



Department of Public Health
www.fcdph.org

Increasing Access of Healthy Foods for Residents in Local Food Deserts

YOUR INVOLVEMENT IS KEY

Businesses that increase access to healthy and fresh fruits and vegetables are essential for reducing obesity and chronic diseases. Become a champion for healthy change in Fresno County. Use your purchasing power to support businesses with healthy options, particularly those that sell and serve fresh fruits and vegetables. Ask businesses you currently frequent to increase healthy offerings. When champions use their influence to make healthy changes in their community, everyone benefits.

"We grow the freshest and most delicious produce. Ooooby finds local food and brings it your neighborhood. Our mission is to make local food convenient, affordable, and fair. To this goal, we prioritize improving healthy food access for all residents."

- Jenny Sackler, Ooooby
Operations Manager



SUMMARY

Thousands of Fresno County residents lack access to fresh fruits and vegetables where they live. With funding from the Centers for Disease Control and Prevention, the Fresno County Department of Public Health is partnering with the local partners and local school districts to distribute affordable boxes of fresh fruits and vegetables to residents at schools sites in low income and low healthy food access areas. Increased access and consumption of fresh fruits and vegetables will lower risk of chronic illness.

CHALLENGE

Although Fresno County is one of the nation's primary agricultural producers, the United States Department of Agriculture identifies 93 census tracts (46.5%) in Fresno County as low-income food deserts. A food desert is defined as residents living more than one-half mile (urban) or 10 miles (rural) from the nearest grocery store. In Fresno County, there are five times more fast-food restaurants than supermarkets. Poor access to transportation and a lack of supermarkets reduces the availability of healthy food opportunities for thousands of residents.

Contact

Sara Bosse

Fresno County Department of Public Health

1221 Fulton Mall

Fresno, CA 93721

559-600-6449 phone

<http://www.FCDPH.org>

SOLUTION

The Farm to Table Initiative will work with Public Health Institute, Food Commons Fresno, Fresno Metro Ministry, and local school districts to increase the availability and consumption of fresh fruits and vegetables among low income residents. Out of Our Own Backyards (Ooooby) is a local enterprise that works with farmers to distribute fresh fruits and vegetables boxes in low income neighborhoods. Fresno Farm to Table is expanding Ooooby delivery to nine school sites that are located in low income food deserts. The boxes will be supplemented by items sourced through a food recovery program.

SUSTAINABLE SUCCESS

Ooooby is an essential community asset for healthy eating in Fresno County. By extending the reach of a sustainable business that supports chronic disease prevention goals, the Farm to Table initiative will not only establish new access points for fruits and vegetables in food deserts, but is poised to extend beyond the nine-school expansion facilitated by PICH.

RESULTS

Fresno Farm to Table partners are dedicated to promoting local produce in communities where low income families reside and struggle with access to healthy foods. Families will benefit from the convenience of high quality, fresh tasting produce delivered to their neighborhood school. The boxes will consist of culturally appropriate items that represent the demographics of each neighborhood and will also include recipes. Ooooby will complement the district's wellness policy through a healthy fundraising partnership with school sites. In a valley rich with fresh produce, this long term solution to healthy food access will yield lower chronic disease risk.



Department of Public Health
www.fcdph.org

Success Stories

<http://nccd.cdc.gov/dchsuccesstories/>