residents to seek other alternatives including fast food restaurants and small bodegas as their main sources of food.<sup>12</sup>

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<sup>12</sup> New York City Department of City Planning (2008) *Going to Market: New York City's Neighborhood Grocery Store and Supermarket Shortage*, Accessed June 2011, <http://www.nyc.gov/html/dcp/html/supermarket/presentation.shtml>.

Limited access to quality supermarkets inhibits people's ability to obtain nutritionally adequate diets. The same Department of City Planning (DCP) study found that 7 to 14 percent of Brooklyn Community District 2 residents reported eating no fruit or vegetables during the previous day. In fact, in a study conducted for the then forthcoming Greene Hill Food Co-op in 2008, a team of graduate students revealed that for Fort Greene and Clinton Hill residents earning less than \$15,000 a year, 59 percent reported eating fresh fruits and vegetables *every few days or less*, while only 25 percent of those who earned more than \$75,000 annually responded similarly.<sup>13</sup> Research by The Food Trust determined that the northwestern portion of Fort Greene and Clinton Hill remains one of New York City's low-income areas demonstrating the greatest need for better access to supermarkets, linking poor access to supermarkets to the high incidence of diabetes-related deaths.<sup>14</sup>

These limitations were dramatically compounded in 2006 with the closing and demolition of a 15,000-square-foot supermarket that once stood on Myrtle Avenue between Ashland Place and Flatbush Avenue, directly across the street from the Ingersoll public housing residences. The loss of the supermarket has drastically decreased competition among nearby supermarkets, which many consider to be of poor quality, creating food insecure environment for these residents.<sup>15</sup> In search of higher quality groceries and reasonable prices, most residents trek to other supermarkets as far as a mile away, often traveling on foot.

<sup>13</sup> M. Ackerman, S. Nayyar, K.I Snyder, and S. Thimmaiah, (2008) "Initial Needs Assessment: Fort Greene / Clinton Hill Food Co-op," Accessed June 2011, <http://docs.google.com/viewer?a=v&pid=sites&srcid=Z3JlZW5laGlsbGZvb2Rjb29wLmNvbXxob21lfGd4OjRhZWewYzM4M2Q0ZDk3M2M>.

<sup>14</sup> The Food Trust (2008) "Food For Every Child: The Need for More Supermarkets in New York," Accessed July 2011, [http://www.thefoodtrust.org/catalog/resource.detail.php?product\\_id=148](http://www.thefoodtrust.org/catalog/resource.detail.php?product_id=148).

<sup>15</sup> Families United for Racial and Economic Equality (FUREE) and the Community Development Project of the Urban Justice Center (2009) *Food Fight: Expanding Access to Affordable and Healthy Food in Downtown Brooklyn*, Accessed May 2011, [www.urbanjustice.org/pdf/publications/Food\\_Fight.pdf](http://www.urbanjustice.org/pdf/publications/Food_Fight.pdf).

### FoodWorks: A Vision to Improve NYC's Food System

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*In November 2010, City Council Speaker Christine C. Quinn unveiled "FoodWorks: A Vision to Improve NYC's Food System," a comprehensive plan to address issues at every phase of New York City's food system to make it more sustainable for future generations. The plan outlines 59 policy proposals that include new legislation, funding initiatives and long terms goals in five phases of food production and consumption: agricultural production, food processing, distribution, consumption, and post consumption.*

### Initial Needs Assessment Greene Hill Food Co-op

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*Prior to opening, the Greene Hill Food Co-op enlisted four graduate students from the Milano New School for Management and Urban Policy to gauge the need for a food co-op in Fort Greene and Clinton Hill and the surrounding communities. In 2008 they released a report concluding that there is high demand for nutritious food in Fort Greene and Clinton Hill, especially in areas with low-income residents.*



**Residents gather at the Ingersoll Community Center to meet with representatives of the Red Apple Group to discuss the forthcoming Red Apple Supermarket in April 2011. This community workshop was sponsored by Councilmember Letitia James, District Leader Lincoln Restler, MARP and FUREE.**

**Food Fight: Expanding Access to Affordable and Healthy Food in Downtown Brooklyn**  
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*In collaboration with the Urban Justice Center, Families United for Racial and Economic Equality (FUREE) released “Food Fight: Expanding Access to Affordable and Healthy Food in Downtown Brooklyn” in December 2009. Following the demolition of a readily accessible supermarket, the study looks at food access from the perspectives of low-income residents of the Ingersoll and Whitman Residences, who are forced to pay higher prices or travel long distances to find healthy, affordable food. The report concludes with policy recommendations for New York City leaders, agencies and developers, to address barriers to equitable food access.*

*For more information, visit [www.furee.org](http://www.furee.org).*

Food insecurity here has spurred several studies analyzing food and health in the Fort Greene and Clinton Hill community, including Initial Needs Assessment: Fort Greene/Clinton Hill Food Co-op completed prior to the recent founding of the Greene Hill Food Co-op, and *Food Fight: Expanding Access to Affordable and Healthy Food in Downtown Brooklyn*, a report distributed in 2009 by Families United for Racial and Economic Equality (FUREE) in collaboration with the Urban Justice Center’s Community Development Project. Both of these reports conclude that the food retail environment in this community is not meeting the needs of all residents, and better access to nutritious, affordable, high quality food is imperative.

## Mission Statement: Providing the Foundation for Change through Research and Collaboration

*This Community Food Assessment (CFA) seeks to understand the food and health environment in Fort Greene & Clinton Hill, and to identify both the barriers to and resources available for fresh, healthy food access.*

In addition, the CFA strives to build upon our existing local foundation of food and health advocacy and activism, while also incorporating similar research conducted throughout New York City. Much of the methodology and survey tools presented here were developed with technical assistance from City Harvest's *Healthy Neighborhoods* program, and their recent community food assessments completed in Bedford-Stuyvesant, Brooklyn and Stapleton, Staten Island. In addition, we developed a valuable collaborative relationship with Bon Secours New York Health System's "Healthy Communities Initiative," as they too embarked upon a community food assessment for Inwood in northern Manhattan.

Through its *Myrtle Eats Fresh* initiative, MARP has extensively examined food access issues and has developed several community-run projects aimed at improving knowledge of and access to healthy food. These projects would not have been possible without funding provided by the New York City Community Experience Partnership and the USDA Community Food Projects Competitive Grants Program. The New York City Community Experience Partnership, a collaboration between The New York Community Trust and the Atlantic Philanthropies, provides funds to engage older adults as a resource to increase access to and use of fresh, healthy food, improving the quality of life in low-income communities. The USDA Community Food Projects Competitive Grants Program authorizes federal grants to establish and carry out Community Food Projects. As an extension of the *Myrtle Eats Fresh* initiative, this community food assessment aims to continue to fulfill these goals.

### Myrtle Eats Fresh

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*The Myrtle Avenue Revitalization Project's **Myrtle Eats Fresh** initiative includes a number of projects that engage community members in activities to improve access to healthy, affordable food on Myrtle Avenue, and in the surrounding neighborhoods of Fort Greene and Clinton Hill, Brooklyn. Myrtle Eats Fresh aims to:*

- *Establish intergenerational partnerships to address food access issues*
- *Increase community food self-reliance*
- *Increase access to, use of, and knowledge of healthy food amongst low-income residents*
- *Empower older adults to take a leadership role in increasing food access and improving general quality of life in the community*

*Projects under the Myrtle Eats Fresh umbrella include the Myrtle Avenue Farm Stand, community gardens on public housing grounds, a community chef program, the FRESH Teen program, the Farm-to-Neighborhood initiative, and the Fort Greene-Clinton Hill Community Food Council.*



**Top two images: Community Chefs lead cooking demonstrations. Bottom: A gardening workshop with Just Food in the Ingersoll Garden of Eden.**

All findings outlined in this report will be provided to the Fort Greene-Clinton Hill Community Food Council and the community at large, so that they might identify solutions and inform opportunities for community-driven projects to improve our local food environment into the future.

### The Fort Greene - Clinton Hill Community Food Council

*The Fort Greene-Clinton Hill Community Food Council (CFC) was founded at the start of this CFA, and consists of residents, representatives from local organizations, community groups and other stakeholders engaged in food access work in our community. With the intention of linking and strengthening neighborhood efforts around healthy food issues and encouraging more collective action and conversation, the CFC strives to:*

- *Increase communication and collaboration across neighborhood efforts.*
- *Build a greater awareness of food-related issues and assets in the community.*
- *Create new community-driven food projects and/or advocacy efforts.*

*For more information on how to get involved with the council contact the Myrtle Avenue Revitalization Project (MARP) at (718) 230.1689*

## Understanding Food Security and Community Food Assessments

As we are always seeking new and innovative ways to improve our food environment, we continue to research strategies that others are applying in their own communities. Before we present our findings, it is important to understand both the concept of food security and our rationale for utilizing a community food assessment as a tool for achieving food security in Fort Greene and Clinton Hill.

Community food security is “a situation in which all community residents obtain a safe, culturally acceptable, nutritionally adequate diet through a sustainable food system that maximizes community self-reliance and social justice.”<sup>16</sup> Community food security projects utilize a systems approach, not just at the individual or household level, but also at the community level. For example, an analysis of community-wide fruit and vegetable intake might look at the number of such vendors available, personal knowledge of and preference for fruits and vegetables, and cultural traditions, etc. The strength of a systems approach is that it analyzes issues holistically, incorporating a more comprehensive range of activists that work to identify complex issues and develop effective strategies to address them.<sup>17</sup>

A community food assessment (CFA) is one tool that the community food security movement has embraced to tackle broad and complex food security issues while involving as many stakeholders as possible. Echoing the core principles of community food security, a community food assessment, “is a collaborative and participatory process that systematically examines a broad range of community food issues and assets, so as to inform change actions to make the community more food secure.”<sup>18</sup> Building on other forms of assessment, from

*It's important to remember that because the food system is so diverse and complex, it has many interconnected parts, none of which can be ignored for too long before the system falls out of balance. Focus too intently on hunger, and you'll lose sight of its cause. Devote yourself too narrowly to agriculture, and you'll forget about the consumer. Care too much about your own food, and you'll forsake food justice. There are larger purposes in life when all our interests come together.*

—Mark Winne  
Author and

Community Food Security Activist  
In: *Closing the Food Gap: Resetting the table in the land of plenty* (2008) Beacon Press, Page 193.

<sup>16</sup> M. W. Hamm, and A. C. Bellows, (2003) “Community Food Security and Nutrition Educators,” *Journal of Nutrition Education and Behavior* 35, 37–43, pg. 40.

<sup>17</sup> Ibid.

<sup>18</sup> K. Pothukuchi, H. Joseph, H. Burton, and A Fisher, (2002) *What's Cooking in Your Food System?: A guide to community food assessment*, “. Community Food Security Coalition, Venice, CA, pg. 11.

disciplines such as planning, social work, public health, and environmental studies, a community food assessment is a flexible tool that any community can employ to generate a snapshot of its food environment. While CFAs often identify issues to be addressed by outside resources or expertise, community food assessments differ from typical needs assessments by analyzing and building upon existing assets, focusing on broad solutions outside of existing structures or relationships, and incorporating wide participation.<sup>19</sup>

## Methodology

We gathered information for this community food assessment through a combination of interviews and surveys, as well as existing studies, reports and publications. Secondary resources including data from the U.S. Census and New York City Department of Health and Mental Hygiene provided information on demographics, neighborhood characteristics, and economic and health conditions. This data was also used to produce graphs, charts, and Geographic Information Systems (GIS) maps throughout this report. All primary data was collected through interviews, personal surveys, focus groups, in-store assessments and community meetings and presentations. Background research and interviews began in November 2010 and were primarily conducted by MARP staff and interns. Community volunteers collected the majority of resident surveys and food retail assessment surveys. Some of these volunteers also assisted with the facilitation of focus groups. We concluded all research presented here in August 2011.

## Interviews

Through the development of our *Myrtle Eats Fresh* programming, MARP discovered that a number of organizations were already engaged in similar programs and projects related to food access and health in our community, representing a broad spectrum of organizations. We began our research by reaching out to these experts and advocates working right here in this community. We interviewed 23 individuals including political and faith-based community leaders, local health

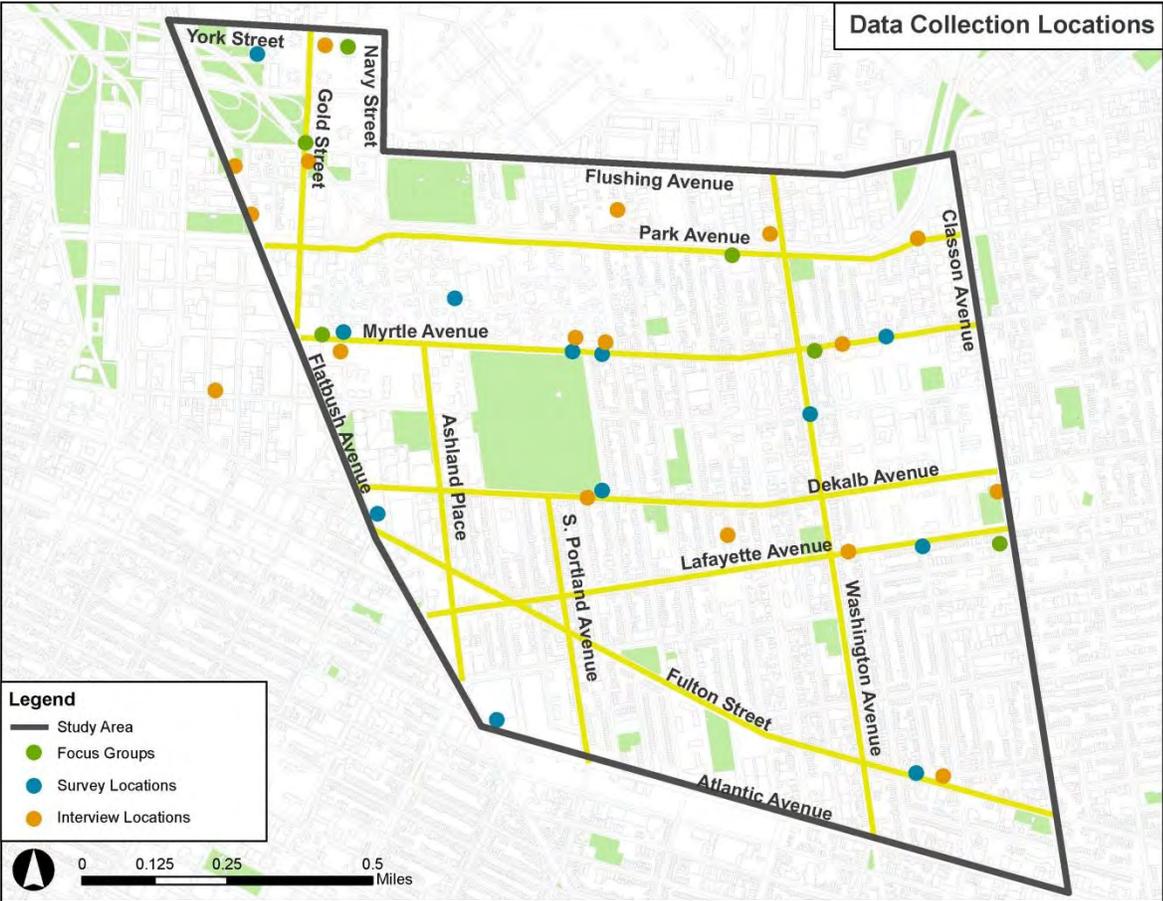


***Residents gather to initiate the research process and discuss food issues in our community at St. Joseph's College at the first Fort Greene-Clinton Hill Community Food Council meeting in January 2011.***

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<sup>19</sup> Ibid. pg. 11-12.

professionals, area food merchants and grocers, emergency food suppliers, and residents active in food or health related projects. The purpose of these interviews was to gain an understanding of the food and health environment in the community and to inform the direction and methodology of this assessment. The interviews were semi-structured with an interview guide that allowed for capturing both specific and spontaneous content.<sup>20</sup>



Map 1: Data collection locations.

<sup>20</sup> See Appendix 1 for a full example of interview questions.

**City Harvest**

www.cityharvest.org  
917.351.8740

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*Now serving New York City for nearly 30 years, City Harvest is the world's first food rescue organization, dedicated to feeding the city's hungry men, women, and children. This year, City Harvest will collect more than 30 million pounds of excess food from all segments of the food industry, including restaurants, grocers, corporate cafeterias, manufacturers, and farms. This food is then delivered free of charge to nearly 600 community food programs throughout New York City using a fleet of trucks and bikes as well as volunteers on foot. Each week, City Harvest helps over 300,000 hungry New Yorkers find their next meal.*

*City Harvest also addresses hunger's underlying causes by supporting affordable access to nutritious food in low-income communities, educating individuals, families, and communities in the prevention of diet-related diseases, channeling a greater amount of local farm food into high-need areas, and enhancing the ability of our agency partners to feed hungry men, women, and children.*

**Resident Surveys**

Using previous surveys completed by City Harvest and the Brooklyn District Public Health Office (DPHO) as a template, the resident survey was designed to understand local residents' shopping and eating preferences, as well as their perceptions of food quality and affordability. The survey consisted of 26 short answer questions and required about five minutes to complete. The Survey was also translated into Spanish by a Spanish speaking volunteer. Surveys were collected on the street, online, and at events and gatherings held within the study area beginning in April and closing in mid July 2011. To achieve a more comprehensive sample of survey responses, it was our goal to collect a target of 300 surveys. By offering the survey in various formats and leaving the survey period open for three months, we were able to meet our goal. Thirty-four of the 300 surveys, however, were incomplete leaving 266 surveys available for complete analysis.

**Table 1: Resident survey collection locations and the number of residents surveyed at each site.**

	Location	Surveyed
<b>Events/Gatherings</b>	Ingersoll Community Center Supermarket Forum	34
	Fort Greene Greenmarket (DeKalb Ave & Washington Park)	15
	Willoughby Senior Center (North Portland Ave & Auburn Place)	8
	Fort Greene SNAP Offices (Myrtle Ave & Washington Park)	4
<b>On-Street Locations</b>	Ingersoll Housing Residences	12
	Washington Park & Myrtle Ave	20
	Lafayette Ave & Grand Ave	8
	DeKalb Ave & Flatbush Ave	8
	Atlantic Ave & Flatbush Ave	7
	Myrtle Ave & Hall St	7
	York St & Gold St	4
Fulton St & Washington Ave	4	
<b>N/A</b>	Online	135
<b>Total</b>		<b>266</b>

Volunteers collected 131 surveys from residents at various on-street locations throughout the Fort Greene and Clinton Hill community. We selected on-street survey locations throughout the study area to reach a broad range of respondents from every corner of the community. [Please refer to map 1 for detailed locations where resident surveys were collected]

Likewise, 135 residents completed surveys electronically through Survey Monkey, a free, web-based questionnaire and survey tool. This electronic survey was promoted and distributed through various social media outlets, including MARP’s blog and Facebook page, Green in BKLYN’s blog, the Greene Hill Food Co-op newsletter, *The New York Times: The Local* blog, and the Fort Greene Association’s (FGA) Facebook page. Additionally, individual surveys were completed by participants of various focus groups, visitors to the Fort Greene Strategic Neighborhood Action Partnership (SNAP) office, the Willoughby Senior Center, and residents at various community gatherings and events.<sup>21</sup>

## Focus Groups

With the help of our partner organizations and members of the Community Food Council Steering Committee, seven focus groups were organized to generate discussions around thematic topics relating to the food environment in Fort Greene and Clinton Hill. To gain a broad understanding of how residents view food access, quality and affordability, as well as their perceptions of health and nutrition, focus groups were conducted with high school students, parent groups, various neighborhood residents, and two with food pantry clients. Groups consisted of up to ten participants with the exception of one focus group at Benjamin Banneker High School, where 18 students engaged in a lively conversation. A set of questions was tailored for each focus group, although additional questions were generated throughout each discussion.<sup>22</sup>

<sup>21</sup> See Appendix 2 for a full example of the resident food survey.

<sup>22</sup> See Appendix 5 for a full sample of focus group questions.

