More than the Corner Store

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Closing the Food Gap
Lexington, KY
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Energy in Food (UK)
8% of total energy consumption

Farming 27%
Processing 8%
Hauling 47%
Selling 18%

Food Miles

• How far has food traveled to your plate?
  – Iowa study: ~1,500 miles for conventional food; 56 miles for locally-sourced

• A useful measure of sustainability?
How is food hauled? (Weight and distance)

- Big trucks: 33%
- Little trucks: 1%
- Boats: 65%
- Planes: 1%

Who's making the most trips? (Vehicle miles)

- Big trucks: 57%
- Little trucks: 8%
- Car: 48%
- Planes: 10%
- Boats: 12%

Who's emitting CO₂ to haul food?

- Big trucks: 57%
- Little trucks: 8%
- Car: 13%
- Planes: 10%
- Boats: 12%

% Obese by Poverty Level, Education

Source: CDC
Unhealthy ≠ Irrational

• People often assume that unhealthy purchasing results from ignorance. In reality, low-income people are making rational choices in the face of real constraints.

• Less healthy foods (high in fat, starches, sugars) make sense in the short term:
  – Affordable
  – Filling
  – Tasty
  – Fast

• Fresh fruits and vegetables:
  – Hard to find in low-income neighborhoods
  – Cost more
  – Not covered by WIC
  – Perishable
  – Less filling
  – More prep. required

• When a large percentage of our population is unable to make food choices that are both rational and healthy our food system is failing.
West Louisville: “Food Desert”

- Few grocery stores
- High prices
- Low quality
- Little choice; little fresh produce
Households without Vehicle Access

<table>
<thead>
<tr>
<th>Area</th>
<th>Households Without Vehicle Access (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jefferson County</td>
<td>13</td>
</tr>
<tr>
<td>West Louisville</td>
<td>28</td>
</tr>
<tr>
<td>East Downtown</td>
<td>51</td>
</tr>
</tbody>
</table>
Convenience stores: plentiful but cost more

<table>
<thead>
<tr>
<th>Store type</th>
<th>Basket cost ($)</th>
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</thead>
<tbody>
<tr>
<td>Supermarket</td>
<td>16</td>
</tr>
<tr>
<td>Convenience</td>
<td>24</td>
</tr>
<tr>
<td>Health food</td>
<td>40</td>
</tr>
<tr>
<td>Discount</td>
<td>15</td>
</tr>
<tr>
<td>Superstore</td>
<td>20</td>
</tr>
</tbody>
</table>
Community Farm Alliance’s solution

• Locally Integrated Food Economy (LIFE)
  – Most Kentuckians eat locally-grown food

• Work began in Louisville’s low-income neighborhoods
  – 3 new markets
    • Portland Farmers’ Market (KY’s 1st low-income, urban market)
    • Rowan Street Co-op (Produce delivery to low-income seniors)
    • Smoketown/Shelby Park Farmers’ Market
  – West Louisville Food Working Group
    • Cooperation between urban and rural communities
  – Grasshoppers Distribution
Supermarkets in Frankfort, KY
On-the-ground Evaluations
Priority projects – Walk/Bike Frankfort