

EQUITY: **The Key to Growing a Strong Economy and Sustainable Food System**

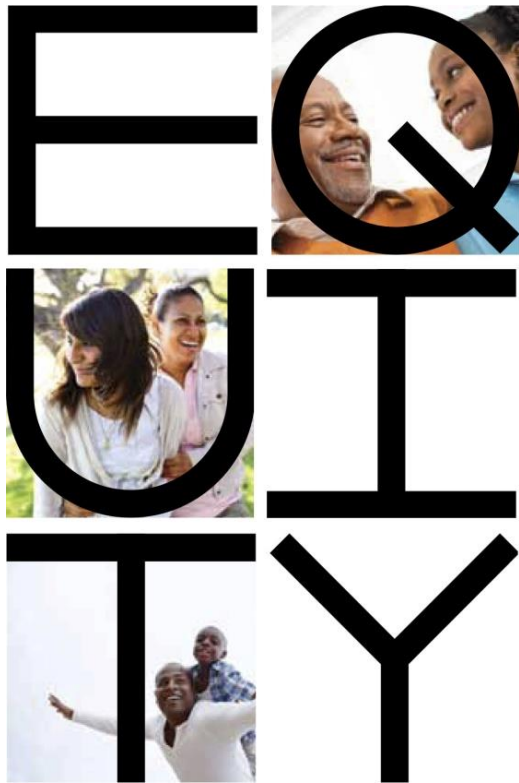
Growing the Local/Regional Food System:
Strategies for Sustainable and Equitable Economic Development

February 18, 2015



PolicyLink is a national research and
action institute advancing economic and
social equity by
Lifting Up What Works. ®

What is Equity?



Equity means

just and fair inclusion

An equitable society is one in which all can participate, prosper, and reach their full potential.

Who benefits?

Who pays/is harmed?

Who leads?

Who decides?

It's more than language...

Equity is the antidote to inequality
Equity is both the means and the end
Equity is Results
Equity is the Future

Justice – Equality – Disparities – Structural – Economic – Opportunity
Racism Inclusion



Pillars of Equity

Why equity matters more than ever...

- Face of America is changing; strong communities of color are necessary for the nation's economic growth and prosperity
- Income inequality is high and persistent
- Low-income people and people of color disproportionately experience lack of access to healthy food—health disparities increasing, health care costs high; productivity decreasing

The way forward: An equity driven growth model

The Collateral Benefits of Equity

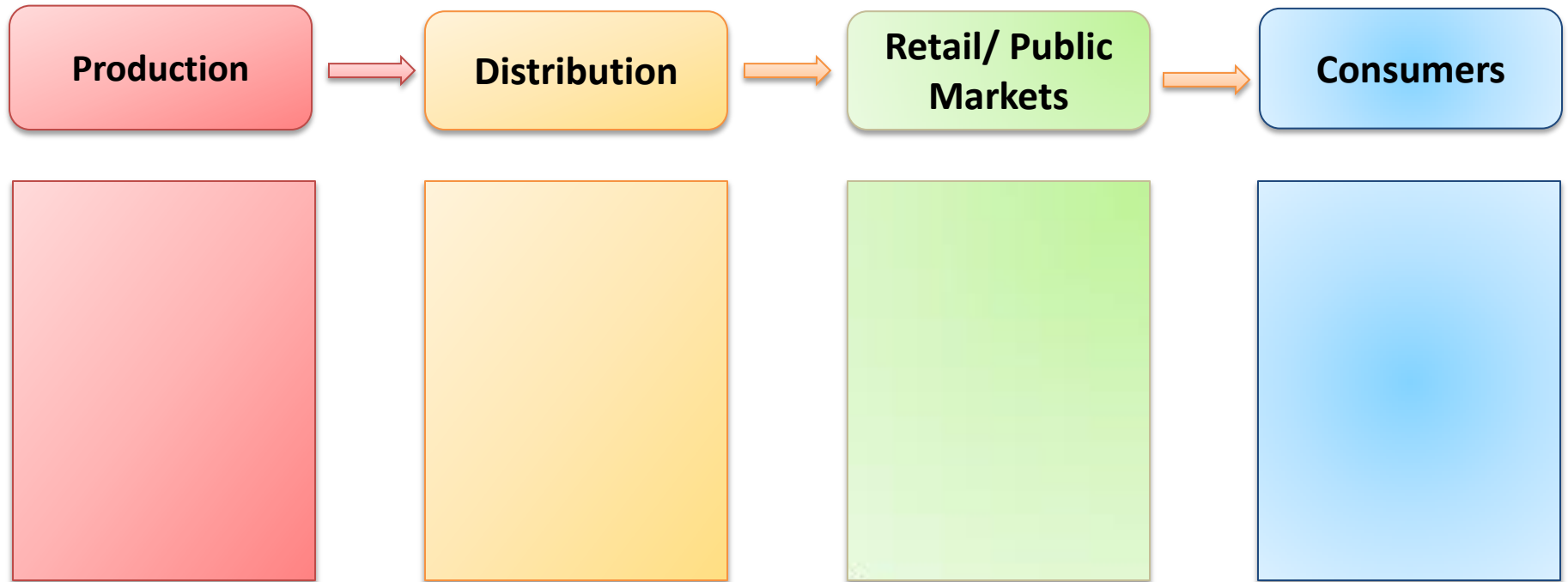
Equity targets the most vulnerable

Equity is an economic imperative

Racism Matters To Transforming Food Systems

- To transform food systems we must consider the many ways in which racism reaches into the lives of people of color.
- Find ways to build a food equity approach that puts people of color at the center of the work.