### Brooklyn Food Coalition (BFC)

(347) 329-5093

[brooklynfoodcoalition.ning.com](http://brooklynfoodcoalition.ning.com)

*“The Brooklyn Food Coalition is a grassroots organization working together on projects that promote food justice, food security and a sustainable food system in Brooklyn. The Coalition is fundamentally committed to building an inclusive, multi-racial, multi-cultural alliance of residents and community-based groups from all parts of Brooklyn, reflecting the borough’s rich diversity.” Local food advocacy work includes:*

- *Hosted a forum with Fort Greene parents and school food managers to discuss local school food issues.*
- *Working with the NYC Food and Fitness Partnership, a Brooklyn-wide school food network now meets regularly.*
- *In partnership with District 35 Council Member Letitia James BFC hosted the Fort Greene Food Conference in 2009.*
- *Advocacy work with FUREE for quality, affordable food and job opportunities in local supermarkets.*
- *Organized a “Good Food Fest” for MARP’s Fall 2010 Move About Myrtle event.*

## Store Assessment Surveys

To better understand the food retail environment in Fort Greene and Clinton Hill, MARP staff and community volunteers conducted assessments at 52 food retail locations, using a 32 point survey informed by survey instruments developed by City Harvest and past assessments completed by MARP.<sup>23</sup>

We began the store assessment process in December 2010 with a visual survey of all stores within the study area to determine if fresh fruits or vegetables were sold at each location and, if so, how many. Using this information, store assessment surveys were administered at 50 food retail stores that sold at least one fruit or vegetable item during the initial visual survey, one online grocery delivery service, and one farmers' market. Store assessment surveys were completed throughout the months of April through June 2011. To ensure a systematic observation of all stores, volunteers received an orientation to the survey process.<sup>24</sup>

The survey recorded whether certain staple items were sold at each location, their availability in conventional or organically produced varieties, and their prices. These 24 staple items fall into one of four categories including dairy items, protein foods, grains, and fruits and vegetables, and were determined based on previous store survey tools. We elected to include the organic category to determine the availability of such items and whether or not neighborhood preferences are encouraging merchants to sell them. The survey was also used to determine if alcohol is sold, if the store is wheelchair accessible, and whether the store accepts EBT, WIC checks, or coupons. The store's overall appearance and the quality of the produce sold were rated on a scale of 1 to 5, and general observations were also recorded including types of advertising

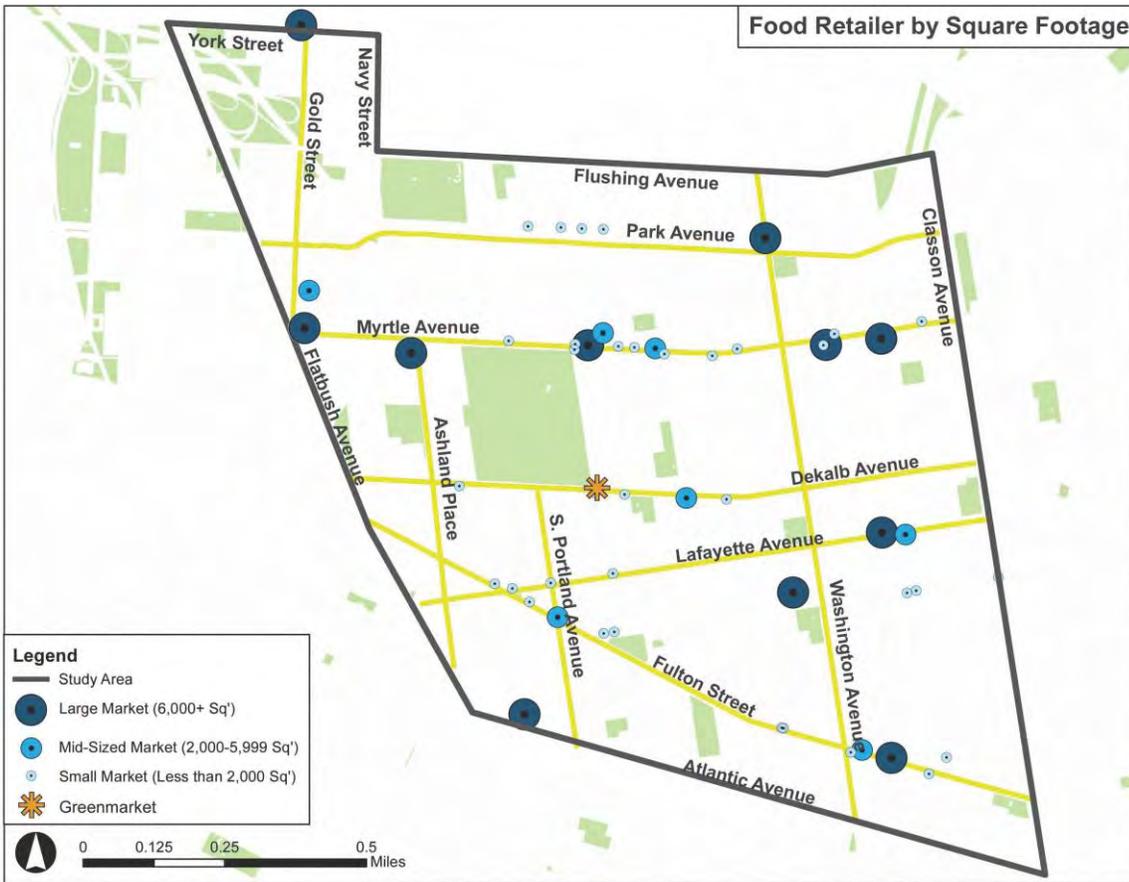
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<sup>23</sup> See Appendix 3 for a full sample of the store survey tool and Appendix 4 for complete store assessment price point comparison results.

<sup>24</sup> It should be noted that the Red Apple Supermarket at 218 Myrtle Avenue had not yet opened at the time of this survey. As the Myrtle Avenue Community-run Farmstand is seasonal, it also was not open at the time of this survey.

present. We also recorded information for the Community Food Survey developed by the Brooklyn Food Coalition (BFC) Research and Mapping Committee, a similar survey tool used to determine store type, what fresh food items are available, and if the store accepts EBT. This data will be included in their [Food Census](#), a tool to map and evaluate where people can buy food throughout Brooklyn and beyond.

Once assessments were complete, we categorized all stores, excluding the farmers’ market, into one of three store types based on each store’s estimated square footage: small markets (up to 2,000 square feet), mid-sized markets (2,000 up to 6,000 square feet), or large markets (6,000 square feet or larger).<sup>25</sup>



**Map 2: Food retail locations surveyed represented according to store size. Map updated in November 2012 to include two new supermarkets: Myrtle Avenue at Ashland Place and at Flatbush Avenue.**

<sup>25</sup> The square footage of each store was estimated based on property characteristics available through OaisiNYC.org, (Source: The Bytes of the Big Apple® PLUTO® and Tax Block & Tax Lot files copyrighted by the New York City Department of City Planning, 2010 (ver. 10v1).

## Community Presentation



**Residents and the Community Food Council gather to discuss preliminary CFA data in June 2011.**

At the conclusion of this research, MARP staff presented a summary of preliminary findings to residents and members of the Fort Greene-Clinton Hill Community Food Council at an open meeting held at the Ingersoll Community Center on the evening of June 29, 2011. Residents and representatives from *Myrtle Eats Fresh* programs, FUREE, St. Joseph's College, Child Development Support Corporation (CDSC), Ingersoll Community Garden of Eden, and P.S. 20 were present to initiate the process of devising recommendations and solutions to improve the food environment for all residents of Fort Greene and Clinton Hill. These and other recommendations are included at the conclusion of this report.

## Limitations of this CFA

Working with community volunteers enhances response rates and the applicability of the data to the target community.<sup>26</sup> Our volunteers collected on-street surveys and conducted in-store assessments throughout the community, and some facilitated focus groups. As with every community assessment, there are challenges and limitations to the methods used to collect data that the reader should be mindful of as discussed below.

Training on how to use survey instruments was provided by MARP staff, as our community volunteers were not professionally trained to collect data. This training should have minimized, but may not have completely prevented repeat respondents, incorrect survey completion, or a lack of confidentiality. We have no data or informal reports that this may have occurred. Surveys were collected in varying formats, which may have also affected the quality and completion of survey responses from each venue.

Volunteers also completed in-store surveys. While this should not affect data gathered regarding the availability and prices of staple items, it may have bearing on other more

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<sup>26</sup> Isreal, B., Eng, E., Schulz, A.J.& Parker. E.A. (2005) *Methods in Community -Based Participatory Research for Health*. San Francisco, Jossey-Bass.

subjective elements of the survey including the quality of products offered and store cleanliness, as they were determined on a scale of 1 to 5 according to each surveyor's observation. It is also possible that a lack of official credentials inhibited volunteers' access to crucial information from residents and merchants, leading to incomplete survey responses. We must also concede that the seasonality of fresh produce may have limited product availability at the time the store assessments surveys were administered, although we did survey during late spring and early summer to avoid this.

There are also factors that could have limited the depth and breadth of survey responses. Resident surveys were not immediately administered in Spanish, and it is possible that more responses could have been received from individuals unable to communicate in English or speaking English as a second language if surveys were made available from the outset. Similarly, some residents do not possess the capacity to participate in Internet surveys, and on-street surveys cannot reach every individual. MARP staff or volunteers associated with our organization conducted all interviews and facilitated focus groups according to standardized focus-group methods. Interviewees and participants in focus groups, however, may not have been personally familiar with interviewers or facilitators, and therefore may not have been as forthcoming as they might be among their peers. Finally, the limited timeframe of this assessment and diverse schedules of participants and volunteers may have inhibited more extensive survey collection and greater participation in focus groups and public meetings.

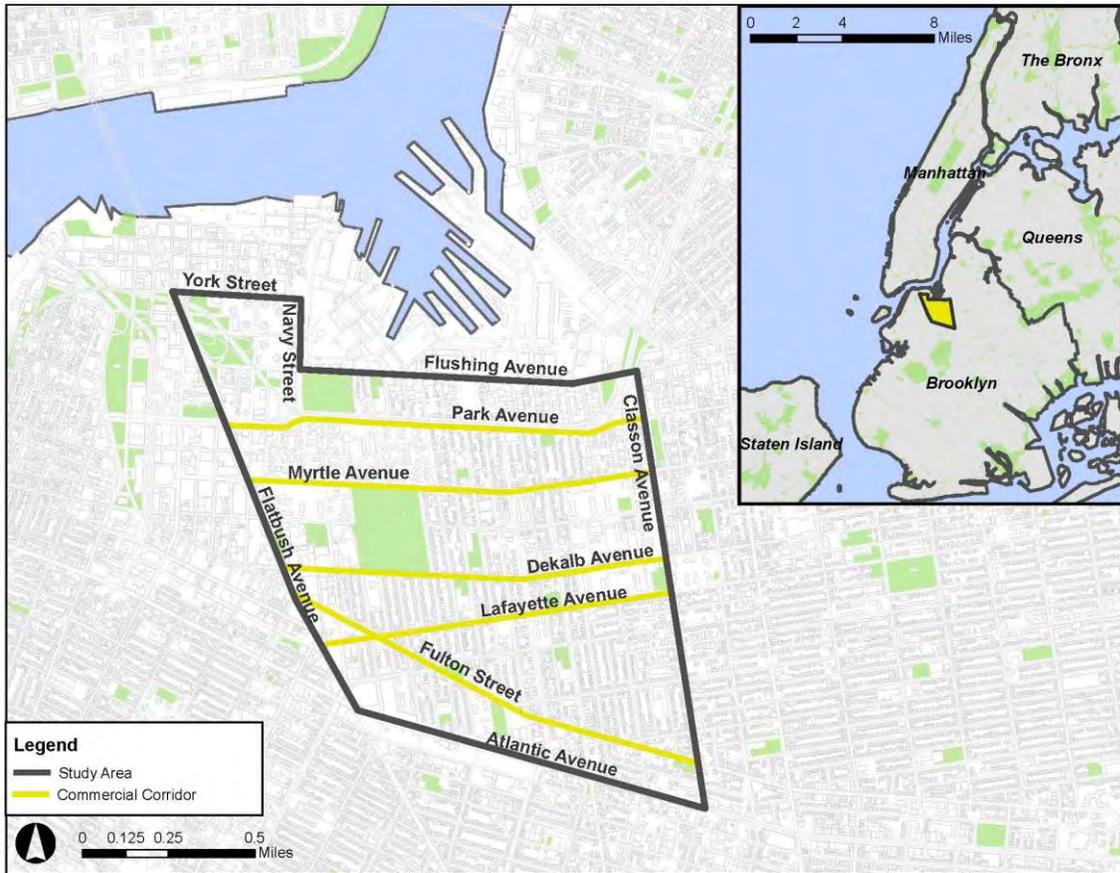
## **Community Profile: Fort Greene and Clinton Hill**

### **About the Study Area**

The neighborhoods of Fort Greene and Clinton Hill in Northwest Brooklyn are bound by Flatbush Avenue to the west, Classon Avenue to the east, Atlantic Avenue to the south, and Flushing Avenue to the north. The study area also extends north of Flushing Avenue at Navy Street to include the Farragut Residences, bound by Flatbush Avenue to the west, Navy Street to the east, Nassau Street to the south, and York Street to the north. As these avenues are the observed boundaries of the Fort Greene and Clinton Hill community they also determined the boundaries of our study area. Many residents from the Farragut Residences depend upon resources and food retail outlets located within this community, and so this area was also incorporated into the primary area of study. The study area falls within Brooklyn Community District 2, and is adjacent to the Downtown Brooklyn central business district, the Brooklyn Navy Yard to the north, and neighborhoods including Prospect Heights and Crown Heights to the south and Bedford-Stuyvesant directly east. [Please refer to map 3 for a detailed map of the study area]



*View of Fort Greene from above taken in 2006.*



**Map 3: Map of the CFA study area.**

## Neighborhood Demographics

Today, more than 61,000 residents across twenty-one census tracts call the diverse communities of Fort Greene and Clinton Hill home. The 2010 Decennial Census reveals that over 43 percent of the population is African American, more than 29 percent is White, over 16 percent is of Hispanic origin and more than 7 percent is Asian.<sup>27</sup>

This diverse makeup, however, has changed dramatically since 2000. While the overall population declined by just over 2 percent, the African American population

<sup>27</sup> New York City Department of City Planning, "Population: 2010 Demographic Tables," for Census Tracts 15, 23, 29.01, 31, 33, 35, 179, 181, 183, 185, 187, 191, 193, 195, 197, 199, 201, 211, 227, 231, and 543, Accessed June 2011, [http://www.nyc.gov/html/dcp/html/census/demo\\_tables\\_2010.shtml](http://www.nyc.gov/html/dcp/html/census/demo_tables_2010.shtml)

decreased by nearly 29 percent and those of Hispanic origin declined by more than 14 percent. Over that same period the White population more than doubled and the Asian population increased by over 67 percent.<sup>28</sup> Nevertheless, in 2010 the population of Fort Greene and Clinton Hill retains greater diversity than the whole of New York City, which is 33 percent White, 29 percent Hispanic in origin, nearly 23 percent African American, and more than 12 percent Asian.<sup>29</sup>

Our community is relatively young, with nearly 80 percent of residents under the age of 45, 40 percent of which is between the ages of 25 to 44 years of age. Those between the ages of 45 and 64 make up over 20 percent and are the second largest age group. Nearly 17 percent of residents are under 18 years old, while just over 12 percent are between the ages of 18 and 24. Adults 65 years and older comprise just over 10 percent of the total population.<sup>30</sup>

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<sup>28</sup> New York City Department of City Planning, "Population: 2010 Demographic Tables," for Census Tracts 15, 23, 29.01, 31, 33, 35, 179, 181, 183, 185, 187, 191, 193, 195, 197, 199, 201, 211, 227, 231, and 543, Accessed June 2011,

[http://www.nyc.gov/html/dcp/html/census/demo\\_tables\\_2010.shtml](http://www.nyc.gov/html/dcp/html/census/demo_tables_2010.shtml)

<sup>29</sup> New York City Department of City Planning, (2011) "NYC 2010: Results from the 2010 Census, Population Growth and Race/Hispanic Composition," Accessed June 2011,

[http://www.nyc.gov/html/dcp/html/census/census\\_briefs\\_2010.shtml](http://www.nyc.gov/html/dcp/html/census/census_briefs_2010.shtml)

<sup>30</sup> U.S. Census Bureau, 2010 Census Summary File 1, for Census Tracts 15, 23, 29.01, 31, 33, 35, 179, 181, 183, 185, 187, 191, 193, 195, 197, 199, 201, 211, 227, 231, and 543.

## Economic Snapshot: Poverty, Unemployment and Public Assistance

New Yorkers' ability to access and afford food is inhibited by low wages, the high costs of living and healthcare, and a lack of affordable, nutritious food in their neighborhoods.<sup>31</sup> For instance, in the New York metropolitan region, the cost of food increased by nearly 28 percent between 2002 and 2010, and by almost 17 percent since 2005.<sup>32</sup> Between 2007 and 2010, however, the average weekly earnings of all employees in the region increased by only 5.2 percent.<sup>33</sup> Add to that imbalance the effects of the recent economic recession, job layoffs, and pay cuts and access to nutritious food diminishes significantly. Of New York City households earning annual incomes between \$25,000 and \$49,999 in 2009, 47 percent experienced difficulty paying for food, doubling figures from 2003.<sup>34</sup> The Fort Greene and Clinton Hill community is not immune to this struggle, as many residents here experience limited access to affordable food every day. What follows is a discussion of the many factors that inhibit access to affordable food for many residents. We also explore participation in several public assistance programs designed to reduce the effects of these economic factors, which are also indicative of the high amount of need present in our community.

<sup>31</sup> Food Bank for New York City, "Contributors to Food Poverty," Accessed July 2011, <http://www.foodbanknyc.org/food-poverty-in-nyc/contributors-to-food-poverty>.

<sup>32</sup> U.S. Bureau of Labor Statistics, Consumer Price Index: New York-Northern New Jersey-Long Island," Accessed July 2011, <http://data.bls.gov/pdq/SurveyOutputServlet>.

<sup>33</sup> U.S. Bureau of Labor Statistics, Average Weekly Earnings of all Employees,; New York-Northern New Jersey-Long Island," Accessed July 2011, <http://data.bls.gov/cgi-bin/dsrv>.

<sup>34</sup> Food Bank for New York City, "Contributors to Food Poverty," Accessed July 2011, <http://www.foodbanknyc.org/food-poverty-in-nyc/contributors-to-food-poverty>.

### Emergency Food Pantries in Our Community

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#### **Bethel SDA Church Food Pantry**

457 Grand Avenue, (718) 783.3630

Wed: 3PM – 5PM

#### **Brown Memorial Baptist Church**

52 Gates Avenue, (718) 638.6121

Tues: 10AM – 12PM

3<sup>rd</sup> Thu: 9AM – 12PM

ID required 3<sup>rd</sup> Thu only.

#### **Child Development Support Corporation**

352-358 Classon Avenue

(718) 398.2050

Thurs: 10AM – 12PM

Service limited to the following zip codes: 11221, 11216, 11233, 11238, 11206, 11213, 11205, 11201, and 11212. Photo ID and proof of address required. One visit per month.

#### **Christian Fellowship Life Center at Walt Whitman Houses**

132 Carlton Avenue

(718) 858.7351

Thu: 1PM – 5PM

Photo ID required.

#### **Hanson Place SDA**

150 South Portland Avenue

(718) 399.7513

Thurs: 3PM – 5PM

#### **Teen Challenge, Inc.**

444 Clinton Avenue

(718) 789.1414

1<sup>st</sup> & 2<sup>nd</sup> Sat: 10:30AM – 1PM

Information is accurate as of November 2012 according to the New York City Coalition Against Hunger 2012 "Neighborhood Guide to Food & Assistance". According to this data, the CFA study area lost 3 Emergency Food Pantries since 2011.



**Map 4: Median household income by census tract within the study area.**

### Soup Kitchens in Our Community

**Bethel SHARING Ministries**

457 Grand Avenue  
(718) 783.3630  
Sun: 1 – 2 PM

**Hanson Place SDA**

150 South Portland Avenue  
(718) 399.7513  
Sun: 1 – 2 PM  
ID Required

**Teen Challenge, Inc.**

444 Clinton Avenue  
(718) 789.1414  
Mon – Thurs: 11 – 11:30 AM, and  
4 – 4:30 PM

Information is accurate as of November 2012 according to the New York City Coalition Against Hunger 2012 “Neighborhood Guide to Food & Assistance “.

### Unequal Distribution of Income and Poverty

Throughout New York City, the median household income is estimated at around \$50,000 annually, while here in Brooklyn that figure drops to just over \$43,000.<sup>35</sup> Within Brooklyn Community District 2, however, median household income is higher, estimated at roughly \$65,000 annually. Looking more closely, the distribution of median household income is quite uneven across Community District 2. Census tracts within neighborhoods such as DUMBO and Brooklyn Heights, located to the west of the study area and also within Community District 2, earn median household incomes upwards of \$80,000 annually.

<sup>35</sup> New York City Department of City Planning, “Population: American Community Survey, 2006 through 2009 Comparison Profiles: Economic Profile” Accessed June 2011, <http://www.nyc.gov/html/dcp/html/census/popacs.shtml>.

This uneven distribution is most apparent in the northwest corner of our study area, where residents in these four census tracts earn median household incomes below \$25,000, with the highest earning of these tracts showing a median household income of just over \$21,000 (census tract 25) and the lowest earning tract at just over \$9,000 annually (census tract 29.01). [See Map 4]

To put these figures into perspective, the U.S. Census Bureau estimates the poverty threshold for a single person to be \$11,136 annually. That threshold increases to \$14,220 for a family of two, and to \$22,314 for a family of four.<sup>36</sup> Within our study area, the same northernmost tracts house higher proportions of residents living below these poverty thresholds [See Map 5]. Estimates for the year 2009 show that nearly 22 percent of the population within the study area subsists on incomes below the poverty level, over 27 percent of which were children under the age of 18.<sup>37</sup> These numbers lie just above or in line with citywide figures, at 18.7 percent and 27 percent respectively.<sup>38</sup> African American residents represent over 45 percent of this population in our community, while almost 61 percent of residents living below the poverty level are female.<sup>39</sup> Interestingly, the median household income for households surrounding Fort Greene Park has increased by as much as 44 percent since 2000 for households adjacent to the eastern edge of the park, while median household incomes in some of the lowest income tracts has declined by as much as 36 percent.<sup>40</sup>

<sup>36</sup> U.S. Census Bureau, "Income," Accessed July 2011, <http://www.census.gov/hhes/www/income/income.html>.

<sup>37</sup> U.S. Census Bureau, American Community Survey 2005-2009, for Census Tracts 23, 25, 29.01, 29.02, 31, 33, 35, 179, 181, 183, 185.01, 185.02, 187, 189, 191, 193, 195, 197, 199, 201, 227, 231, and 543.

<sup>38</sup> New York City Department of City Planning, "The American Community Survey: NYC and Boroughs Economic Profile 2009," Accessed June 2011, <http://www.nyc.gov/html/dcp/html/census/popacs.shtml>.

<sup>39</sup> U.S. Census Bureau, American Community Survey 2005-2009, for Census Tracts 23, 25, 29.01, 29.02, 31, 33, 35, 179, 181, 183, 185.01, 185.02, 187, 189, 191, 193, 195, 197, 199, 201, 227, 231, and 543.

<sup>40</sup> Ibid., Census tracts 183, 25 and 2901.

## Summer Meals for All Children

Free for youth ages 18 and under during the months of June through August. No registration, documentation, or ID is required. This list changes seasonally; call 311 for current locations.

### [Benjamin Banneker Academy](#)

71-77 Clinton Ave

### [Bethel Elementary School](#)

457 Grand Avenue

### [Brooklyn Tech High School](#)

29 Ft Greene Place

### [Commodore Barry Park](#)

Flushing Avenue & North Elliott Place

### [Dr Susan S Mckinney Sec Sch-Arts](#)

101 Park Ave

### [League Ctr Joan Fenichel Nur](#)

470 Vanderbilt Ave

### [Ms 113 Ronald Edmonds Learning Ctr](#)

300 Adelphi St

### [NYCHA - Lafayette Gardens](#)

415 Lafayette Avenue

### [NYCH - Walt Whitman](#)

132 Carlton Avenue

### [PS 67](#)

51 St. Edwards Street

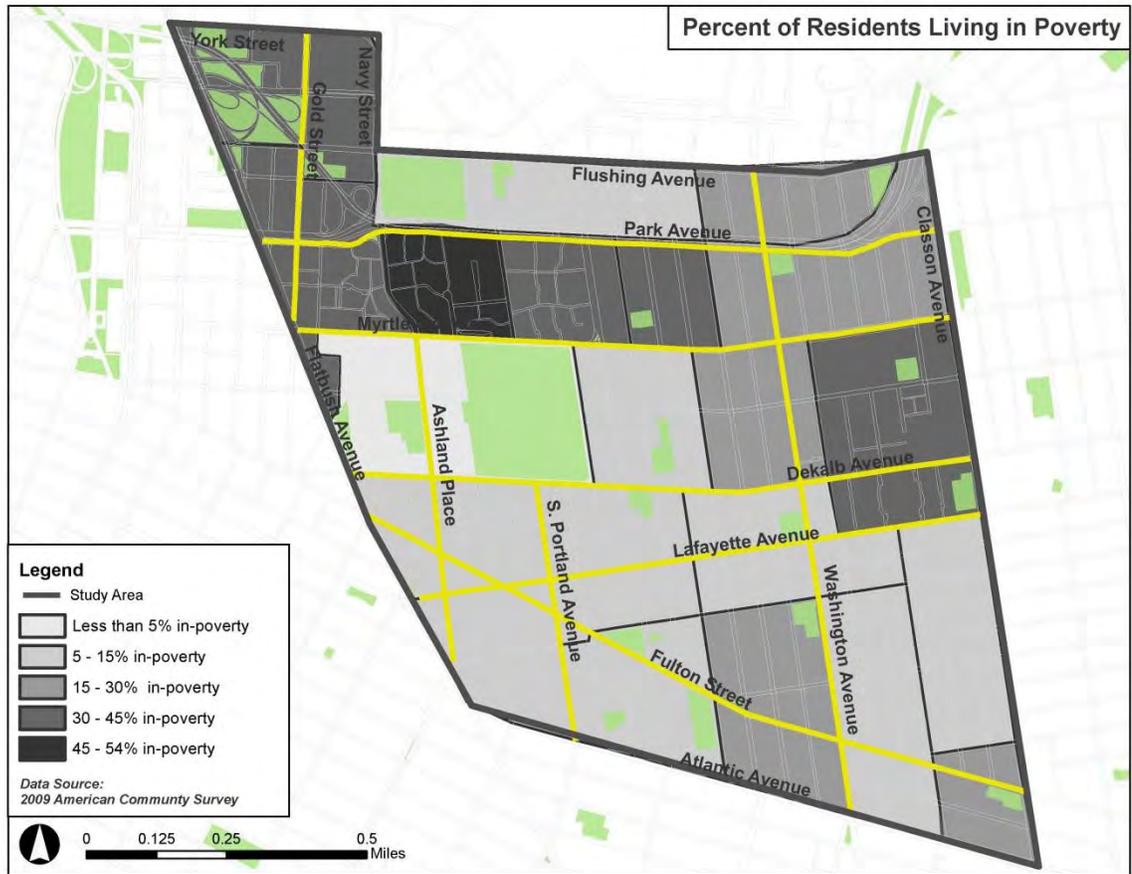
### [PS 753](#)

510 Clermont Avenue

### [Urban Assembly Sch-Music & Art](#)

49 Flatbush Ave Ext

\*Locations as of Summer 2012 according to batchgeo.com "2012 Summer Food Service Program feeding sites" by zip code.



**Map 5: Percent of population living in poverty by census tract within the study area.**

## Unemployment

While the national unemployment rate hovers around 9 percent<sup>41</sup>, the unemployment rate for New York State has declined slightly over the past year. Data for New York State reflects an unemployment rate of 7.8 percent in May, a drop of 0.4 percent from one year ago.<sup>42</sup> New York City has also experienced a similar decline, dropping from 9.3 percent to 8.6 percent over the same period.<sup>43</sup> The unemployment rate for Kings County, however, remains above city and state averages

<sup>41</sup> United States Department of Labor Bureau of Labor Statistics, “Local Area Unemployment Statistics,” Accessed June 2011, <http://data.bls.gov/pdq/querytool.jsp?survey=la>.

<sup>42</sup> New York State Department of Labor, “State Labor Department Releases May 2011 Area Unemployment Rates,” Accessed July 2011, <http://www.labor.ny.gov/stats/pressreleases/prlaus.shtm>

<sup>43</sup> New York State Department of Labor, “Labor Force and Unemployment Data,” Accessed July 2011, <http://www.labor.state.ny.us/stats/lslaus.shtm>.

at 9.3 percent. The adult unemployment rate for Brooklyn Community District 2 in 2009 was 9.2 percent, mirroring the rate for the city as a whole but below Brooklyn's rate of 9.9 percent.<sup>44</sup> While more current data for Community District 2 is not available, trends indicate that the unemployment rate in the area is typically lower than figures for Brooklyn but in line with the citywide averages.

## Demand on Public Assistance and Emergency Food Programs

The recent recession, job losses and pay cuts have sparked dramatic increases in participation in the Supplemental Nutrition Assistance Program (SNAP) across the country.<sup>45</sup> Throughout the U.S., the total of food stamp recipients increased to 44.5 million people in April of 2011, representing an increase of 10.4 percent since April of the previous year.<sup>46</sup> Here in New York City, about 1,822,591 residents receive food stamp benefits, an increase of 7.2 percent over the previous year.<sup>47</sup> Looking further back in time, this number has risen by over 65 percent since April of 2007.<sup>48</sup> The situation is no different here in Brooklyn Community District 2: between the fiscal years of 2007 and 2010, the number of residents receiving food stamps rose from 9,135 to 13,940, an increase of 52 percent.<sup>49</sup>

*Between the fiscal years of 2007 and 2010, the number of residents in Community District 2 receiving food stamps increased by over 52%, from 9,135 to 13,940.*

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<sup>44</sup> Citizens Committee for Children of New York, Inc., "Keeping Track of New York City's Children 2010," Accessed July 2011,

<http://www.cccnewyork.org/aboutkt.html>

<sup>45</sup> P. Izzo, "U.S. Food Stamp Use on the Rise," *The Wall Street Journal*, July 1, 2011, Accessed July 2011,

<http://blogs.wsj.com/economics/2011/07/01/u-s-food-stamp-use-on-the-rise/>

<sup>46</sup> Ibid.

<sup>47</sup> New York City Human Resources Administration Department of Social Services, "HRA/DSS Fact Sheets," for March and April 2011, Accessed June 2011,

[http://www.nyc.gov/html/hra/html/statistics/hra\\_facts.shtml](http://www.nyc.gov/html/hra/html/statistics/hra_facts.shtml).

<sup>48</sup> New York City Human Resources Administration Department of Social Services, "HRA/DSS Fact Sheets," for April of 2007 and 2011, Accessed June 2011,

[http://www.nyc.gov/html/hra/html/statistics/hra\\_facts.shtml](http://www.nyc.gov/html/hra/html/statistics/hra_facts.shtml).

<sup>49</sup> "My Neighborhood Statistics: Brooklyn Community Board 2," Accessed July 2011, <http://gis.nyc.gov/ops/mmr/mmrmap.jsp>.

## Understanding SNAP & EBT

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*Formerly known as the Food Stamp Program, SNAP provides monthly benefits that low-income families can use to purchase food. Benefits are distributed through the electronic benefits transfer system (EBT). Beneficiaries pay for food using an EBT card, which functions similar to a bank debit card, replacing food stamp coupons altogether. While there are restrictions on purchasing certain items, all foods intended for consumption at home can be purchased using EBT.*

### How can you apply for food stamps?

#### **Call:**

**Family Resource Center**  
(718) 875.0027

**NYC Human Resources Administration  
Infoline**  
(877) 472.8411

**Food Bank for NYC**  
(212) 894.8060

#### **Or visit:**

**Food Stamp Office – Fort Greene**  
275 Bergen Street, 1<sup>st</sup> Floor  
(718) 437.8510 or (718) 694.8196  
Mon-Fri 8:30AM – 6PM  
Sat 9AM – 5PM

**Food Stamp Office – N. Brooklyn**  
500 Dekalb Avenue, 5<sup>th</sup> Floor  
(718) 398.5057 or (718) 636.7046  
Mon – Fri 8:30AM – 5PM

Emergency food providers (EFPs) have also experienced a significant increase in demand in recent years. The number of those reliant upon emergency food providers in New York City rose to 1.3 million residents in 2007, increasing by 24 percent since 2004.<sup>50</sup> The majority of EFP households (92 percent) had annual incomes below \$25,000, while 59 percent had incomes less than \$10,000 and 29 percent had incomes below \$5,000.

A recent study by the Food Bank of New York City shows that 46 percent of EFP households received food stamps in 2007. Of these residents, 24 percent ran out of food stamp benefits within one week, 60 percent ran out in two weeks and 84 percent had no benefits left after three weeks.<sup>51</sup> This trend emerges throughout several discussions and focus groups encountered in this food assessment, proving that households dependent upon food stamps cannot subsist throughout the month on food stamps alone. As benefits run out, many of these individuals rely upon EFPs or the generosity of friends, or, in some cases, go without food until food stamps are again issued at the start of the month.

Women and children living in poverty are particularly vulnerable to poor health outcomes and several programs have evolved to address their specific needs, including Women, Infants and Children (WIC) and the free school lunch program. Over 17 percent of children ages 1 to 5 and nearly 41 percent of infants living in Brooklyn Community District 2 received WIC benefits in 2006.<sup>52</sup> While these figures may seem significant, they are far below participation figures for all of Brooklyn, with 28 percent of children ages 1 to 5 and over 78 percent of infants receiving WIC benefits. Figures for students receiving free school lunches, however, are perhaps more concerning. Here in New York City, 76 percent of elementary and middle school students received free school lunches throughout the 2007

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<sup>50</sup> Food Bank for New York City, “NYC Hunger Safety Net 2007 Highlights,” Accessed July 2011, <http://www.foodbanknyc.org/index.cfm?objectid=DEE2F658-D8B5-DC1E-B184709B9B961FA0>.

<sup>51</sup> Ibid.

<sup>52</sup> Citizens Committee for Children of New York, Inc., “Keeping Track of New York City’s Children 2008,” Accessed July 2011, <http://www.cccnewyork.org/aboutkt.html>

2008 academic year. Of the 11,449 students attending elementary and middle school within District 13, in which our study area falls, 77 percent received free lunch during that same year.<sup>53</sup>

## Understanding WIC

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*The Special Supplemental Nutrition Program for Women, Infants, and Children, better known as WIC, serves low-income pregnant, postpartum and breastfeeding women, and infants and children up to age 5 by providing nutritious foods, nutrition education, social services and health referrals free of charge. Participants receive checks or vouchers, often distributed through EBT cards, to purchase healthy foods to supplement their diets, or infant formulas to feed their babies.*

***Are you or your children eligible for WIC benefits? How can you apply for WIC benefits?***

***Call:***

*Call (800) 522.5006 to locate the WIC office nearest you.*

***Or visit:***

***Bedford Stuyvesant FHC  
WIC Program***

*20 New York Avenue, 1<sup>st</sup> Floor  
(718) 857.4268*

***Kings County Hospital Center WIC  
Office***

*451 Clarkson Avenue  
T Building, Room 153  
(718) 245.3123*

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<sup>53</sup> Citizens Committee for Children of New York, Inc., "Keeping Track of New York City's Children 2010," Accessed July 2011, <http://www.cccnewyork.org/aboutkt.html>

## Health and Health Disparities

*Health disparities are differences in health outcomes between groups of people due to social inequalities, such as poor neighborhood development, poor quality of healthcare, or other social factors.*

The New York City Department of Health and Mental Hygiene (NYC DOHMH) releases Community Health Profiles for 42 sections of New York City using guidelines determined by the city's health policy *Take Care New York*<sup>54</sup>, to examine preventable causes of illness and death. The latest Community Health Profile for Northwest Brooklyn, which includes the neighborhoods of Downtown Brooklyn, Brooklyn Heights, Carroll Gardens, Clinton Hill, Fort Greene, Park Slope and Red Hook, was updated in 2006 and reveals that Northwest Brooklyn ranks average in terms of most health indicators in comparison to the other 41 neighborhoods throughout the city. These indicators, however, do not affect all residents in our community equally, as low-income and minority residents more often experience limited access to healthcare and poor health outcomes. Below we explore these indicators as well as health disparities, which negatively impact the health of so many of our neighbors.

## Obesity and Diet-related Disease

Obesity is one factor that increases the risk of both heart disease and diabetes. A person is defined as obese if they have a body mass index (BMI) of 30 or greater, a measure of body fat relative to one's height and weight. Although they were less likely to be obese than residents of Brooklyn overall, nearly 1 in 5 residents of Northwest Brooklyn is obese. The prevalence of obesity in the U.S. has led to a diabetes epidemic. Type 2 diabetes is strongly linked to obesity and accounts for nearly 95 percent of all diabetes cases. Perhaps attributable to lower obesity rates, residents of Northwest Brooklyn (6 percent) are also less likely than their Brooklyn-wide (10 percent) or Citywide (9 percent) counterparts to have diabetes.<sup>55</sup> In line with citywide averages and lower than figures for all of Brooklyn, residents of Northwest Brooklyn had an average heart disease hospitalization rate of 1,840/100,000. Despite these relative health advantages, residents in our community

<sup>54</sup> *Take Care New York* is the City's comprehensive health policy to help all New Yorkers live longer and healthier lives. For more information visit <http://www.nyc.gov/html/doh/html/tcnyc/index.shtml>.

<sup>55</sup> *Ibid.*

experience higher death rates from diabetes, chronic liver disease and heart disease. The heart disease death rate at 334/100,000, however, was higher than the rate for Brooklyn and 10 percent higher than the citywide average.<sup>56</sup>

## Access to Healthcare

Those with access to good medical care are less likely to experience poor health outcomes. Good medical care can help people prevent illnesses, and identify and treat health conditions early on.<sup>57</sup> Of adults 18 and older, 21 percent of residents in Northwest Brooklyn report having no personal doctor, faring better in comparison to figures for Brooklyn as a whole or for all of New York City. Although comparable to Brooklyn and citywide figures, residents of Northwest Brooklyn were also more likely to have been currently insured and covered by health insurance over the previous year and less likely to be uninsured at that time.<sup>58</sup>

Likewise, good prenatal care throughout pregnancy is crucial for healthy babies and healthy mothers. The percentage of women who receive late or no prenatal care has declined throughout New York City, and figures for mothers of Northwest Brooklyn remain below citywide averages. The infant mortality rate, or the death of babies within their first year of life also declined, remaining in line with citywide figures and below Brooklyn averages, but higher than the *Take Care New York* target of less than 5/1,000.<sup>59</sup>

## NYC District Public Health Offices

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*The mission of the **District Public Health Offices (DPHOs)** is to reduce health inequalities across New York City by targeting resources, programs, and attention to high-need neighborhoods in the South Bronx, East and Central Harlem, and North and Central Brooklyn.*

**East & Central Harlem DPHO**  
East Harlem Health Center  
158 East 115<sup>th</sup> Street  
New York, NY 10029  
(212) 360-5980  
HarlemDPHO@health.nyc.gov

**Brooklyn DPHO**  
Bedford Health Center  
485 Throop Avenue  
Brooklyn, NY 11221  
(646) 253-5700

**Bushwick Health Center**  
335 Central Avenue  
Brooklyn, NY 11221  
(718) 572-4847  
BrooklynDPHO@health.nyc.gov

**South Bronx DPHO**  
Tremont Health Center  
1826 Arthur Avenue  
Bronx, NY 10457  
(718) 466-9178  
BronxDPHO@health.nyc.gov

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<sup>56</sup> Ibid.

<sup>57</sup> New York City Department of Health and Mental Hygiene (2006) "Community Health Profiles: Take Care Northwest Brooklyn," Accessed June 2011, <http://www.nyc.gov/html/doh/html/data/data.shtml>

<sup>58</sup> New York City Department of Health and Mental Hygiene (2006) "Community Health Profiles: Take Care Northwest Brooklyn," Accessed June 2011, <http://www.nyc.gov/html/doh/html/data/data.shtml>

<sup>59</sup> "My Neighborhood Statistics: Brooklyn Community Board 2," Accessed July 2011, <http://gis.nyc.gov/ops/mmr/mmrmap.jsp>

## The Impact of Health Disparities Here

While the health outlook for residents of Northwest Brooklyn appears relatively stable, it is important to consider disparities that significantly impact the health of many residents of Fort Greene and Clinton Hill. Health disparities are differences in health outcomes between groups of people due to social inequalities, such as poor neighborhood development, poor quality of healthcare, or other social factors.<sup>60</sup> In other words, one's health problems can be linked to one's race and ethnicity, their personal income or where they live.

*Data can be misleading. As economic and health indicators concerning Fort Greene and Clinton Hill often include other, more affluent communities throughout Brooklyn Community District 2 or Northwest Brooklyn, they often undermine the conditions of our neighbors most in need.*

Health disparities play a significant role in determining poor health outcomes throughout New York City. Hispanic residents and those reporting the lowest household incomes most often rely upon Medicare and Medicaid, and make up the majority of the uninsured population. African Americans, Hispanic residents and those reporting the lowest household incomes were least likely to have consumed any fruits or vegetables throughout the previous day, critical for maintaining a healthy diet.<sup>61</sup> Accordingly, these residents were more likely to be categorized as obese and most frequently report having been told by a health professional that they have diabetes.<sup>62</sup> African Americans and those reporting low household incomes make up the majority of New Yorkers who have been told by a health professional that they have hypertension or high blood pressure.<sup>63</sup> With this understanding, many residents of Fort Greene and Clinton Hill are more vulnerable to poor health outcomes, as the population is predominantly African American

<sup>60</sup> New York City Department of Health and Mental Hygiene, (2010) "Health Disparities in New York City: No. 1 Highlights," Accessed June 2011, <http://www.nyc.gov/html/doh/downloads/pdf/episrv/disparitiesonesum.pdf>, Pg. 1.

<sup>61</sup> New York City Department of Health and Mental Hygiene, "EpiQuery, Community Health Survey, 2009," Accessed June 2011, <https://a816-healthpsi.nyc.gov/epiquery/EpiQuery/CHS/index2009.html>

<sup>62</sup> Ibid.

<sup>63</sup> Ibid.

and many residents earn median household incomes well below \$25,000 annually.

Data can often be misleading. As economic and health indicators concerning Fort Greene and Clinton Hill often include other, more affluent communities throughout Brooklyn Community District 2 or Northwest Brooklyn, they often undermine the conditions of our neighbors most in need. It is important to remember that these indicators disproportionately impact the lives of low-income and minority residents. Recent research shows that the incidence of diabetes is disproportionately high in low-income areas and, in these communities especially; a lack of quality supermarkets inhibits peoples' abilities to obtain and maintain nutritionally adequate diets.<sup>64</sup> We hope that by analyzing these indicators in this way it is clear as to why this assessment is so necessary in Fort Greene and Clinton Hill, as so many members of our community experience such disparities.

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<sup>64</sup> The Food Trust (2008) "Food For Every Child: The Need for More Supermarkets in New York," Accessed July 2011, [http://www.thefoodtrust.org/catalog/resource.detail.php?product\\_id=148](http://www.thefoodtrust.org/catalog/resource.detail.php?product_id=148).

## Research Findings

*When addressing food issues in our community, we adopt a definition outlined by the World Health Organization (WHO), which bases food security on three elements: availability, access, and food use.*

These findings were generated from data we collected through interviews, focus groups, food retail assessment surveys and resident surveys, which come from the perspectives of advocates and area residents. As this discussion proceeds, it is important to reiterate that when addressing food issues in our community, we adopt a definition outlined by the World Health Organization (WHO), which bases food security on three elements: availability, access, and food use. Food availability, they explain, means that sufficient quantities of food are available on a consistent basis. Adequate access to food includes having sufficient resources to obtain appropriate foods for a nutritious diet. Appropriate food use entails use based on knowledge of basic nutrition and care.<sup>65</sup> Through this definition, food security is understood in terms of physical and economic access to food, as well as personal knowledge of, and preferences for nutritious foods.

***Data gathered through this CFA shows that food and nutrition issues in our community stem from inadequate access, deficient nutritional knowledge, or a combination of both.***

Through this discussion you will discover that several factors inhibit some residents' ability to access healthy, affordable foods including cost distance and a lack of transportation, limited availability of affordable, quality food, and a shortage of information on resources available in our community. Likewise, cultural habits and a lack of information and knowledge about healthy foods, both in terms of accessing them and preparing them, impacts some residents' abilities to maintain healthier diets. Here, we present these findings first by describing barriers to accessing healthy, affordable, fresh food in Fort Greene and Clinton Hill. We then explore the demand for nutrition education in our community and its potential for improving personal food knowledge and choice, hopefully decreasing the effects of diet related disease.

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<sup>65</sup> World Health Organization, "Food Security," Accessed July 2011, <http://www.who.int/trade/glossary/story028/en/>.

## 1. Access to Quality, Affordable Fresh Food is Limited

When asked whether or not it is important to eat a healthy diet every day, as defined by “a diet that is low in fat, low to moderate in salt, contains whole grains and includes five or more servings of fruits and vegetables per day,” 98 percent of survey respondents ‘at least somewhat agreed’ and 78 percent ‘strongly agreed’. Although it would seem that the majority of residents recognize the importance of a healthy diet, only 16 percent of all survey respondents are actually eating five or more servings of fruits and vegetables each day. What then, is preventing more residents from eating healthier diets?

Residents recognize that the local food environment as it exists today is inadequate and, in general, participants feel that access is the most significant gap. Results from our store assessment survey show that fresh meat and produce items were the least available of the 24 survey items. Additionally, respondents in our resident survey who felt that it was at least ‘somewhat difficult’ to eat a healthy diet most frequently cited that ‘healthy food is too expensive’, and 21 percent found it difficult to find healthy options in neighborhood food stores. When asked if high quality fresh fruits and vegetables were more available and affordable in their community, 87 percent of respondents said that they would be ‘very likely’ to buy them.

**Table 2: The most common and least common items available in local stores.**

Most Common Items
2% Milk (41 of 52 stores / 79%)
Bananas (38 of 52 stores / 73%)
Canned Tuna (37 of 52 stores / 71%)
Spaghetti (36 of 52 stores / 69%)
Fat Free Milk (36 of 52 stores / 69%)
Least Common Items
Boneless Chicken (12 of 52 stores / 23%)
Ground Beef (14 of 52 stores / 27%)
Corn Tortillas (14 of 52 stores / 27%)
Romaine Lettuce (14 of 52 stores / 27%)
Carrots (15 of 52 stores / 29%)

*87% of survey respondents said that if high quality fresh fruits and vegetables were more available and affordable in their community, they would be very likely to buy them.*

**New York City Coalition Against Hunger (NYCCA)**

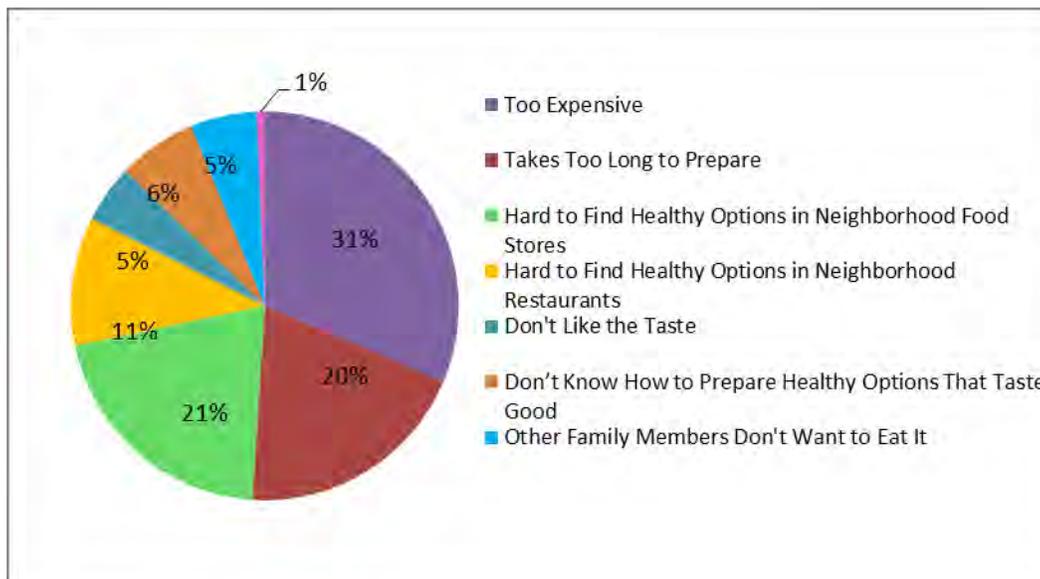
*Food Heaven, Hunger Hell: Brooklyn Food Atlas 2011*

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*With funding from the Brooklyn Community Foundation, NYCCA has compiled a comprehensive atlas, mapping the locations of farmers’ markets, green carts and food pantries. The report also maps daunting unmet needs throughout the borough and reveals that:*

- **1 in 5 Brooklynites suffer from hunger or lives at the brink of hunger**
- **These 460,000+ Brooklynites rely on just 340 food pantries, 91% of which faced increased demand and 40% were forced to reduce portion size, reduce hours of operation, and/or turn away because they couldn’t meet demand**
- **685,000+ Brooklynites receive food stamp benefits, half of whom are children**

**Figure 1: Reasons why survey respondents find it difficult to eat a healthy diet.**



Residents do want change, though respondents suggest that without access to healthy food it is difficult to change habits. Healthy options have to be available and affordable.

## **2. The Food Retail Environment Limits Access to Healthy Food**

### **Not Enough Supermarkets**

Many residents have suffered from inadequate access for several years and feel isolated from quality, affordable food. They explain that the produce, meat, dairy and baby food sold at their local stores are often expired, and temperatures are not kept at adequate levels to keep foods fresh and safe. As there are fewer stores there is also a lack of competition among food retailers, and some participants feel that local stores charge higher prices knowing that residents have nowhere else to shop. Senior citizens, many agree, suffer most as a result of limited food resources, which is compounded by their own limited mobility.

As a result, many residents shop round-robin style, shopping at multiple stores each week to obtain higher quality food and lower prices. Participants often travel to other neighborhoods adding time and expense to their weekly grocery shopping. For some, the next closest options are located in a nearby neighborhood where prices at food retailers often exceed participants' budgets and SNAP benefits are rarely accepted. Although most survey respondents are limited to walking to area supermarkets, some travel by bus, subway, personal car or car service as far as the Asian markets in Sunset Park in search of quality produce. For those who choose to shop within the community, many elect to shop at stores offering shuttle service. Nonetheless, it is clear that many residents are willing to pay the extra money on carfare before they will purchase spoiled, low-quality food from a store that perceives their customers as uniformed or uncaring consumers. It is also evident that local stores are losing potential customers and prospective income.

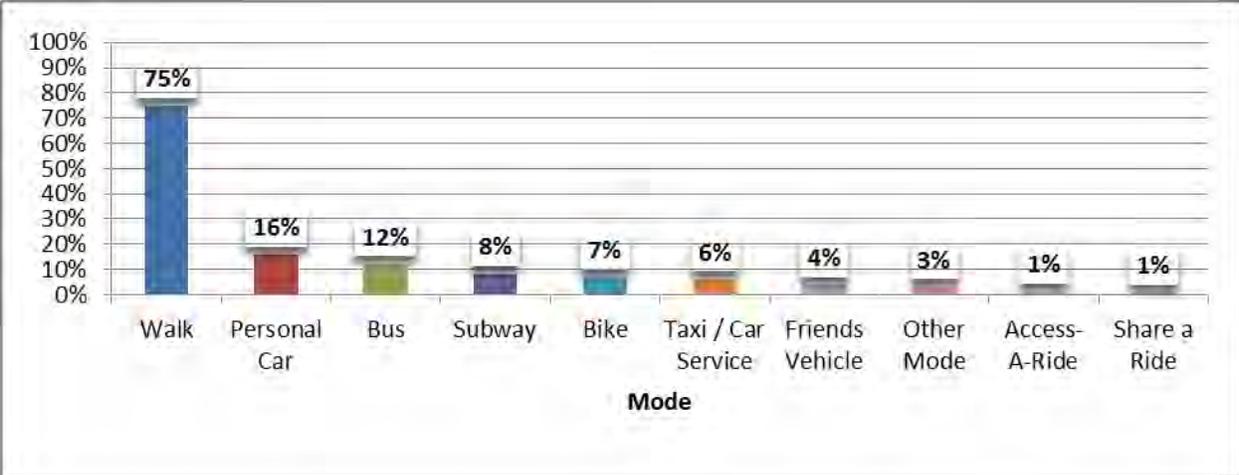


Figure 2: What modes of transportation survey respondents use to travel to buy groceries.

Adding to the low quality at area supermarkets, participants generally mistrust and are discouraged by the business practices of many of these merchants. Primarily, many participants are angered that several supermarkets require customers to spend a minimum amount before sale prices are honored. Likewise, many have observed that once a sale item is out of stock, stores no longer honor rain checks once the item is

### Understanding the Food Retail Expansion to Support Health (FRESH)

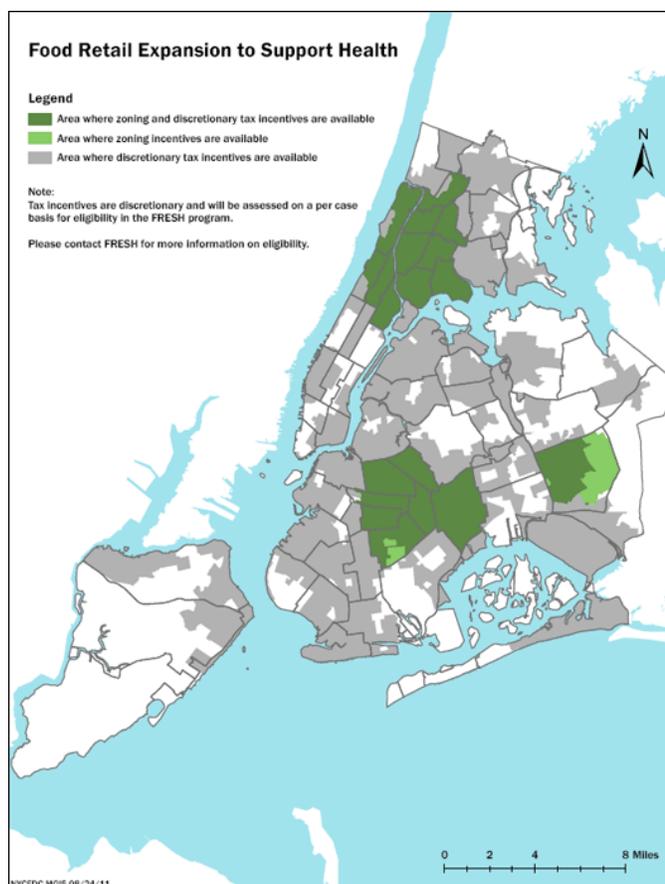
*FRESH provides zoning and financial incentives to promote the development and retention of neighborhood grocery stores in New York City communities underserved by grocery stores. Stores must fall within FRESH-eligible areas; must provide a minimum of 6,000 square feet of retail space; offer at least 50 percent of food products intended for home preparation and consumption; supply at least 30 percent of retail space for perishable goods; and provide a minimum of 500 square feet of retail space for fresh produce.*

*Zoning incentives are offered through the New York City Department of City Planning (NYCDCP) and financial incentives are distributed through the New York City Industrial Development Agency (NYCIDA). These incentives are assessed on a per case basis.*

*For more information email [fresh@nycdc.com](mailto:fresh@nycdc.com) or call 311.*

restocked. Several participants believe that grocers are withholding these items and using sales as a way to get people in the door.

One local advocacy group that helped to get the Food Retail Expansion to Support Health (FRESH) policy passed was disappointed that Community District 2 was not immediately designated as a priority area. They were also frustrated that an affordability stipulation was left out of the core requirements, something they were strongly advocating for. Although FRESH does not specifically target Fort Greene or Clinton Hill, some



**Map showing that parts of our community are eligible for FRESH Program incentives. (Source NYC.gov, FRESH Program)**

incentives have been made available within certain areas of our community (see map).<sup>66</sup> Thus far, advocates interviewed for this assessment believe the program has had limited impact in our community.<sup>67</sup> Some participants indicate that potential storeowners believe that the margin of profit is too low and are reluctant to take the risk of setting up shop in our neighborhood, while some wonder if storeowners and developers even know the incentives are available.

## So Many Bodegas

Supermarkets are where residents most commonly shop for groceries, with 59 percent of survey respondents shopping in these stores at least one or more times per week. Though, respondents were most likely to shop at a bodega on a *daily basis*. For this reason, several initiatives have focused on improving the availability of fresh foods at corner stores and bodegas. For example, an investigation into healthy food access in Bedford-Stuyvesant revealed that although bodegas are the most common food retail outlet in the neighborhood, only one in three carry reduced fat milk, only 28 percent carry apples, oranges or bananas, and only one in ten had leafy green vegetables.<sup>68</sup> In response, the Department of Health launched two campaigns to improve the availability of these items in bodegas in Bedford-Stuyvesant, including the *Moooove to 1% Milk* and the *Move to Fresh Fruits and Vegetables* campaigns.

Similar to Bedford-Stuyvesant, small stores dominate the food retail landscape here in Fort Greene and Clinton Hill, making up 65 percent of the 52 stores surveyed for this assessment. Of the three store types surveyed, small stores carried the lowest average of the 24 total products surveyed (10 products), and rated average or below average in terms of store cleanliness and product quality. These stores, however, were

<sup>66</sup> Food Retail Expansion to Support Health, NYC.gov, Accessed July 2011, <http://www.nyc.gov/html/misc/html/2009/fresh.shtml>.

<sup>67</sup> It should be noted that in May, 2011 the program expanded the boundaries of eligible areas where discretionary tax incentives are available, including most areas of Brooklyn Community District 2.

<sup>68</sup> Graham R, Kaufman L, Novoa Z, Karpati A. Eating in, eating out, eating well: Access to healthy food in North and Central Brooklyn. New York, N.Y.: New York City Department of Health and Mental Hygiene, 2006.

### Child Development Support Corporation (CDSC)

352-358 Classon Avenue  
Brooklyn, NY 11238  
(718) 398-2050  
<http://www.cdscnyc.org>

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*With the mission to “provide programs that empower families by helping them to acquire the knowledge and skills necessary for successful living in today's society,” CDSC offers many programs to our community. The following programs are geared towards residents’ health and wellbeing:*

- *Distributes approximately 600 packages of food, feeding about 1250 individuals each month*
- *Now offers pantry clients fresh, organic, produce year-round from their onsite hydroponic farm*
- *In partnership with Just Food, United Way of New York City and Miller’s Crossing Farm, CDSC picks up 250 lbs. of fresh produce to distribute to pantry clients during the months of June through October*
- *CDSC offers onsite Food Stamp Pre-screening and Re-application services*
- *Host to Cornell Cooperative Extension and Just Food for nutrition education workshops and Myrtle Eats Fresh Community Chefs for on-site cooking demos*

*Bodegas and small stores dominate the food retail landscape.*

*Although these stores were more likely to accept SNAP/EBT, they were least likely to accept WIC benefits, carried the fewest number of survey items and rated average or below average in terms of product quality and store cleanliness.*

more likely than mid-sized stores to accept SNAP/EBT benefits but were least likely of all store types to accept WIC benefits. This illustrates the important role that small stores play in people's lives as a significant food source.

Small stores located near schools have a strong influence over food purchasing habits of teens and youth as well, as they are a key part of corner store activity. In discussions with several community teens we learned that most of them do not eat school prepared meals and many do not eat lunch at all, preferring to purchase snacks and meals before and after school. As a result, most students are looking for the best value for their dollar and end up favoring large, inexpensive, filling portions that they can quickly grab before class or as they wait for the bus. In general, they feel that healthier options are more expensive and are not as filling. Several teens agreed that they are more likely to make unhealthy choices as a result of their newfound independence as young adults, and many feel that they are heavily influenced by persuasive advertisements for fast food. Additionally, teens want to go where their friends are, indicating that peer influence plays a dominant role in their food choices. Interestingly, of those students that do eat lunch during school hours, all of them preferred the ability to make their own choices at the salad bar or sandwich station to hot prepared meals. Incorporating healthier options like these into area stores could improve the choices teens are making.

## Newer, Better Options, but Not for Everyone

Focus group participants feel that stores that do offer better quality or organic products often have higher prices and rarely accept SNAP/EBT or WIC benefits. Results from our store assessment survey reinforce these assumptions. The majority of stores surveyed in our community accept SNAP/EBT (66 percent), and although many of these stores were considered less expensive, these stores carried the fewest average number of survey products (13 items) and the least organic options (4 items). Only 44 percent of area stores surveyed accept WIC benefits and, similar to stores accepting SNAP/EBT, these stores offered few survey products (13 items) and fewer organic options (4 items). (See Map 6)

Recently, there has been an influx of high-end organic or specialty grocers. Although more than 70 percent of food retailers surveyed carried at least some organic products, these items were over 1.5 times more expensive than their conventionally produced counterparts. Mid-sized stores in our community were more likely to carry organic products than small stores, but were more likely to sell items at higher prices and were least likely of the three store types to accept SNAP/EBT or WIC benefits.<sup>69</sup> Three stores we surveyed sold organic products almost exclusively and, interestingly, none of these stores accept SNAP/EBT or WIC. This demonstrates a great opportunity lost, as merchants significantly undercut their potential customer base by not accepting such benefits.

*66% of stores surveyed accept SNAP/EBT, but only 44% accept WIC benefits.*

*These stores are considered less expensive, but carry the fewest average number of survey items.*

*Mid-sized stores were more likely to stock organic items, which are 1 ½ times more expensive than conventional products, but were least likely to accept SNAP/EBT or WIC benefits.*

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<sup>69</sup> Please refer to Appendix 4 for a full comparison of survey item prices at each of the three store types.



**Map 6: Stores with three or more fresh food items that also accept EBT benefits. Map updated in November 2012 to include three stores now accepting EBT: Park and Washington Avenues, Myrtle Ave and Ashland Pl & Myrtle and Flatbush Avenues.**

*The price of food, regardless of incentives, creates a cultural divide. One interviewee astutely highlights the awkward juxtaposition of Fort Greene as a “dining destination” against the large number of emergency food providers within the community. Bridging these two stories is a central issue for our community.*

### **3. Emergency Food Assistance and Benefits Programs Provide Crucial Access, but Could Serve More Residents**

The price of food, regardless of incentives, creates a cultural divide. Several interviewees describe the dichotomy between two different groups in Fort Greene and Clinton Hill: the “brownstoners” and residents of public housing. One interviewee astutely highlights the awkward juxtaposition of Fort Greene as a “dining destination” against the large number of emergency food providers within the community. Bridging these two stories is a central issue for our community.

Food stamps and emergency food programs have attempted to equalize the disparity between these communities by addressing the needs of low-income residents. Participation in these programs has increased significantly in recent years. Nonetheless, one local clergyman believes that that many

residents, especially those recently unemployed, are unaware that they are entitled to benefits such as SNAP/EBT. Likewise, throughout several focus group discussions, community members were unaware that SNAP/EBT, WIC, FMNP benefits, and Health Bucks are accepted at many farmers markets; benefits redeemable at the Fort Greene Greenmarket, the Lafayette Avenue Youthmarket and the Myrtle Avenue Farm Stand. Furthermore, many seniors were unaware of SFMNP coupons and how to obtain them. These residents want to see more information on these programs made available to them.

**Table 3: The percentage of survey respondents that participate in the following benefit programs.**

Food Programs	Count of Respondents	Percent of Respondents
Food stamps (EBT)/Supplemental Nutrition Assistance Program (SNAP)	51 / 266	19%
Farmers' Market Nutrition Program (FMNP) Coupons	21 / 266	8%
Food Pantry	18 / 266	7%
Women Infant Child (WIC) Nutrition Programs	16 / 266	6%
Free or Reduced School Meals	9 / 266	3%
Soup Kitchen	3 / 266	1%
Delivered Meals for Seniors	3 / 266	1%
<b>Any Food Program</b>	<b>73 / 266</b>	<b>27%</b>

In addition to the increased demand on many area emergency food programs, many factors limit their expansion in our community. For example, one interviewee feels that too few grants are available for organizations and faith based ministries hoping to establish a soup kitchen. Startup and operational costs escalate, as soup kitchens must maintain facilities and food preparation rules and standards set by local health departments, the USDA, and the partnering food bank. Therefore, he suggests that grants could provide at least enough funding to cover startup costs in order to get soup kitchens up and running. One food pantry recently closed operations because they lacked the space and staff to comply

**Dr. White Community Center**

200 Gold Street  
 Brooklyn, NY 11201  
 (718) 875-8800

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*As a Catholic Charities organization, Dr. White Community Center works under the mission of "sharing in the promotion of unity among all persons by seeking to develop caring communities." Among the many programs the center offers to our community, the following are geared toward residents' health and wellbeing:*

- *In 2010, The Healthy Families Initiative served 60 families living within zip codes 11238, 11205, 11217, and 11201, offering 6 programs that addressed physical, social and mental health issues.*
- *In partnership with the Cornell Cooperative Extension the center hosted an 8 week cooking class.*
- *Through their onsite food pantry the center provides food to 20-30 individuals per pantry day.*

## Understanding Community Supported Agriculture (CSA)

When you become a member of a CSA you purchase a share of vegetables from a regional farmer, who delivers your share to a local drop off location each week or every two weeks during the months of June through October. Members typically pay for an entire season of produce upfront, enabling the farmer to use these payments to cover the growing season expenses. Shares provide enough vegetables for a family of 2 to 3 people and often half shares are available for smaller households. Some CSAs offer fruit, eggs and meat for an additional payment, and many have a variety of payment options including sliding scale fees, scholarships and food stamps.

**What CSAs are available in our community? How can you become a CSA member?**

### Contact:

#### The Clinton Hill CSA

(347) 603.0359

[information@clintonhillcsa.org](mailto:information@clintonhillcsa.org)

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

#### The Fort Greene CSA

[csa@fortgreenecsa.org](mailto:csa@fortgreenecsa.org)

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

#### The Greene Harvest CSA

(347) 644.0272

[GHCSAinfo@gmail.com](mailto:GHCSAinfo@gmail.com)

[www.greeneharvestcsa.com](http://www.greeneharvestcsa.com)

**For more information about CSAs throughout New York City, visit:**

#### Just Food

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

with packaging and distribution regulations outlined by their primary supplier. Although it only served around thirty patrons each week, people continue to ask about the pantry and are referred to other pantries in the neighborhood.

Residents who rely upon food pantries are extremely grateful that these services are available to them. Nevertheless, many have identified issues that, if addressed, might improve food distribution at these valuable community resources. While many pantry clients seek out pantries that offer fresh produce, they all agree that they would like to see more fresh options made available at more pantries. Likewise, they also want to be well informed and feel that more information including nutrition information, recipes and cooking instruction, and listings of other pantries and service providers in the community should be made available at food pantries. There seems to be an opportunity here for more communication between clients and management about what they would like to see, and what is possible.

## 4. Farmers' Markets, CSAs and Food Co-ops Remain Unfamiliar and Underutilized by Many Residents

Several initiatives have emerged over the past few years to connect residents to local farmers and improve access to fresh foods, including farmers' markets, Community Supported Agriculture projects (CSAs) and a food cooperative. Many of these resources are incorporating alternative payment options, such as EBT, WIC and FMNP, and offer reduced enrollment or membership fees for low-income residents. Many residents, however, are unfamiliar with these resources and, likewise, few are aware that these outlets welcome food stamp benefits.

Although many residents were unaware that Health Bucks, SNAP/EBT, WIC, FMNP and SFMNP benefits are accepted at many farmers' markets, those that are aware agree that they do encourage people to make healthy purchases. Despite their effectiveness, some residents have stopped seeking out benefits like FMNP or SFMNP due to frustration over the distribution process they must endure to receive them. One focus group participant returned to her local senior center again and again,

and did not receive SFMNP checks until the end of the growing season. Although it is possible that the center did not have enough SFMNP checks at that time, she suspects questionable distribution practices.

Residents' perceptions of Community Supported Agriculture (CSA's) vary. Some interviewees believe that demand for CSA's is high and that more channels between mid-scale farmers and consumers are needed. Other interviewees feel that CSA's have not proven to be an answer for low-income residents due to the high upfront costs of participation and the uncertainty of products and quantity.

The Green Hill Food Co-op, a local food cooperative initiative, is currently in the process of expanding membership and opening a store in our community. As they do not currently have the funds or the membership base to offer foods at significantly reduced prices, they are operating as a buying club. Working with a small group of distributors, the co-op is able to provide members with fresh food on a bi-weekly basis. Members order the items they want online and pick them up at the store the following Wednesday. As the co-op continues to grow, it will become increasingly important to incorporate low-income residents into this initiative, and to expand culturally appropriate food choices offered there.<sup>70</sup>

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<sup>70</sup> The Greene Hill Food Coop began construction of their store at 18 Putnam Avenue (between Grand and Downing Avenues) in October 2011.

## Understanding Farmers' Market Nutrition Program (FMNP)

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*FMNP coupons are administered to WIC clients and eligible low-income seniors to buy fresh, unprepared, locally grown fruits and vegetables from State approved farmers' markets and farm stands. The program also provides nutrition education to clients to improve and expand their diets with fresh fruits and vegetables, and demonstrate how to select, store and prepare them. WIC clients receive benefits automatically. FMNP checks are issued per household, not by individual. Seniors can receive benefits from senior centers, congregate meal sites or at the Department of Health's food and nutrition sites.*

***Are you or your children eligible for FMNP benefits? How can you apply for FMNP benefits?***

*Call (800) 522.5006 to locate the WIC office nearest you.*

## Local Farmers' Markets

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### ***Myrtle Avenue Community-run Farm Stand***

*177 Myrtle Avenue (Between Prince and Navy Streets)  
Tuesdays, 7/5 to 10/25 2011  
3:30 PM – 6:30 PM  
[www.myrtleavenue.org](http://www.myrtleavenue.org)*

### ***Fort Greene Greenmarket***

*Washington Park & Dekalb Avenue  
Saturdays, year-round 8 AM – 5 PM  
[www.Grownyc.org](http://www.Grownyc.org)*

### ***Lafayette Youthmarket***

*Washington Ave at Lafayette Ave  
Sundays, 7/10 to 10/30, 2011  
1 PM – 7 PM*

### Green Hill Food Co-op

18 Putnam Avenue  
Brooklyn, NY 11238  
(718) 208-4778  
[www.greenehillfoodcoop.com](http://www.greenehillfoodcoop.com)

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*The Greene Hill Food Co-op is the first food cooperative to provide “affordable, top-quality food” for residents of Fort Greene, Clinton Hill, Bed-Stuy, Crown Heights, and Prospect Heights. The co-op’s mission is to “provide fresh, nutritious food at affordable prices.” The co-op will open a store in the Fall of 2011 and will operate as a 100% working co-op where all members contribute several hours of work each month. In return, the co-op aims to “build a strong sense of community” and offer prices that are “significantly lower than for-profit grocery stores.”*

- *Members can now purchase groceries using EBT*
- *Although EBT is not accepted for membership or investment fees, the co-op offers a reduced administrative fee and an extended payment plan for qualifying individuals*

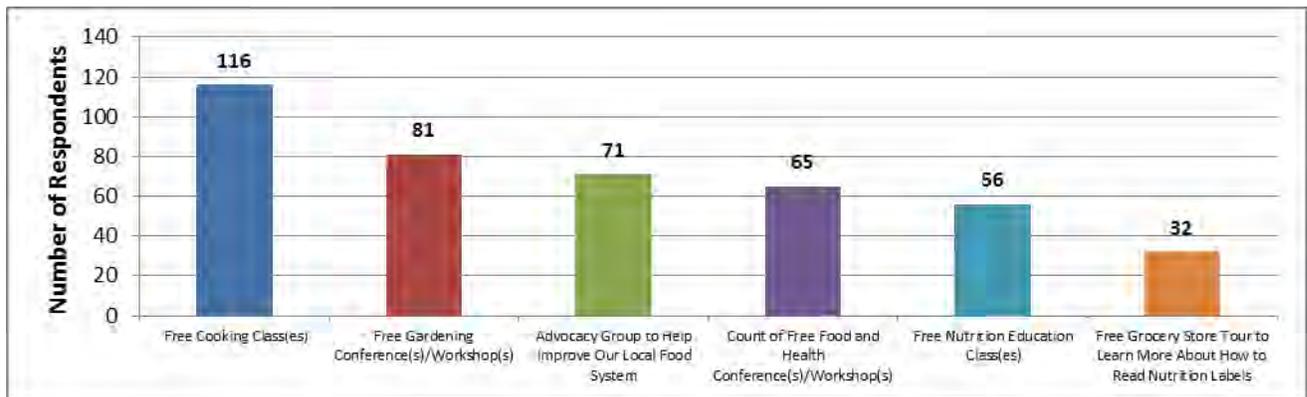
## **5. Residents Desire Greater Access to Nutritional Awareness and Education**

Many interviewees and focus group participants emphasize the need for health and nutrition education in our community. Returning again to those survey respondents who felt that it was at least ‘somewhat difficult’ to eat a healthy diet: in addition to the expense and difficulty of finding healthy food in our neighborhood, 26 percent cited preparation issues including ‘takes too long to prepare’ or ‘not knowing how to make healthy foods taste good’. These findings highlight one key fact: if members of this community do not possess knowledge of healthful foods or the skills to prepare them, improving access alone will not benefit them. Sixty-seven percent of survey respondents indicated that they would be interested in participating in various nutrition-related programs, including free cooking or nutrition education classes, free gardening workshops, or free grocery store tours to learn how to interpret nutrition labels. Residents are eager to learn ways to improve the health of their community. Reinforcing this, one focus group participant insists, “Knowledge is power and education is key.”



**Myrtle Eats Fresh Community Chef Yvonne Bodrick performing a cooking demo at the Fort Greene CSA**

Figure 3: Graph showing what nutrition education opportunities survey respondents are most interested in.



## Effective Marketing and Nutritional Awareness

Although the majority of advertising promotes unhealthy foods, advertisements and public service announcements might also influence healthy eating and shopping habits. Participants in one focus group agree that most people do not keep themselves informed of what constitutes good nutrition or even what ingredients are in their food, however, they feel that informative advertising could be an effective way to change that. Having noticed an increase in advertising or discussion focused on the health effects of bad foods, some participants indicated that their own shopping and eating choices have changed for the better.



NYC Department of Health and Mental Hygiene "Pouring On the Pounds" health education campaign, 2009

### Pouring on the Pounds

The NYC Department of Health and Mental Hygiene is educating New Yorkers about the impact of sugary drinks on our calorie intake and weight gain. Being overweight or obese increases your risk of developing serious health problems such as diabetes. Americans currently consume on average about 200-300 more calories a day than we did 30 years ago. Nearly half of those extra calories come from sugar-sweetened drinks. NYC DOHMH is asking organizations and individuals who are concerned about obesity and diabetes to stop "Pouring on the Pounds".

For more information, please visit:

[www.nyc.gov/health/obesity](http://www.nyc.gov/health/obesity)

*Advertising matters!  
Although teens are wary  
of over-processed,  
SUPER-sized options, one  
teen demonstrated the  
effectiveness of  
marketing by rattling off  
a few slogans and  
humming a jingle from a  
popular fast food chain.*

**New York City Coalition Against  
Hunger (NYCCAH)**

***"A Guide to Free Food and  
Assistance"***

*The NYC Coalition Against Hunger has compiled comprehensive guides - referred to as "street sheets" - to free food access in thirteen different areas within the five boroughs. Each includes information on how and where to access the federal Food Stamp Program, WIC, school and summer meals, senior meals, and various other free assistance resources. Each Guide contains a map showing the locations of an area Food Stamp Office and WIC Sites, as well as area soup kitchens, food pantries, and farmer's markets.*

**For more information and to  
download a copy for your area visit:**

<http://www.nyccah.org/get-food/food-and-assistance-guides>

**To obtain a printed copy call:**

(212) 825.0028 ext. 218

These residents are not alone as participants in several focus groups felt that more advertising for healthy foods could positively influence shopping habits, especially those of teens and young adults. Several adult residents agree that the "Super-Size" generation has become lost in advertising, purchasing and eating enormous portions of unhealthy food. Although many participants, including teens, are wary of these over-processed, Super-Sized options, one teen and several of his classmates demonstrated the effectiveness of marketing by rattling off a few slogans and humming a catchy jingle from a large fast food chain. We discovered that the majority of teens are conscious of their fat and calorie intake, however, several expressed confusion over what options are actually healthy. Despite such confusion, students disagree that nutrition education will positively impact their food choices, as one teen explained, "It would just go in one ear and out the other." Most teens, however, are interested in understanding ways that certain foods will personally benefit them, namely foods that might enhance their athletic performance or improve acne. As most of these students quickly shop before school or just before catching the bus or subway home, advertising could quickly and effectively relay these messages at area food retailers and takeout restaurants.

In this same vein, several participants believe that the placement of foods significantly influences purchasing habits. As one participant shrewdly explains, junk food packaging mimics the bright colors of fruits and vegetables and these bright colors heighten your appetite, making them more appealing. He is on to something, and food manufacturers spend a great deal of time and money to achieve this.<sup>71</sup> Most participants agree that healthier food should be placed in the front of stores, and less healthy options should be moved to the rear. One focus group participant, a local small grocer, is willing to work with the

<sup>71</sup> B. Miller, "Successes in Food Packaging: One New Look: Plain and Simple," The New York Times (1982), Accessed July 2011, <http://www.nytimes.com/1982/04/14/garden/successes-in-food-packaging-one-new-look-plain-and-simple.html?scp=1&sq=SUCSESSES%20IN%20FOOD%20PACKAGING;%20ONE%20NEW%20LOOK:%20PLAIN%20AND%20SIMPLE&st=cse>

community in this way, suggesting that he could stop selling certain junk foods during the hours before and after school.

## Culture and Health

Cultural knowledge and attitudes toward healthy foods also prevent many participants and their families from eating healthier meals. One participant explains that she and many people she knows are unwilling to give up the foods with which they grew up. Likewise, several generations living in low-income urban areas have relied upon fast food, often perceived to be less expensive or time consuming than shopping for– and preparing meals at home. As a result, fewer generations learn to cook. Several interviewees and focus group participants agree that nutrition education is one way to improve eating habits in our community, while sensitively addressing the many facets of our food culture. A survey of residents reveals that the majority of residents are ready to participate in some form of nutrition education, of which 65 percent are interested in free cooking classes, 31 percent want to see free nutrition education classes, and 18 percent would participate in free grocery store tours to learn how to interpret nutrition labels.

Eating habits, many agree, are difficult to break, but learning more about nutrition and the impact food has on one's health does help to curb unhealthy choices. One focus group participant echoes this sentiment, stating, "People are going to do certain things even if it is not healthy for them, however, if you know something is bad for you then you will eat less of it." Another participant agrees, explaining that he stopped drinking his favorite energy drink after taking a nutrition class where he learned to translate the nutrition facts on food labels, and realized that the drink contained a high amount of sugar. One participant adds that nutrition and cooking education could be used to teach people ways of using healthy food to treat common ailments, appealing to their personal interests.

## Understanding the New 'Food Pyramid' Model

United States Department of Agriculture (USDA) Choose MyPlate

On June 2, 2011 First Lady Michelle Obama announced the USDA's replacement of the traditional Food Pyramid with a plate. The new design incorporates seven key dietary messages:

- Enjoy your food, but eat less
- Avoid oversized portions
- Make half your plate fruits and vegetables
- Drink water instead of sugary drinks
- Make at least half your grains whole grains
- Switch to fat-free or low-fat (1%) milk
- Compare sodium in foods like soup, bread, and frozen meals and choose the foods with lower numbers

For more information visit:  
<http://www.choosemyplate.gov/>



*“We need a ‘how to guide’ rather than a food pyramid”*

*Residents need more than slick graphics to lead healthy lifestyles.*

### **Growing and Learning**

*Garden-based learning programs have proven to be an effective way to develop healthy nutritional habits, while fostering ecological understanding, social connectedness, and broadening school curricula and academic achievement. Below are two examples of garden projects in our community’s schools:*

**P.S. 307 Daniel Hale Williams Elementary School** recently partnered with Adopt-A-Farmbox, a non-profit that provides farm boxes of recycled and reclaimed materials for the purpose of growing food. The project allows students at P.S. 307 the opportunity to engage in urban agriculture, and reconnect with food and the growing process.

**P.S. 20 The Clinton Hill School** transformed a science lab into an urban farming project with the help of parents and local rooftop farmer Zachary Pickens. In its first year, the project engaged first and third grade students in hands-on lessons featuring plant biology, soil science, healthy eating and environmental awareness.

Several participants, parents especially, believe that early nutrition education is key to encouraging lifelong healthy eating habits. Likewise, many are aware that early nutrition education could help to prevent diet related health problems. Nonetheless, many participants are discouraged that such educational measures are more often reactive rather than preventative, appearing only after a major health problem is identified. Many parents take matters into their own hands. As several parents stressed that they teach their children moderation at home, one participant insists, “Change at home needs to happen first and then in the public. We, as a community, need to make the issues and solutions known.”

Residents want to be better informed, and many suggested ways in which information can be effectively distributed in our community. Highlighting how difficult it is for many people to interpret nutritional facts and guidelines, one interviewee explains, “We need a ‘how to guide’ rather than a food pyramid.”<sup>72</sup> Her sentiment clearly indicates that residents need more than slick graphics to lead healthy lifestyles. Many participants want to see more informational pamphlets containing recipes and tips for healthy eating alongside food items in stores and at local food pantries. As many participants are unaware of the benefits and resources available right here in our community, many are interested in comprehensive directories of local food resources including food pantries and farmers’ markets, as well as information about using SNAP/EBT, WIC and FMNP benefits at farmers’ markets. Many participants believe that this information should be distributed at food pantries and offices where services are provided. In general, many feel that the only way to encourage greater participation in the resources that do exist in our community is through greater outreach.

<sup>72</sup> It is of interest that the USDA abandoned the food pyramid in favor of the Healthy Plate model while this food assessment was conducted.

## Strategies for Strengthening Our Community Food System

In our community, residents with limited means struggle to access affordable, quality food, contributing to poor nutrition and poor health outcomes. The long-term consequences of limited access have taken their toll on nutritional knowledge and cultural attitudes towards healthy foods.

Residents, however, are eager for change. In fact, many residents already advocate for improved access to affordable, healthy food in large and small ways every day. Despite encountering resistance, one gentleman presses grocers in nearby neighborhoods to accept SNAP/EBT benefits. A local organization maintains a team of secret shoppers to monitor conditions at a local grocery store, and over time the store has worked to meet their expectations. Recently, residents met with developers of a new supermarket to demand that the new store meet the needs of **all** residents. Gardening and nutrition programs, and alternative outlets to access fresh and local foods continue to crop up and, hopefully, will continue to do so with the needs of **all** residents in mind.

What next? Many agree that collective action is necessary and they are prepared to move into action! We have asked residents and members of the Fort Greene-Clinton Hill Community Food Council to develop solutions to improve nutritional knowledge in our community and reduce the barriers to accessing affordable, quality foods. Through these recommendations, we hope to encourage the availability of healthy foods that are consistent with the cultural diversity of our community, and ensure that those resources for healthy food are available within walking distance of all residents. We conclude this report with these recommendations that we hope will enhance our community's momentum in strengthening our food environment, making it more accessible, more inclusive, and more just for every resident.

### 1. Take Action to Increase Access to Fresh Food

- **INCREASE SNAP/EBT AND WIC ACCEPTANCE:** Work with local food retailers to find out why they do not accept SNAP/EBT and WIC benefits, how we can encourage them to do so, or how these benefit programs might be streamlined to be more appealing to them.
- **EXPAND HEALTHY OFFERINGS:** Expand healthy offerings by sourcing fresh food from local and regional producers to enhance access while strengthening the local food system.
  - Use results from the store assessment survey to target stores stocking the fewest items or develop initiatives to encourage stores to stock the items least available, namely fresh meat and produce.
  - Connect local food businesses to those local farmers who can sell wholesale to them.

- **ENHANCE BENEFITS FOR HEALTHY FOOD:** Despite high rates of participation, more residents could be receiving food stamp benefits to purchase healthy options at local stores. Further, many receiving benefits remain unaware of the resources and programs available to obtain healthy foods at reduced costs.
  - Distribute an easy to follow one-page resource sheet on how to obtain and use SNAP/EBT, WIC, FMNP, SFMNP and Health Bucks at local stores, pantries, farmers' markets, senior centers, daycare centers, churches and community organizations.
  - Organize tours and tutorials on how to use benefits at farmers' markets.
  - Maintain an updated directory of community stores, farmers' markets, CSAs, and food co-ops, and others that accept benefits.
- **CONNECT WITH BODEGA INITIATIVES:** Connect with the Dept. of Health & Mental Hygiene's "Healthy Bodega" initiative to improve access to fresh, affordable foods at the small stores that residents frequent on a regular basis.
  - Work with merchants to enroll in the Healthy Bodega Initiative wherein storeowners agree to stock healthy offerings and community members agree to purchase the healthier items and promote the store to others.
- **UTILIZE FINANCING OPPORTUNITIES:** Funding through New York Healthy Food & Healthy Communities Fund (HFHC) provides financing to facilitate the development of healthy food markets in underserved, low to moderate-income areas throughout New York. Similar to FRESH, HFHC requires beneficiaries to meet minimum retail square footage criteria. Unlike FRESH, HFHC requires that beneficiaries, including for-profit, non-profit or cooperative food markets, must accept SNAP and WIC benefits.
  - Assist potential beneficiaries to find out if they qualify for such financing.
- **PROVIDE SUPERMARKET SHUTTLES:** Increase access to preferred stores for those with new or increased shuttle service from senior centers and other residential centers.
- **TURN TO COLLECTIVE ACTION:** Take collective action when stores are not responsive to the community's needs.
  - Build on existing "secret shopper" efforts at local markets to track food quality and cleanliness.
  - Organize a "Carrot Mob" or "BUYcotts" where shoppers only buy from merchants committed to stocking healthy foods in order to encourage other merchants to stock better offerings.

## 2. Focus on Emergency Food Assistance and Benefits

- **INCREASE FRESH OPTIONS:** Fresh and healthy options at emergency food programs help those most in need maintain a healthy diet. Use best practices to assist local pantries secure resources for providing fresh foods.
  - One area pantry uses Local Produce Link, a project of Just Food’s “Fresh Food for All Program” in partnership with the United Way of NYC. The project is funded through the USDA’s Hunger Prevention and Nutrition Assistance Program (HPNAP). Similar to a CSA, a farmer is paid in advance to deliver 180 pounds of produce weekly to a local “hub” food pantry, where four other food pantries can pick up their share of vegetables that same day. Expanding this opportunity to all area pantries in the Fort Greene and Clinton Hill area could dramatically increase the number of healthy options they provide.
- **SUPPORT FOOD PRODUCTION AT PANTRIES:** Look for existing or new funding options that can be used by food pantries to start hydroponic or conventional gardens and harvest their own fresh food throughout the year.
- **BUILD A PANTRY COALITION:** Building and supporting a Fort Greene-Clinton Hill Pantry Coalition would enable area pantries to share best practices, resources and information, coordinate joint programming, and strengthen the overall network for emergency food services in our community.
  - The administrative support necessary to maintain a coalition was once provided by an AmeriCorps VISTA volunteer through a partnership with a citywide organization and should be reestablished.
  - Look for ways to connect the coalition to common resources.
- **CLOSE THE LOOP:** Some residents and advocates wonder what happens to the surplus food at farmers’ markets not sold by the end of the day? Likewise, are local dining destinations wasting food that could be used at soup kitchens to feed our community?
  - Initiate a study of area restaurants, farmers’ markets, CSAs and food co-ops to see what is happening with food not sold or used by the end of the day and connect this surplus with area food pantries and soup kitchens.

## 3. Increase Access through Alternative Models

- **DEVELOP A BUYING CLUB:** As an alternative to the traditional CSA model, create a buying club that enables residents to buy fresh produce at wholesale prices without having to commit to a regular delivery.
  - Residents of the Washington Heights community in Manhattan are able to buy produce at wholesale prices through Isabella Geriatric Center’s “YUM Fresh Food” group. Isabella partners with GrowNYC, and coordinates ordering and packaging the produce, creating marketing materials and conducting outreach. Participants pre-order variety bags of fruits and vegetables offered in four sizes, ranging from \$10 to \$20 each and payable by cash, check, and SNAP/EBT benefits.

- **GET MOBILE CARTS:** Many residents want to see more mobile fruit and vegetable vendors.
  - Seek out and promote mobile fruit and vegetable vending models in our community.
- **GROW IT YOURSELF:** Community gardens, gardening programs and farm tours provide the community with the opportunity to connect with the growing process and raises awareness around the value of fresh foods.
  - Look for ways to develop gardens similar to the Ingersoll Garden of Eden on other NYCHA properties.
  - Expand the capacity of gardening programs at area schools, and incorporate participation and buy-in by adults and seniors.
  - Encourage and promote free farm tours of CSA farmers and farmers' market vendors to SNAP/EBT users, so that they might meet the farmers and connect with where their food comes from.
- **PROMOTE EXISTING ALTERNATIVES:** Work with local farmers markets, CSAs and co-ops to develop and promote affordable options, and assist with outreach to community residents.

#### **4. Encourage Healthier Choices by Fostering Nutritional Knowledge**

- **COOK HEALTHY:** Time and again residents expressed interest in preparing healthy foods, but many were wary of buying healthy food without knowing exactly how to prepare it.
  - Provide culturally appropriate recipes featuring healthy, seasonal ingredients.
  - Offer recipes alongside new and healthy food choices in local stores, and affordable meal recipes at local food pantries.
  - Provide culturally appropriate cooking demonstrations featuring healthy, seasonal ingredients.
  - Expand capacity for more Community Chefs cooking demonstrations throughout the neighborhood.
  - Organize cooking demos, nutrition education and social service information sessions at local pantries.
  - Bring existing resources into the community that offer hands-on gardening workshops, cooking demos, cooking education classes, health screenings and information.
- **USE CREATIVE MARKETING:** Work with community residents and advocates to develop a healthy marketing campaign in Fort Greene and Clinton Hill to promote healthy eating and discourage unhealthy habits.
  - Ensure that advertising is culturally appropriate and appeals to the interests of residents, such as promoting food substitutions for unhealthy ingredients in ethnic cuisine or unprocessed foods that could enhance sports performance for teens.

- Introduce information to help people recognize that what they consume affects them both physically and mentally.
- **SELL HEALTHY SPECIALS ON-THE-GO:** Work with food retailers to offer healthy breakfast and lunch specials targeting teens and young adults who often eat on the go.
- **CUSTOMIZE ‘MY PLATE’:** The USDA’s “My Plate” recently replaced the “Food Guide Pyramid” as a simplified guide to achieve balanced meals, however, for many residents it can still be difficult to interpret. Expanding upon this graphic with foods that are culturally specific could make achieving balanced meals more easily attainable.
  - Develop graphics and pamphlets that clearly outline what foods are considered proteins; what foods are grains, etc. In addition to being culturally specific, this effort could emphasize regionally available and seasonal foods.
  - Provide this information at participating food retail outlets and emergency food providers, alongside culturally sensitive recipes.
- **SUPPORT STORE MAKEOVERS:** Many residents agree that it can be difficult to make healthy choices in area stores, especially when unhealthy options are more prominently featured at the front of stores.
  - Encourage merchants to place and promote healthy products rather than junk food in the front of the store at eye level.
  - Collaborate with Pratt Institute to create design solutions and marketing strategies to help retailers highlight healthy food options. Projects would include advertising campaigns, informational pamphlets, recipes and resource directories.
- **HOST HEALTHY TOURS:** Residents also felt that not being able to discern nutrition facts makes it more challenging to make healthy choices. Offer free supermarket tours to inform consumers on how to read nutrition labels, be introduced to healthy products and talk to store managers about what products shoppers would like to see in their local stores.

## 5. Build Up and Upon Our Work

- **SPREAD LOCAL FOOD NEWS:** Create and circulate a newsletter that continually highlights local food issues and provides resources on the topics discussed throughout this report. After presenting preliminary findings to residents and members of the Fort Greene and Clinton Hill Community Food Council, many felt that more residents should know about the issues presented here.
- **FOSTER COLLABORATION:** Many projects and initiatives are already working hard to improve our local food environment.
  - Expand and strengthen the efforts of the Fort Greene-Clinton Hill Community Food Council to serve as a vehicle for sharing ideas and supporting each other’s efforts.
  - Organize a coalition for local pantry operators to discuss challenges, successes and share resources.

- Create a central list of all programs and projects currently in motion and identify opportunities for coordination of efforts.
- **TARGETED OUTREACH:** Conduct focus groups with food retail managers to inform them of the feedback the CFA gathered from residents.

## **6. Alter the Food Retail Environment through Policy**

Addressing certain issues in our local and regional food environment requires leadership and legislation by our elected officials. You can, however, do your part by advocating for greater resources and more effective policies that ensure fair and affordable access to healthy foods for *all*. We can effect policy change by calling and/or writing letters to local elected officials on the following issues:

- **FRESH INCENTIVES:** Expand and promote Food Retail Expansion to Support Health (FRESH) incentives, which could encourage the development of more supermarkets or benefit existing storeowners interested in improving their presence in our community.
  - Encourage potential beneficiaries to find out if they qualify for such incentives. Encourage City officials to prioritize low-income areas of our community to be immediately eligible for FRESH zoning incentives.
  - Request that an affordability proviso be included in FRESH program requirements for potential developers and beneficiaries.
  - Encourage that changes be made to incorporate smaller and alternative food retail models, as the FRESH Initiative currently favors larger scale retailers.
  - Advocate for local hiring agreements with any new construction.
- **FOOD SAFETY:** Encourage agency enforcement of food storage regulations.
- **ADVERTISING:** Encourage policies to regulate food placement and sales to inform healthy choices.
- **GROWING:** Advocate for policies and incentives that make it easier for communities to start and maintain community gardens.

# Appendix

## Appendix 1: Advocacy Interview Questions

**Organization name:**

**Length of time in operation:**

**Number of clients or people served per month:**

1. What is your organization's mission? Please describe the range of activities you are engaged in, and update us on the current status of your agency's initiatives?
2. Describe any food system advocacy or policy work with updates on current status, and comments on what has been successful and what has been achieved:
  - a. What about this work has been effective, and what elements made this work successful?
  - b. What has failed and what have you learned from those failures?
  - c. What main areas of work must still be undertaken?

### **Food in Fort Greene and Clinton Hill**

3. What is the food environment currently like in Fort Greene in terms of:
  - a. Advocacy:
  - b. Education:
  - c. Access:
  - d. Community Agriculture:
4. What partners have you engaged on the community level when addressing food issues in the neighborhood?
5. What investigations or studies have you completed around food issues, and what neighborhood studies by other organizations do you find most useful?
6. In general, how are food and nutrition viewed, communicated, or learned in the community?
7. What are the most significant gaps or barriers in our food environment currently?
8. What, in general, needs to be done to realize better access to affordable, healthy food?

### **Emergency Food Access**

9. Are there any policy changes that have made obtaining food assistance easier? More difficult?
10. Where do your clients purchase food?
11. Have you studied the affordability of healthy food among your clients or the general community? Why or why not?
12. How effective have emergency food organizations been at meeting the needs of these families, and stabilizing or rebuilding their lives?
13. What needs to be done further combat hunger in our community?
14. Are there others you recommend we interview?

## Appendix 2: Resident Food Survey

<b>Resident Food Survey</b>	
Interviewer Name: _____	Today's Date: _____
Intersection _____	

**Introduction:**  
 Thank you for participating! The following survey asks you question about food in this community and you shopping experience. The information will be part of a Community Food Assessment Myrtle Avenue Revitalization Project is conducting. If you are not the main food shopper in your home, think about the person who is and answer the questions based on their food shopping habits.

All of your answers will be kept confidential. We will not put your name or any other personal information on the survey without your permission. If you decide at any point that you don't want to be part of this study, simply end the survey. The survey should take about 5 minutes. Again, thank you for your time!

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- Are you a resident of Fort Greene / Clinton Hill?  Yes  No *If no, thank you but we are capturing data of residents in Fort Greene and Clinton Hill only.*
- Do you shop for groceries in Fort Greene / Clinton Hill?  Yes  No
- For each of the following stores, tell us how often you go there to buy groceries. Circle 1 choice for each type of store.
 

<u>Supermarket:</u>	Daily	1-2 Times a Week	1-2 Times a Month	Once every few Months	Rarely	Never
<u>Bodega:</u>	Daily	1-2 Times a Week	1-2 Times a Month	Once every few Months	Rarely	Never
<u>Pharmacy:</u>	Daily	1-2 Times a Week	1-2 Times a Month	Once every few Months	Rarely	Never
<u>Other</u>	Daily	1-2 Times a Week	1-2 Times a Month	Once every few Months	Rarely	Never

 (List type): \_\_\_\_\_
- Do you or any members of your household currently participate in any of the following? (Check all that apply)
 

<input type="checkbox"/> Women Infant Child (WIC) nutrition programs <input type="checkbox"/> Food stamps (EBT)/ Supplemental Nutrition Assistance Program <input type="checkbox"/> Farmers' market nutrition program (FMNP) coupons <input type="checkbox"/> Delivered meals for seniors <input type="checkbox"/> City Harvest Mobile Market <input type="checkbox"/> School Meals (i.e., free or reduced lunches and breakfast at school)	<input type="checkbox"/> Food pantry, which one(s): _____  <input type="checkbox"/> Soup kitchen, which one(s) _____  <input type="checkbox"/> Other _____
--	--
- Please name the 3 stores where you get most of your food and the reason you shop there?
 

1. _____	Reason: _____
2. _____	Reason: _____
3. _____	Reason: _____
- When you think about the store where you buy most of your groceries, how would you rate the quality of the groceries you find there?
 

<input type="checkbox"/> Excellent	<input type="checkbox"/> Good	<input type="checkbox"/> Fair	<input type="checkbox"/> Poor
------------------------------------	-------------------------------	-------------------------------	-------------------------------
- Please check the option that use **most frequently** to travel to do your grocery shopping:
 

<input type="checkbox"/> Bus	<input type="checkbox"/> Taxi/Car Service	<input type="checkbox"/> Subway	<input type="checkbox"/> Walk	<input type="checkbox"/> Personal car	<input type="checkbox"/> Bike	<input type="checkbox"/> Share a ride	<input type="checkbox"/> Access-A-Ride	<input type="checkbox"/> Friend's vehicle	<input type="checkbox"/> Other _____
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- About how much time does it take you to get to the nearest supermarket? (in minutes)
 

<input type="checkbox"/> 1-5	<input type="checkbox"/> 6-10	<input type="checkbox"/> 11-15	<input type="checkbox"/> 16-30	<input type="checkbox"/> 31-60	<input type="checkbox"/> 60+
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- During the summer and fall, how often do you buy fruits or vegetables at a farmers' market?
 

\_\_\_\_\_ times per week or \_\_\_\_\_ times per month (write 0 if never shops at farmers market)
- Which Farmer's Market do you shop at?
 

<input type="checkbox"/> Fort Greene Park Greenmarket	<input type="checkbox"/> Myrtle Avenue Farm Stand	<input type="checkbox"/> Lafayette Ave Youthmarket	<input type="checkbox"/> Other _____
---	---	--	--------------------------------------
- Please list any items that are **HARD TO FIND** in your neighborhood stores?  
 \_\_\_\_\_
- How convenient is it for you to get good quality fruits and vegetables at food stores in your neighborhood?
 

<input type="checkbox"/> Very convenient	<input type="checkbox"/> Somewhat convenient	<input type="checkbox"/> Somewhat inconvenient	<input type="checkbox"/> Very inconvenient
--	--	--	--

13. How would you rate the price of fresh fruits and vegetables in your neighborhood stores?  
 prices are low  prices are manageable  prices too high
14. On a typical day, how many servings of fruits and/or vegetables do you eat? (Example: a serving is 1 medium apple or 1 cup of carrots)  0 (zero)  1 - 2  3 - 4  5 or more
15. If high quality fresh fruits and vegetables were more available and affordable in your community how likely would you be to buy them?  Very Likely  Somewhat likely  Not likely
16. On average, how many times a week do you eat meals prepared in a restaurant (like a take-out, fast food, or sit-down restaurant)?  
 [Circle 1 answer for each meal]

For Breakfast: *Everyday 6 times 5 times 4 times 3 times 2 times 1 time Less than weekly Never*  
For Lunch: *Everyday 6 times 5 times 4 times 3 times 2 times 1 time Less than weekly Never*  
For Dinner: *Everyday 6 times 5 times 4 times 3 times 2 times 1 time Less than weekly Never*

17. How often do you eat meals that are cooked or prepared at home? [Circle 1 answer for each meal]

For Breakfast: *Less than weekly Never 1 time 2 times 3 times 4 times 5 times 6 times Everyday*  
For Lunch: *Less than weekly Never 1 time 2 times 3 times 4 times 5 times 6 times Everyday*  
For Dinner: *Less than weekly Never 1 time 2 times 3 times 4 times 5 times 6 times Everyday*

18. If you eat restaurant-prepared meals more than once a week, what are some of the reasons you purchase restaurant meals? *Check all that apply*

- Not enough time to cook  Taste  Cost  Don't have kitchen appropriate for cooking  
 Don't know how to cook  Like to treat myself/reward  
 Other (please explain): \_\_\_\_\_

19. When we talk about healthy eating, we are generally talking about a diet that is low in fat, low to moderate in salt, contains whole grains and includes five or more servings of fruits and vegetables per day. Tell me what you think about the following statement. **It is important to eat a healthy diet every day. Do you:**

- Strongly Agree?  Somewhat Agree?  Somewhat Disagree?  Strongly Disagree?

20. Overall, how difficult is it for you to eat a healthy diet?  
 Not at all difficult  Somewhat difficult  Very difficult

21. If you said it is very or somewhat difficult to eat a healthy diet, what are some of the reasons you find it difficult? *Check all that apply*

- Healthy food too expensive  Hard to find healthy options in my neighborhood **restaurants**  
 Takes too much time to prepare healthy food at home  Don't know how to prepare healthy options to make them taste good  
 Don't like the taste  Don't know how to cook in general  
 Other family members don't want to eat healthy food  Don't know how to cook in general  
 Hard to find healthy options in my neighborhood **food stores**

22. Are you interested in participating in any of the following? *Please check all answers that apply:*

- Free cooking class(es)  Free grocery store tour to learn more about how to read nutrition labels  
 Free gardening conference(s)/workshop(s)  Free nutrition education class(es)  
 Advocacy group to help improve our local food system  
 Free food and health conference(s)/workshop(s)

23. Do you think other members of your household would be interested in such opportunities?  Yes  No

24. What is your gender?  Female  Male

25. How old are you?  Under 18  18 - 25  26-40  41-65  65+

26. Would you like to share your contact info with us so that we can keep you informed of...  
 The results of this report  Opportunities like the ones stated in #22  Both

*\*Your personal info will never be shared or associated with any answer in this survey. We will contact you for the above specified reasons only.*

CONTACT \_\_\_\_\_

## Appendix 3: Store Assessment Survey

Appendix 3 Retail Assessment Survey

Store Name: \_\_\_\_\_ Inspector's Name: \_\_\_\_\_

Address: \_\_\_\_\_ Days & Hours Open: \_\_\_\_\_

Supermarket \_\_\_ Mid-Size Market \_\_\_ Deli/Bodega \_\_\_ Health food store \_\_\_

	Price	Organic Price		Price	Organic Price
<b>Dairy Items</b>			<b>Grains</b>		
1/2 gal. 2% Milk			1 lb. Brown Rice		
1/2 gal. Fat Free Milk			1 lb. White Rice		
1/2 gal. Lactose Reduced or Free Milk			1 Loaf Whole Wheat Bread		
8 oz. Cheddar Cheese			16 oz. Spaghetti		
			Corn Tortillas (list package amount)		

	Price	Organic Price		Price	Organic Price
<b>Protein Foods</b>			<b>Fruits &amp; Veggies</b>		
One Dozen Grade-A Eggs			1 lb. Carrots		
16 oz. Jar Natural Peanut Butter			1 lb. Potatoes		
1 lb. Dried Black Beans			1 lb. Yellow Onions		
1 lb. Dried Lentils			1 lb. Tomatoes		
1 lb. Boneless Chicken Breast			1 Bunch Romaine lettuce		
1 lb. Ground Beef			1 lb. Red Delicious		
5 oz. Can Tuna			1 lb. Oranges		
			1 lb. Bananas		

**Please circle one:**

Is alcohol sold? Yes No

Is the store handicap accessible? Yes No

Are food stamps (EBT) accepted? Yes No

Are WIC checks accepted? Yes No

Are coupons accepted? Yes No

On a scale of 1 (low quality) – 5 (high quality) how was the **overall quality** of the produce?

1      2      3      4      5

On a scale of 1 (low) – 5 (high) how was the **overall appearance** of the store/shelves/products?

1      2      3      4      5

Please describe the type of **advertising** you see **most prevalent** in the store:

Example: soda, beer, lotto tics, generic brands, fresh produce, organic etc.

# Appendix 4: 2011 Store Assessment Survey Price Point Comparison

FOOD RETAIL PRICE POINT COMPARISON OF MARKETS THAT CARRY A MINIMUM OF 1-3 FRESH FOOD ITEMS  
 BOUNDARIES: FLUSHING - NORTH / CLASSON - EAST / ATLANTIC - SOUTH / FLATBUSH - WEST  
 CONDUCTED BY MYRTLE AVENUE REVITALIZATION PROJECT (MARP)

## Small Markets (Up to 1,999 square feet)

	Qt. 2% Milk	5 g 2% Milk	1 g 2% Milk	Qt. FF Milk	5 g FF Milk	1 g FF Milk	Qt. Lactose
MAX. PRICE	CONV. \$ 1.49	ORGANIC \$ 4.29	CONV. \$ 5.99	ORGANIC \$ 3.99	CONV. \$ -	ORGANIC \$ -	CONV. \$ 5.00
MEDIAN PRICE	CONV. \$ 1.49	ORGANIC \$ 4.99	CONV. \$ 2.75	ORGANIC \$ 4.99	CONV. \$ 3.37	ORGANIC \$ 3.37	CONV. \$ 2.75
MIN. PRICE	CONV. \$ 1.49	ORGANIC \$ 4.99	CONV. \$ 2.25	ORGANIC \$ 3.99	CONV. \$ 2.75	ORGANIC \$ -	CONV. \$ 3.99
AVERAGE PRICE	CONV. \$ 1.49	ORGANIC \$ 4.99	CONV. \$ 2.82	ORGANIC \$ 4.97	CONV. \$ 3.37	ORGANIC \$ 3.37	CONV. \$ 2.85
	5 g Lactose	8 oz Cheddar	Doz Eggs	16 oz Natural PB	1 lb. Dried Bk Beans	2 lb. Dried Bk Beans	1 lb. Dried Lentils
MAX. PRICE	CONV. \$ 4.99	ORGANIC \$ 4.89	CONV. \$ 11.99	ORGANIC \$ 6.69	CONV. \$ 3.99	ORGANIC \$ 5.98	CONV. \$ 6.95
MEDIAN PRICE	CONV. \$ 4.39	ORGANIC \$ 4.89	CONV. \$ 3.99	ORGANIC \$ 5.99	CONV. \$ 2.29	ORGANIC \$ 3.99	CONV. \$ 5.34
MIN. PRICE	CONV. \$ 2.49	ORGANIC \$ 4.89	CONV. \$ 2.49	ORGANIC \$ 4.99	CONV. \$ 1.79	ORGANIC \$ 2.59	CONV. \$ 2.39
AVERAGE PRICE	CONV. \$ 3.95	ORGANIC \$ 4.89	CONV. \$ 4.86	ORGANIC \$ 5.89	CONV. \$ 2.45	ORGANIC \$ 4.13	CONV. \$ 3.54
	1 lb. Boneless Chic	1 lb Ground Beef	5 oz Can Tuna	1 lb. Brown Rice	32oz Brown Rice	1 lb. White Rice	32oz White Rice
MAX. PRICE	CONV. \$ 9.95	ORGANIC \$ -	CONV. \$ 7.95	ORGANIC \$ -	CONV. \$ 2.39	ORGANIC \$ 4.29	CONV. \$ 3.29
MEDIAN PRICE	CONV. \$ 9.95	ORGANIC \$ -	CONV. \$ 7.95	ORGANIC \$ -	CONV. \$ 1.79	ORGANIC \$ 3.89	CONV. \$ 2.00
MIN. PRICE	CONV. \$ 9.95	ORGANIC \$ -	CONV. \$ 7.95	ORGANIC \$ -	CONV. \$ 0.99	ORGANIC \$ 3.49	CONV. \$ 1.39
AVERAGE PRICE	CONV. \$ 9.95	ORGANIC \$ -	CONV. \$ 7.95	ORGANIC \$ -	CONV. \$ 1.77	ORGANIC \$ 3.89	CONV. \$ 2.23
	48oz (3lb) White Rice	1 loaf WW Bread	16 oz Spaghetti	Corri Tortillas 16oz	Corri Tortillas 32oz	1 lb. Carrots	1 lb. Potatoes
MAX. PRICE	CONV. \$ -	ORGANIC \$ 4.49	CONV. \$ 4.79	ORGANIC \$ 2.99	CONV. \$ 3.19	ORGANIC \$ 1.49	CONV. \$ 2.99
MEDIAN PRICE	CONV. \$ -	ORGANIC \$ 3.39	CONV. \$ 4.79	ORGANIC \$ 1.99	CONV. \$ 2.54	ORGANIC \$ 1.49	CONV. \$ 1.29
MIN. PRICE	CONV. \$ -	ORGANIC \$ 1.49	CONV. \$ 3.99	ORGANIC \$ 1.99	CONV. \$ 1.49	ORGANIC \$ -	CONV. \$ 1.25
AVERAGE PRICE	CONV. \$ -	ORGANIC \$ 3.33	CONV. \$ 4.59	ORGANIC \$ 2.15	CONV. \$ 2.54	ORGANIC \$ 1.49	CONV. \$ 1.84
	5 lb. Potatoes	Yellow Onions (each)	1 lb. Yellow Onions	2lb Yellow Onions	Tomatoes (each)	1 lb. Tomatoes	1 Bunch Romaine Lettuce
MAX. PRICE	CONV. \$ 2.50	ORGANIC \$ 0.25	CONV. \$ 1.50	ORGANIC \$ -	CONV. \$ 1.99	ORGANIC \$ -	CONV. \$ 4.49
MEDIAN PRICE	CONV. \$ 2.50	ORGANIC \$ 0.25	CONV. \$ 0.79	ORGANIC \$ 1.99	CONV. \$ 1.00	ORGANIC \$ 1.99	CONV. \$ 2.47
MIN. PRICE	CONV. \$ 2.50	ORGANIC \$ -	CONV. \$ 0.60	ORGANIC \$ -	CONV. \$ 1.99	ORGANIC \$ -	CONV. \$ 1.25
AVERAGE PRICE	CONV. \$ 2.50	ORGANIC \$ 0.25	CONV. \$ 0.87	ORGANIC \$ 1.99	CONV. \$ 1.00	ORGANIC \$ 2.44	CONV. \$ 2.23
	Romaine Lettuce (3 pl)	1 lb. Apples	Apples (each)	1 lb. Oranges	Oranges (each)	Bananas (Each)	1 lb. Bananas
MAX. PRICE	CONV. \$ 4.00	ORGANIC \$ 1.99	CONV. \$ 1.00	ORGANIC \$ -	CONV. \$ 0.99	ORGANIC \$ -	CONV. \$ 0.75
MEDIAN PRICE	CONV. \$ 4.00	ORGANIC \$ 0.99	CONV. \$ 0.60	ORGANIC \$ 0.87	CONV. \$ 0.75	ORGANIC \$ 0.35	CONV. \$ 0.94
MIN. PRICE	CONV. \$ 4.00	ORGANIC \$ -	CONV. \$ 0.25	ORGANIC \$ -	CONV. \$ 0.75	ORGANIC \$ -	CONV. \$ 0.25
AVERAGE PRICE	CONV. \$ 4.00	ORGANIC \$ 1.24	CONV. \$ 0.66	ORGANIC \$ 0.87	CONV. \$ 0.72	ORGANIC \$ 0.44	CONV. \$ 0.94

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FOOD RETAIL PRICE POINT COMPARISON OF MARKETS THAT CARRY A MINIMUM OF 1-3 FRESH FOOD ITEMS  
BOUNDARIES: FLUSHING - NORTH / CLASSON - EAST / ATLANTIC - SOUTH / FLATBUSH - WEST  
CONDUCTED BY WHIRLE AVENUE REVITALIZATION PROJECT (MARP)

Mid-Sized Markets (2,000 to 5,999 square feet)

	Qt. 2% Milk	5.5 2% Milk	1 g 2% Milk	Qt. FF Milk	5.5 FF Milk	1 g FF Milk	Qt. Lactose
MAX. PRICE	ORGANIC \$ -	CONV. \$ 2.75	ORGANIC \$ 4.99	CONV. \$ -	ORGANIC \$ -	CONV. \$ 2.75	ORGANIC \$ -
MEDIAN PRICE	ORGANIC \$ -	CONV. \$ 2.50	ORGANIC \$ 4.99	CONV. \$ -	ORGANIC \$ 2.50	CONV. \$ 4.99	ORGANIC \$ -
MIN. PRICE	ORGANIC \$ -	CONV. \$ 2.19	ORGANIC \$ 3.99	CONV. \$ -	ORGANIC \$ 2.19	CONV. \$ 4.99	ORGANIC \$ -
AVERAGE PRICE	ORGANIC \$ -	CONV. \$ 2.48	ORGANIC \$ 4.79	CONV. \$ -	ORGANIC \$ 2.48	CONV. \$ 4.99	ORGANIC \$ -
	5.5 g lactose	8 oz Cheddar	Doz Eggs	16 oz Natural PB	1 lb Dried Bk Beans	2 lb Dried Bk Beans	1 lb Dried Lentils
MAX. PRICE	ORGANIC \$ 5.89	CONV. \$ 4.79	ORGANIC \$ 3.99	CONV. \$ 6.99	ORGANIC \$ 6.99	CONV. \$ 1.59	ORGANIC \$ 5.29
MEDIAN PRICE	ORGANIC \$ 4.49	CONV. \$ 3.32	ORGANIC \$ 2.79	CONV. \$ 3.29	ORGANIC \$ 5.89	CONV. \$ 1.29	ORGANIC \$ 2.49
MIN. PRICE	ORGANIC \$ 4.49	CONV. \$ 2.89	ORGANIC \$ 1.99	CONV. \$ 2.79	ORGANIC \$ 4.99	CONV. \$ 0.99	ORGANIC \$ 2.49
AVERAGE PRICE	ORGANIC \$ 4.96	CONV. \$ 3.58	ORGANIC \$ 5.62	CONV. \$ 2.85	ORGANIC \$ 4.95	CONV. \$ 4.31	ORGANIC \$ 5.94
	1 lb Boneless Chic	1 lb Ground Beef	5 oz Can Tuna	1 lb Brown Rice	32oz Brown Rice	1 lb White Rice	32oz White Rice
MAX. PRICE	ORGANIC \$ 9.49	CONV. \$ 2.99	ORGANIC \$ 9.49	CONV. \$ 2.79	ORGANIC \$ 6.99	CONV. \$ 4.19	ORGANIC \$ 4.19
MEDIAN PRICE	ORGANIC \$ 6.24	CONV. \$ 2.99	ORGANIC \$ 7.74	CONV. \$ 1.99	ORGANIC \$ 5.84	CONV. \$ 4.19	ORGANIC \$ 3.09
MIN. PRICE	ORGANIC \$ 2.99	CONV. \$ -	ORGANIC \$ 5.99	CONV. \$ 1.29	ORGANIC \$ 4.69	CONV. \$ 4.19	ORGANIC \$ 1.99
AVERAGE PRICE	ORGANIC \$ 6.24	CONV. \$ 2.99	ORGANIC \$ 7.74	CONV. \$ 1.96	ORGANIC \$ 5.84	CONV. \$ 4.19	ORGANIC \$ 3.09
	48oz (3lb) White Rice	1 loaf WW Bread	16 oz Spaghetti	Corn Tortillas 16oz	Corn Tortillas 32oz	1 lb Carrots	1 lb Potatoes
MAX. PRICE	ORGANIC \$ 3.49	CONV. \$ 4.29	ORGANIC \$ 4.79	CONV. \$ 2.89	ORGANIC \$ 4.99	CONV. \$ -	ORGANIC \$ 3.99
MEDIAN PRICE	ORGANIC \$ 3.24	CONV. \$ 3.39	ORGANIC \$ 4.79	CONV. \$ 1.99	ORGANIC \$ 3.49	CONV. \$ 3.99	ORGANIC \$ 1.67
MIN. PRICE	ORGANIC \$ 2.99	CONV. \$ -	ORGANIC \$ 4.79	CONV. \$ 1.69	ORGANIC \$ 2.79	CONV. \$ -	ORGANIC \$ 1.59
AVERAGE PRICE	ORGANIC \$ 3.24	CONV. \$ 3.49	ORGANIC \$ 4.79	CONV. \$ 2.19	ORGANIC \$ 3.76	CONV. \$ 3.99	ORGANIC \$ 1.67
	5 lb Potatoes	Yellow Onions (Each)	1 lb Yellow Onions	2lb Yellow Onions	Tomatoes (Each)	1 lb Tomatoes	1 Bunch Romaine Lettuce
MAX. PRICE	ORGANIC \$ -	CONV. \$ -	ORGANIC \$ 0.99	CONV. \$ 1.49	ORGANIC \$ -	CONV. \$ -	ORGANIC \$ 1.99
MEDIAN PRICE	ORGANIC \$ -	CONV. \$ -	ORGANIC \$ 0.94	CONV. \$ 1.44	ORGANIC \$ -	CONV. \$ 1.99	ORGANIC \$ 4.49
MIN. PRICE	ORGANIC \$ -	CONV. \$ -	ORGANIC \$ 0.89	CONV. \$ 1.39	ORGANIC \$ -	CONV. \$ -	ORGANIC \$ 3.99
AVERAGE PRICE	ORGANIC \$ -	CONV. \$ -	ORGANIC \$ 0.94	CONV. \$ 1.44	ORGANIC \$ -	CONV. \$ 1.99	ORGANIC \$ 4.49
	Romaine Lettuce (3 pk.)	1 lb Apples	Apples (each)	1 lb Oranges	Oranges (each)	Bananas (Each)	1 lb Bananas
MAX. PRICE	ORGANIC \$ -	CONV. \$ 1.49	ORGANIC \$ 2.49	CONV. \$ 0.75	ORGANIC \$ -	CONV. \$ 2.50	ORGANIC \$ 1.69
MEDIAN PRICE	ORGANIC \$ -	CONV. \$ 1.49	ORGANIC \$ 1.99	CONV. \$ 0.75	ORGANIC \$ -	CONV. \$ 1.75	ORGANIC \$ 1.59
MIN. PRICE	ORGANIC \$ -	CONV. \$ 1.49	ORGANIC \$ 1.39	CONV. \$ 0.75	ORGANIC \$ -	CONV. \$ 0.99	ORGANIC \$ 1.49
AVERAGE PRICE	ORGANIC \$ -	CONV. \$ 1.49	ORGANIC \$ 1.96	CONV. \$ 0.75	ORGANIC \$ -	CONV. \$ 1.75	ORGANIC \$ 1.59



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FOOD RETAIL PRICE POINT COMPARISON OF MARKETS THAT CARRY A MINIMUM OF 1-3 FRESH FOOD ITEMS  
BOUNDARIES: FUSHING - NORTH / CLASSON - EAST / ATLANTIC - SOUTH / FLATBUSH - WEST  
CONDUCTED BY: MPRTE AVENUE REVITALIZATION PROJECT (MARIP)

Greenmarket (Fort Greene)

	Qt. 2% Milk	5 g 2% Milk	1 g 2% Milk	Qt. FF Milk	5 g FF Milk	1 g FF Milk	Qt. Lactose
	CONV.	ORGANIC	CONV.	ORGANIC	CONV.	ORGANIC	CONV.
MAX. PRICE	\$ -	\$ -	\$ 4.00	\$ -	\$ -	\$ -	\$ -
MEDIAN PRICE	\$ -	\$ -	\$ 4.00	\$ -	\$ -	\$ -	\$ -
MIN. PRICE	\$ -	\$ -	\$ 4.00	\$ -	\$ -	\$ -	\$ -
AVERAGE PRICE	\$ -	\$ -	\$ 4.00	\$ -	\$ -	\$ -	\$ -
	5 g lactose	8 oz Cheddar	Doz Eggs	16 oz Natural PB	1 lb. Dried Bk. Beans	2 lb. Dried Bk. Beans	1 lb. Dried Lentils
	CONV.	ORGANIC	CONV.	ORGANIC	CONV.	ORGANIC	CONV.
MAX. PRICE	\$ -	\$ -	\$ 3.50	\$ -	\$ -	\$ -	\$ -
MEDIAN PRICE	\$ -	\$ -	\$ 3.50	\$ -	\$ -	\$ -	\$ -
MIN. PRICE	\$ -	\$ -	\$ 3.50	\$ -	\$ -	\$ -	\$ -
AVERAGE PRICE	\$ -	\$ -	\$ 3.50	\$ -	\$ -	\$ -	\$ -
	1 lb. Boneless Chic	1 lb Ground Beef	5 oz Can Tuna	1 lb. Brown Rice	32oz Brown Rice	1 lb. White Rice	32oz White Rice
	CONV.	ORGANIC	CONV.	ORGANIC	CONV.	ORGANIC	CONV.
MAX. PRICE	\$ -	\$ -	\$ 8.00	\$ -	\$ -	\$ -	\$ -
MEDIAN PRICE	\$ -	\$ -	\$ 8.00	\$ -	\$ -	\$ -	\$ -
MIN. PRICE	\$ -	\$ -	\$ 8.00	\$ -	\$ -	\$ -	\$ -
AVERAGE PRICE	\$ -	\$ -	\$ 8.00	\$ -	\$ -	\$ -	\$ -
	48oz. (3lb) White Rice	1 loaf T/V/V Bread	16 oz Spaghetti	Corn Tortillas 16oz	Corn Tortillas 32oz	1 lb. Carrots	1 lb. Potatoes
	CONV.	ORGANIC	CONV.	ORGANIC	CONV.	ORGANIC	CONV.
MAX. PRICE	\$ -	\$ -	\$ 4.50	\$ -	\$ -	\$ -	\$ 1.25
MEDIAN PRICE	\$ -	\$ -	\$ 4.50	\$ -	\$ -	\$ -	\$ 1.25
MIN. PRICE	\$ -	\$ -	\$ 4.50	\$ -	\$ -	\$ -	\$ 1.25
AVERAGE PRICE	\$ -	\$ -	\$ 4.50	\$ -	\$ -	\$ -	\$ 1.25
	5 lb. Potatoes	Yellow Onions (Each)	1 lb. Yellow Onions	2lb. Yellow Onions	Tomatoes (Each)	1 lb. Tomatoes	1 Bunch Romaine Lettuce
	CONV.	ORGANIC	CONV.	ORGANIC	CONV.	ORGANIC	CONV.
MAX. PRICE	\$ -	\$ -	\$ 1.50	\$ -	\$ -	\$ -	\$ -
MEDIAN PRICE	\$ -	\$ -	\$ 1.50	\$ -	\$ -	\$ -	\$ -
MIN. PRICE	\$ -	\$ -	\$ 1.50	\$ -	\$ -	\$ -	\$ -
AVERAGE PRICE	\$ -	\$ -	\$ 1.50	\$ -	\$ -	\$ -	\$ -
	Romaine Lettuce (3 pk.)	1 lb. Apples	Apples (each)	1 lb. Oranges	Oranges (each)	Bananas (Each)	1 lb. Bananas
	CONV.	ORGANIC	CONV.	ORGANIC	CONV.	ORGANIC	CONV.
MAX. PRICE	\$ -	\$ -	\$ 1.50	\$ -	\$ -	\$ -	\$ -
MEDIAN PRICE	\$ -	\$ -	\$ 1.50	\$ -	\$ -	\$ -	\$ -
MIN. PRICE	\$ -	\$ -	\$ 1.50	\$ -	\$ -	\$ -	\$ -
AVERAGE PRICE	\$ -	\$ -	\$ 1.50	\$ -	\$ -	\$ -	\$ -

FOOD RETAIL PRICE POINT COMPARISON OF MARKETS THAT CARRY A MINIMUM OF 1-3 FRESH FOOD ITEMS  
 BOUNDARIES: FLUSHING - NORTH / CLASSON - EAST / ATLANTIC - SOUTH / FLATBUSH - WEST  
 CONDUCTED BY MYRTLE AVENUE REVITALIZATION PROJECT (MAAP)

**All Stores**

	<b>Qt. 2% Milk</b>		<b>5 g 2% Milk</b>		<b>1 g 2% Milk</b>		<b>Qt. FF Milk</b>		<b>5 g FF Milk</b>		<b>1 g FF Milk</b>		<b>Qt. Lactose</b>	
	CONV.	ORGANIC	CONV.	ORGANIC	CONV.	ORGANIC	CONV.	ORGANIC	CONV.	ORGANIC	CONV.	ORGANIC	CONV.	ORGANIC
MAX. PRICE	\$ 1.49	\$ 4.99	\$ 4.29	\$ 5.99	\$ 3.99	\$ -	\$ 1.79	\$ -	\$ 5.00	\$ 5.99	\$ 3.99	\$ -	\$ 2.99	\$ -
MEDIAN PRICE	\$ 1.49	\$ 4.99	\$ 2.67	\$ 4.99	\$ 3.37	\$ -	\$ 1.79	\$ -	\$ 2.55	\$ 4.99	\$ 3.99	\$ -	\$ 2.74	\$ -
MIN. PRICE	\$ 1.49	\$ 4.99	\$ 1.99	\$ 2.29	\$ 2.75	\$ -	\$ 1.79	\$ -	\$ 1.92	\$ 3.89	\$ 3.99	\$ -	\$ 2.49	\$ -
AVERAGE PRICE	\$ 1.49	\$ 4.99	\$ 2.76	\$ 4.72	\$ 3.37	\$ -	\$ 1.79	\$ -	\$ 2.77	\$ 4.80	\$ 3.99	\$ -	\$ 2.74	\$ -
	<b>5 g Lactose</b>		<b>8 oz Cheddar</b>		<b>Doz Eggs</b>		<b>16 oz Natural PB</b>		<b>1 lb. Dried Bk Beans</b>		<b>2 lb. Dried Bk Beans</b>		<b>1 lb. Dried Lentils</b>	
	CONV.	ORGANIC	CONV.	ORGANIC	CONV.	ORGANIC	CONV.	ORGANIC	CONV.	ORGANIC	CONV.	ORGANIC	CONV.	ORGANIC
MAX. PRICE	\$ 5.89	\$ 5.99	\$ 11.99	\$ 6.69	\$ 3.99	\$ 6.99	\$ 6.99	\$ 8.99	\$ 4.29	\$ 5.29	\$ 5.29	\$ 5.99	\$ 6.49	\$ 6.49
MEDIAN PRICE	\$ 4.79	\$ 4.99	\$ 3.99	\$ 5.79	\$ 2.29	\$ 3.99	\$ 3.29	\$ 5.14	\$ 2.99	\$ 3.34	\$ 5.29	\$ 1.59	\$ 3.39	\$ 3.39
MIN. PRICE	\$ 2.49	\$ 4.49	\$ 2.49	\$ 3.99	\$ 1.79	\$ 2.21	\$ 3.09	\$ 0.99	\$ 1.69	\$ 1.39	\$ 5.29	\$ 0.99	\$ 1.79	\$ 1.79
AVERAGE PRICE	\$ 4.41	\$ 5.15	\$ 4.38	\$ 5.51	\$ 2.50	\$ 4.11	\$ 3.52	\$ 5.48	\$ 1.94	\$ 3.07	\$ 3.34	\$ 5.29	\$ 1.89	\$ 3.45
	<b>1 lb. Boneless Chic</b>		<b>1 lb Ground Beef</b>		<b>5 oz. Can Tuna</b>		<b>1 lb. Brown Rice</b>		<b>32oz Brown Rice</b>		<b>1 lb. White Rice</b>		<b>32oz White Rice</b>	
	CONV.	ORGANIC	CONV.	ORGANIC	CONV.	ORGANIC	CONV.	ORGANIC	CONV.	ORGANIC	CONV.	ORGANIC	CONV.	ORGANIC
MAX. PRICE	\$ 9.95	\$ 4.99	\$ 8.00	\$ 9.49	\$ 2.79	\$ 6.99	\$ 4.19	\$ 4.19	\$ 7.99	\$ 8.29	\$ 3.99	\$ 5.79	\$ 7.99	\$ 7.95
MEDIAN PRICE	\$ 3.99	\$ 4.24	\$ 3.59	\$ 7.99	\$ 1.79	\$ 4.14	\$ 1.99	\$ 3.99	\$ 5.49	\$ 5.49	\$ 1.94	\$ 4.14	\$ 2.49	\$ 5.99
MIN. PRICE	\$ 2.96	\$ 2.96	\$ 2.89	\$ 2.99	\$ 0.99	\$ 1.19	\$ 0.99	\$ 1.99	\$ 2.89	\$ 2.99	\$ 0.99	\$ 2.49	\$ 1.39	\$ 5.99
AVERAGE PRICE	\$ 5.12	\$ 4.11	\$ 4.52	\$ 6.89	\$ 1.72	\$ 4.11	\$ 2.24	\$ 3.39	\$ 4.70	\$ 5.67	\$ 2.02	\$ 4.14	\$ 3.05	\$ 6.48
	<b>48oz (3lb.) White Rice</b>		<b>1 loaf WW Bread</b>		<b>16 oz Spaghetti</b>		<b>Can Tortillas 16oz</b>		<b>Can Tortillas 32oz</b>		<b>1 lb. Carrots</b>		<b>1 lb. Potatoes</b>	
	CONV.	ORGANIC	CONV.	ORGANIC	CONV.	ORGANIC	CONV.	ORGANIC	CONV.	ORGANIC	CONV.	ORGANIC	CONV.	ORGANIC
MAX. PRICE	\$ 3.49	\$ -	\$ 4.50	\$ 4.99	\$ 2.99	\$ 4.99	\$ 2.39	\$ 3.99	\$ 3.49	\$ -	\$ 2.25	\$ 2.99	\$ 2.99	\$ 2.99
MEDIAN PRICE	\$ 3.24	\$ -	\$ 3.29	\$ 4.79	\$ 1.99	\$ 2.89	\$ 1.99	\$ 3.99	\$ 1.67	\$ -	\$ 0.99	\$ 1.59	\$ 0.99	\$ 1.49
MIN. PRICE	\$ 2.99	\$ -	\$ 1.49	\$ 1.99	\$ 1.19	\$ 1.19	\$ 1.49	\$ 2.39	\$ 1.25	\$ -	\$ 0.69	\$ 0.99	\$ 0.59	\$ 1.49
AVERAGE PRICE	\$ 3.24	\$ -	\$ 3.27	\$ 4.36	\$ 2.00	\$ 2.82	\$ 2.01	\$ 3.46	\$ 2.03	\$ -	\$ 1.23	\$ 1.81	\$ 1.16	\$ 1.87
	<b>5 lb. Potatoes</b>		<b>Yellow Onions (each)</b>		<b>1 lb. Yellow Onions</b>		<b>2lb. Yellow Onions</b>		<b>Tomatoes (each)</b>		<b>1 lb. Tomatoes</b>		<b>1 Bunch Romaine Lettuce</b>	
	CONV.	ORGANIC	CONV.	ORGANIC	CONV.	ORGANIC	CONV.	ORGANIC	CONV.	ORGANIC	CONV.	ORGANIC	CONV.	ORGANIC
MAX. PRICE	\$ 2.50	\$ -	\$ 0.25	\$ -	\$ 1.99	\$ 1.49	\$ 1.99	\$ 1.49	\$ 1.00	\$ -	\$ 4.49	\$ 4.99	\$ 2.99	\$ 3.49
MEDIAN PRICE	\$ 2.50	\$ -	\$ 0.25	\$ -	\$ 0.94	\$ 1.44	\$ 1.74	\$ 1.49	\$ 1.00	\$ -	\$ 1.99	\$ 3.74	\$ 2.69	\$ 2.99
MIN. PRICE	\$ 2.50	\$ -	\$ 0.25	\$ -	\$ 0.60	\$ 1.39	\$ 1.49	\$ 1.49	\$ 1.00	\$ -	\$ 1.25	\$ 1.79	\$ 1.00	\$ 1.99
AVERAGE PRICE	\$ 2.50	\$ -	\$ 0.25	\$ -	\$ 1.04	\$ 1.44	\$ 1.74	\$ 1.49	\$ 1.00	\$ -	\$ 2.28	\$ 3.62	\$ 2.46	\$ 2.91
	<b>Romaine Lettuce (3 pks)</b>		<b>1 lb. Apples</b>		<b>Apples (each)</b>		<b>1 lb. Oranges</b>		<b>Oranges (each)</b>		<b>Bananas (each)</b>		<b>1 lb. Bananas</b>	
	CONV.	ORGANIC	CONV.	ORGANIC	CONV.	ORGANIC	CONV.	ORGANIC	CONV.	ORGANIC	CONV.	ORGANIC	CONV.	ORGANIC
MAX. PRICE	\$ 4.00	\$ -	\$ 2.49	\$ 2.49	\$ 1.00	\$ -	\$ 2.99	\$ 1.99	\$ 1.00	\$ 1.49	\$ 0.75	\$ -	\$ 1.19	\$ 1.29
MEDIAN PRICE	\$ 4.00	\$ -	\$ 1.49	\$ 1.99	\$ 0.63	\$ -	\$ 1.00	\$ 1.69	\$ 0.75	\$ 1.49	\$ 0.35	\$ -	\$ 0.89	\$ 0.99
MIN. PRICE	\$ 4.00	\$ -	\$ 0.65	\$ 1.39	\$ 0.25	\$ -	\$ 0.75	\$ 1.25	\$ 0.25	\$ 1.49	\$ 0.25	\$ -	\$ 0.69	\$ 0.69
AVERAGE PRICE	\$ 4.00	\$ -	\$ 1.45	\$ 2.00	\$ 0.67	\$ -	\$ 1.41	\$ 1.68	\$ 0.73	\$ 1.49	\$ 0.44	\$ -	\$ 0.89	\$ 1.01



FOOD RETAIL PRICE POINT COMPARISON OF MARKETS THAT CARRY A MINIMUM OF 1-3 FRESH FOOD ITEMS  
 BOUNDARIES: FUSHING - NORTH / CLASSON - EAST / ATLANTIC - SOUTH / FLATBUSH - WEST  
 CONDUCTED BY MAPLE AVENUE REVITALIZATION PROJECT (MARP)

**Mid-Sized Markets (2,000 to 5,999 square feet)**

	Qt. 2% Milk	.5 g 2% Milk	1 g 2% Milk	Qt FF Milk	.5 g FF Milk	1 g FF Milk	Qt Lactose
MAX. PRICE	\$3.89	\$3.99	\$5.00				
MEDIAN PRICE	\$3.89	\$3.99	\$4.99				
MIN. PRICE	\$3.89	\$2.99	\$4.99				
AVERAGE PRICE	\$3.89	\$3.66	\$4.99				
	.5 lb Lactose	8 oz Cheddar	Doz Eggs	1 lb. Natural PB	1 lb. Dried Bk Beans	2 lb. Dried Bk Beans	1 lb. Dried Lentils
CONV.	ORGANIC	CONV.	ORGANIC	CONV.	ORGANIC	CONV.	ORGANIC
MAX. PRICE	\$5.99	\$5.89	\$5.99	\$2.99	\$6.99	\$7.49	\$7.49
MEDIAN PRICE	\$5.19	\$5.44	\$5.84	\$2.79	\$4.99	\$5.49	\$7.24
MIN. PRICE	\$3.99	\$4.99	\$4.79	\$2.99	\$5.39	\$0.99	\$2.49
AVERAGE PRICE	\$5.09	\$5.44	\$5.62	\$2.65	\$4.95	\$5.36	\$6.84
	1 lb. Boneless Chic	1 lb Ground Beef	5 oz Can Tuna	1 lb. Brown Rice	32oz Brown Rice	1 lb. White Rice	32oz White Rice
CONV.	ORGANIC	CONV.	ORGANIC	CONV.	ORGANIC	CONV.	ORGANIC
MAX. PRICE	\$2.99	\$7.99	\$7.99	\$1.99	\$2.99	\$7.19	\$3.99
MEDIAN PRICE	\$2.99	\$7.99	\$7.99	\$1.64	\$2.29	\$5.69	\$3.99
MIN. PRICE	\$2.99	\$7.99	\$7.99	\$1.29	\$1.59	\$4.19	\$3.99
AVERAGE PRICE	\$2.99	\$7.99	\$7.99	\$1.64	\$2.29	\$5.69	\$3.99
	48oz (3lb.) White Rice	1 loaf WW Bread	1.6 oz Spagheti	Corn Tortillas 16oz	Corn Tortillas 32oz	1 lb. Carrots	1 lb. Potatoes
CONV.	ORGANIC	CONV.	ORGANIC	CONV.	ORGANIC	CONV.	ORGANIC
MAX. PRICE	\$2.99	\$4.99	\$3.29	\$3.49	\$3.99	\$1.75	\$0.69
MEDIAN PRICE	\$2.99	\$3.49	\$2.49	\$2.99	\$3.99	\$1.67	\$0.69
MIN. PRICE	\$2.99	\$2.79	\$4.99	\$1.69	\$2.79	\$1.59	\$0.69
AVERAGE PRICE	\$2.99	\$3.69	\$2.49	\$3.09	\$3.99	\$1.67	\$0.69
	5 lb. Potatoes	Yellow Onions (Each)	1 lb. Yellow Onions	2 lb. Yellow Onions	Tomatoes (Each)	1 lb. Tomatoes	Butter
CONV.	ORGANIC	CONV.	ORGANIC	CONV.	ORGANIC	CONV.	ORGANIC
MAX. PRICE			\$0.89	\$1.49		\$1.99	\$2.99
MEDIAN PRICE			\$0.89	\$1.49		\$1.99	\$2.99
MIN. PRICE			\$0.89	\$1.49		\$1.99	\$2.89
AVERAGE PRICE			\$0.89	\$1.49		\$1.99	\$2.79
	Romaine Lettuce (3 pk.)	1 lb. Apples	Apples (Each)	1 lb. Oranges	Oranges (Each)	Bananas (Each)	1 lb. Bananas
CONV.	ORGANIC	CONV.	ORGANIC	CONV.	ORGANIC	CONV.	ORGANIC
MAX. PRICE	\$2.99	\$2.49	\$2.99	\$2.50	\$1.79		\$0.99
MEDIAN PRICE	\$2.99	\$1.49	\$2.49	\$2.50	\$1.64		\$0.94
MIN. PRICE	\$2.99	\$0.89	\$2.49	\$2.50	\$1.49		\$0.89
AVERAGE PRICE	\$2.99	\$1.62	\$2.62	\$2.50	\$1.64		\$0.94

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FOOD RETAIL PRICE POINT COMPARISON OF MARKETS THAT CARRY A MINIMUM OF 1-3 FRESH FOOD ITEMS  
BOUNDARIES: FUSHING - NORTH / CLASSON - EAST / ATLANTIC - SOUTH / FLATBUSH - WEST  
CONDUCTED BY MVRTLE AVENUE REVITALIZATION PROJECT (MARP)

Greenmarket (Fort Greene)

	Qt. 2% Milk	5.8 2% Milk	1 g 2% Milk	Qt. FF Milk	5.8 FF Milk	1 g FF Milk	Qt. Lactose
MAX. PRICE							
MEDIAN PRICE		\$4.00					
MIN. PRICE		\$4.00					
AVERAGE PRICE		\$4.00					
	CONV. ORGANIC						
MAX. PRICE							
MEDIAN PRICE	\$4.00		\$3.50				
MIN. PRICE	\$4.00		\$3.50				
AVERAGE PRICE	\$4.00		\$3.50				
	CONV. ORGANIC						
MAX. PRICE							
MEDIAN PRICE	\$8.00						
MIN. PRICE	\$8.00						
AVERAGE PRICE	\$8.00						
	CONV. ORGANIC						
MAX. PRICE							
MEDIAN PRICE	\$4.00						
MIN. PRICE	\$4.00						
AVERAGE PRICE	\$4.00						
	CONV. ORGANIC						
MAX. PRICE							
MEDIAN PRICE	\$1.50		\$1.50				
MIN. PRICE	\$1.50		\$1.50				
AVERAGE PRICE	\$1.50		\$1.50				
	CONV. ORGANIC						
MAX. PRICE							
MEDIAN PRICE	\$1.25						
MIN. PRICE	\$1.25						
AVERAGE PRICE	\$1.25						
	CONV. ORGANIC						
MAX. PRICE							
MEDIAN PRICE	\$1.25						
MIN. PRICE	\$1.25						
AVERAGE PRICE	\$1.25						
	CONV. ORGANIC						
MAX. PRICE							
MEDIAN PRICE	\$1.95						
MIN. PRICE	\$1.95						
AVERAGE PRICE	\$1.95						
	CONV. ORGANIC						
MAX. PRICE							
MEDIAN PRICE	\$1.95						
MIN. PRICE	\$1.95						
AVERAGE PRICE	\$1.95						
	CONV. ORGANIC						

FOOD RETAIL PRICE POINT COMPARISON OF MARKETS THAT CARRY A MINIMUM OF 1-3 FRESH FOOD ITEMS  
 BOUNDARIES: FLUSHING - NORTH / CLASSON - EAST / ATLANTIC - SOUTH / FLATBUSH - WEST  
 CONDUCTED BY MYRTLE AVENUE REVITALIZATION PROJECT (MARP)

**All Stores**

	Qt. 2% Milk	.5 g 2% Milk	1 g 2% Milk	Qt. FF Milk	.5 g FF Milk	1 g FF Milk	Qt. Lactose
MAX. PRICE	ORGANIC \$1.49	ORGANIC \$3.89	ORGANIC \$4.00	ORGANIC \$3.49	ORGANIC \$3.89	ORGANIC \$3.99	ORGANIC \$5.50
MEDIAN PRICE	ORGANIC \$1.49	ORGANIC \$3.89	ORGANIC \$2.89	ORGANIC \$4.99	ORGANIC \$3.59	ORGANIC \$2.50	ORGANIC \$4.99
MIN. PRICE	ORGANIC \$1.49	ORGANIC \$3.89	ORGANIC \$2.09	ORGANIC \$3.49	ORGANIC \$1.92	ORGANIC \$2.79	ORGANIC \$3.49
AVERAGE PRICE	ORGANIC \$1.49	ORGANIC \$3.89	ORGANIC \$2.86	ORGANIC \$4.82	ORGANIC \$3.49	ORGANIC \$3.59	ORGANIC \$4.75
	.5 g Lactose	8 oz Cheddar	Doz Eggs	16 oz Natural PB	1 lb. Dried Bk Beans	2 lb. Dried Bk Beans	1 lb. Dried Lentils
MAX. PRICE	ORGANIC \$5.99	ORGANIC \$11.99	ORGANIC \$6.49	ORGANIC \$3.50	ORGANIC \$7.49	ORGANIC \$8.99	ORGANIC \$8.50
MEDIAN PRICE	ORGANIC \$4.79	ORGANIC \$4.99	ORGANIC \$3.99	ORGANIC \$2.24	ORGANIC \$4.17	ORGANIC \$6.99	ORGANIC \$1.79
MIN. PRICE	ORGANIC \$2.29	ORGANIC \$1.99	ORGANIC \$3.99	ORGANIC \$0.99	ORGANIC \$2.21	ORGANIC \$3.59	ORGANIC \$2.49
AVERAGE PRICE	ORGANIC \$4.56	ORGANIC \$4.85	ORGANIC \$3.99	ORGANIC \$5.40	ORGANIC \$2.33	ORGANIC \$4.57	ORGANIC \$6.73
	1 lb. Boneless Chic	1 lb Ground Beef	5 oz. Can Tuna	1 lb. Brown Rice	32oz Brown Rice	1 lb. White Rice	32oz White Rice
MAX. PRICE	ORGANIC \$6.99	ORGANIC \$14.49	ORGANIC \$8.49	ORGANIC \$10.99	ORGANIC \$2.49	ORGANIC \$5.29	ORGANIC \$7.95
MEDIAN PRICE	ORGANIC \$3.34	ORGANIC \$8.00	ORGANIC \$3.24	ORGANIC \$7.97	ORGANIC \$1.59	ORGANIC \$3.99	ORGANIC \$4.19
MIN. PRICE	ORGANIC \$1.99	ORGANIC \$3.49	ORGANIC \$0.99	ORGANIC \$3.89	ORGANIC \$0.99	ORGANIC \$2.29	ORGANIC \$2.85
AVERAGE PRICE	ORGANIC \$3.90	ORGANIC \$9.16	ORGANIC \$3.70	ORGANIC \$7.47	ORGANIC \$1.70	ORGANIC \$4.00	ORGANIC \$3.94
	48oz (3lb) White Rice	1 loaf WW Bread	16 oz Spaghetti	Corn Tortillas 16oz	Corn Tortillas 32oz	1 lb. Carrots	1 lb. Potatoes
MAX. PRICE	ORGANIC \$5.00	ORGANIC \$4.99	ORGANIC \$4.99	ORGANIC \$3.29	ORGANIC \$5.69	ORGANIC \$2.39	ORGANIC \$3.49
MEDIAN PRICE	ORGANIC \$4.49	ORGANIC \$2.99	ORGANIC \$4.59	ORGANIC \$1.99	ORGANIC \$3.24	ORGANIC \$3.99	ORGANIC \$1.67
MIN. PRICE	ORGANIC \$2.99	ORGANIC \$1.39	ORGANIC \$2.29	ORGANIC \$1.39	ORGANIC \$1.49	ORGANIC \$2.39	ORGANIC \$1.25
AVERAGE PRICE	ORGANIC \$4.16	ORGANIC \$3.08	ORGANIC \$4.34	ORGANIC \$2.25	ORGANIC \$3.19	ORGANIC \$2.01	ORGANIC \$3.46
	5 lb. Potatoes	Yellow Onions (each)	1 lb. Yellow Onions	2lb. Yellow Onions	Tomatoes (each)	1 lb. Tomatoes	1 Bunch Romaine Lettuce
MAX. PRICE	ORGANIC \$2.69	ORGANIC \$1.00	ORGANIC \$1.99	ORGANIC \$1.59	ORGANIC \$1.99	ORGANIC \$2.99	ORGANIC \$4.99
MEDIAN PRICE	ORGANIC \$2.35	ORGANIC \$0.75	ORGANIC \$0.99	ORGANIC \$1.49	ORGANIC \$0.99	ORGANIC \$1.49	ORGANIC \$2.99
MIN. PRICE	ORGANIC \$2.00	ORGANIC \$0.25	ORGANIC \$0.60	ORGANIC \$1.29	ORGANIC \$0.99	ORGANIC \$0.99	ORGANIC \$2.89
AVERAGE PRICE	ORGANIC \$2.35	ORGANIC \$0.67	ORGANIC \$1.05	ORGANIC \$1.47	ORGANIC \$1.49	ORGANIC \$1.58	ORGANIC \$2.97
	Romaine Lettuce (3 pk.)	1 lb. Apples	Apples (each)	1 lb. Oranges	Oranges (each)	Bananas (each)	1 lb. Bananas
MAX. PRICE	ORGANIC \$3.49	ORGANIC \$4.99	ORGANIC \$2.49	ORGANIC \$3.99	ORGANIC \$1.00	ORGANIC \$2.99	ORGANIC \$1.79
MEDIAN PRICE	ORGANIC \$2.49	ORGANIC \$2.99	ORGANIC \$1.49	ORGANIC \$2.50	ORGANIC \$0.50	ORGANIC \$1.44	ORGANIC \$1.64
MIN. PRICE	ORGANIC \$1.49	ORGANIC \$2.99	ORGANIC \$0.65	ORGANIC \$1.99	ORGANIC \$0.75	ORGANIC \$1.49	ORGANIC \$1.49
AVERAGE PRICE	ORGANIC \$2.49	ORGANIC \$3.66	ORGANIC \$1.49	ORGANIC \$2.74	ORGANIC \$0.65	ORGANIC \$1.65	ORGANIC \$1.64

## Appendix 6: Focus Group Questions

Appropriate questions for each venue were chosen from the following questionnaire:

⇒ *We would first like to thank you for participating in this focus group. We are conducting focus groups so we can learn about how you are personally impacted by the Fort Greene & Clinton Hill communities' access, quality, and affordability to healthy food, your thoughts on nutrition education and hear about any advocacy work you may be involved in. By show of hands, how many of you live in Fort Greene or Clinton Hill? Where do the rest of you live? (Take note as they answer)GO OVER CFA ONE PAGER AND CONSENT FORM; HAVE PARTICIPANTS SIGN ONE TO KEEP AND ONE FOR US*

*As noted in the consent form, your participation is completely voluntary. You do not have to be part of the focus group and you do not have to answer any question you do not wish to answer. You may leave at any time. The information shared here will be kept confidential.*

*We would first like to mention some commonly used guidelines for the discussion:*

- *Information shared here should be treated as confidential by everyone present today.*
- *We may direct the conversation so that everyone has a chance to talk.*
- *It's OK to challenge one another by asking questions. It's also OK to disagree as long as we are all courteous. Please do not interrupt each other.*

*Are there any other guidelines or comments that anyone would like to add?*

A. Introductions:

1. I would like us to begin by going around the room and ask you to very briefly introduce yourselves to the rest of the group. If you feel comfortable doing so, please tell us your name and how long you've lived in your neighborhood.

B. Access, Quality & Affordability

2. How would you define "healthy food"?
3. Could you please tell me about **access** to healthy food in this community?
  - a. What are challenges to eating healthy for you personally? What else would you like to eat that you can't find here?
4. Could you please tell me about the **quality** of food in this community?
  - a. What items are typically of good – high quality? What items are typically of fair – poor quality?
5. Could you please tell me about the **Affordability** of food in this community?
  - a. What items are typically moderate – low in cost? What items are typically high in cost?
6. What kinds of foods do you typically like to eat?
7. What do you not like to eat?
8. Is there anything that can be done to improve the choices you have access to?
9. How many of you eat school food? For those that do, is the food healthy? Tasty? If no, what can be done to improve it? For those that don't, what do you eat?
10. Do you purchase food in the area after school? Where do you go? What do you usually purchase?
11. How can the Fort Greene / Clinton Hill pantries and soup kitchens improve to better meet your needs?
12. Does anyone feel that their age affects what food they have access to? If so, how?

C. Education

13. What do you think prevents people from eating healthier? *Examples to give if needed: access to affordable healthy food, unhealthy eating habits, lack of good nutrition knowledge...*
14. Do you think tactics like the following would help? *Ask that everyone give a “yes” or “no” answer and then elaborate if they have more to add.*
  - a. Placing lower nutrition foods in the back or on lower shelves and the high nutrition products at eye level and in the front of the store
  - b. Increased advertising of healthy products
  - c. Having nutrition information like “this product is high in fructose corn syrup” displayed on the front of the package
  - d. If products were paired with recipes
  - e. If healthy foods were on sale more regularly
  - f. What else do you think can be done to get people to eat healthier?
15. What do you think about when you are buying food? *Examples to give if needed: where it comes from, how healthy it is, how it was grown, or something else?*

D. Advocacy

16. There are a number of programs like EBT, WIC and FNMP that aim to make food more accessible for families in need, and aim to make farmers markets more accessible as well.
  - a. In your opinion, do they work?
  - b. How could they be improved upon?
17. What else do you think can be done to advocate for a healthier food system and community?
18. If you are familiar with local pantries and soup kitchens, do you feel that the offerings are sufficient? If no, what could be improved?

E. Conclusion

19. Finally, is there anything else people would like to say about the Fort Greene/Clinton Hill food system?
20. Any comments or suggestions for the facilitators of this group or anything regarding the content of this focus group?

As a reminder, the information shared here will be used as part of the CFA report that will be completed and available to the public in late June/early July this summer. We hope that the report will be used to inform local projects and drives local policy change. If you would like to be informed of when the report is complete and/or of programs that we offer please sign the sign-up sheet and we will stay in touch. Thank you again for your time!