Food System



Equitable Growth through the Food System is Possible



How Do We “Do” Equity?

Equity through Policy

- Strategy Development

Equity through Process

- Data Collection/ Analysis
- Community Engagement & Leadership Development

National Equity Atlas:

www.nationalequityatlas.org

Data to Build an Equitable Economy

Contact Press + 

National Equity Atlas



About the Atlas Data Summaries Indicators Reports Data in Action

Search 

Welcome to the National Equity Atlas, a comprehensive data resource to track, measure, and make the case for inclusive growth.

Data in Action: [Data Drives Community Foundation Investments](#) >
The Community Foundation for Greater Buffalo is using a racial equity framework to guide its investments in the region's future.

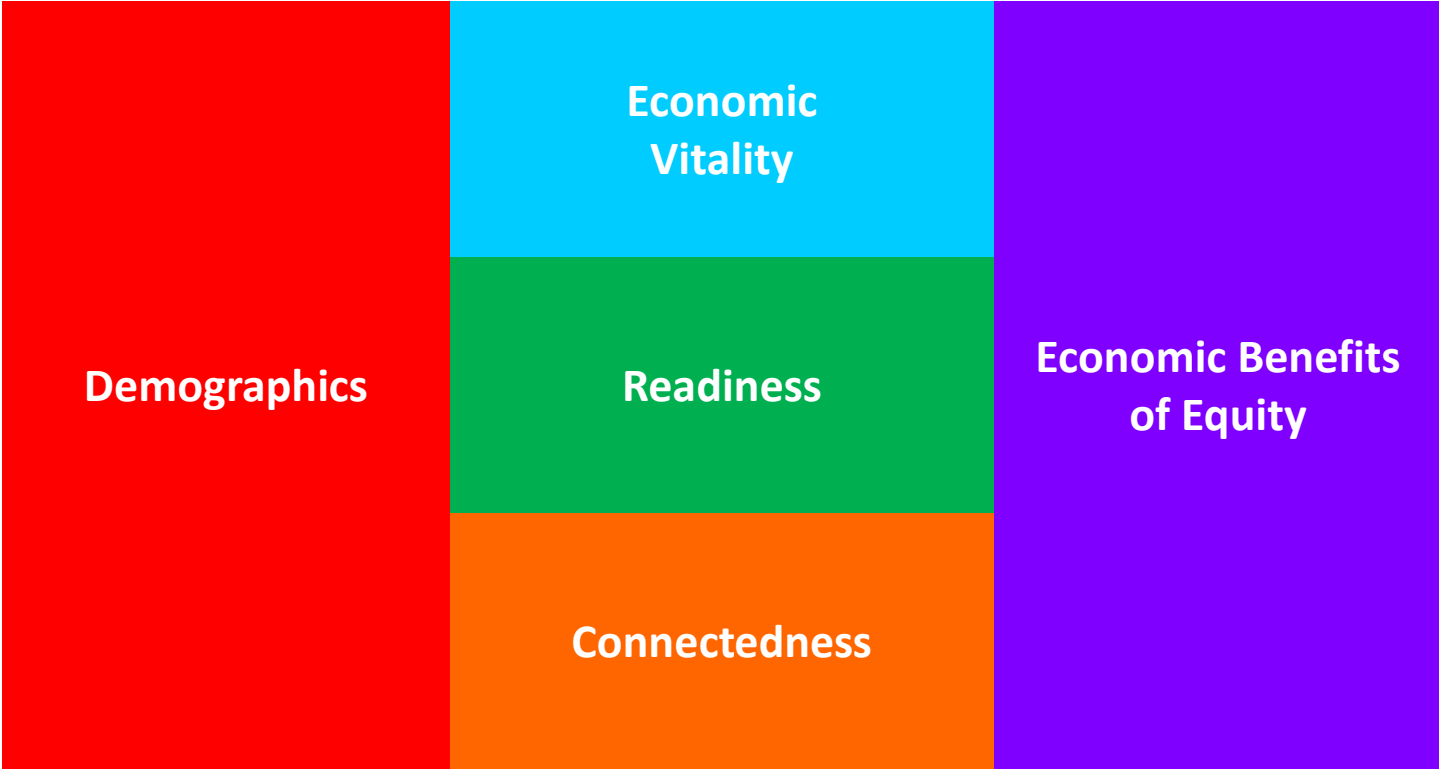


Equity Indicators Framework

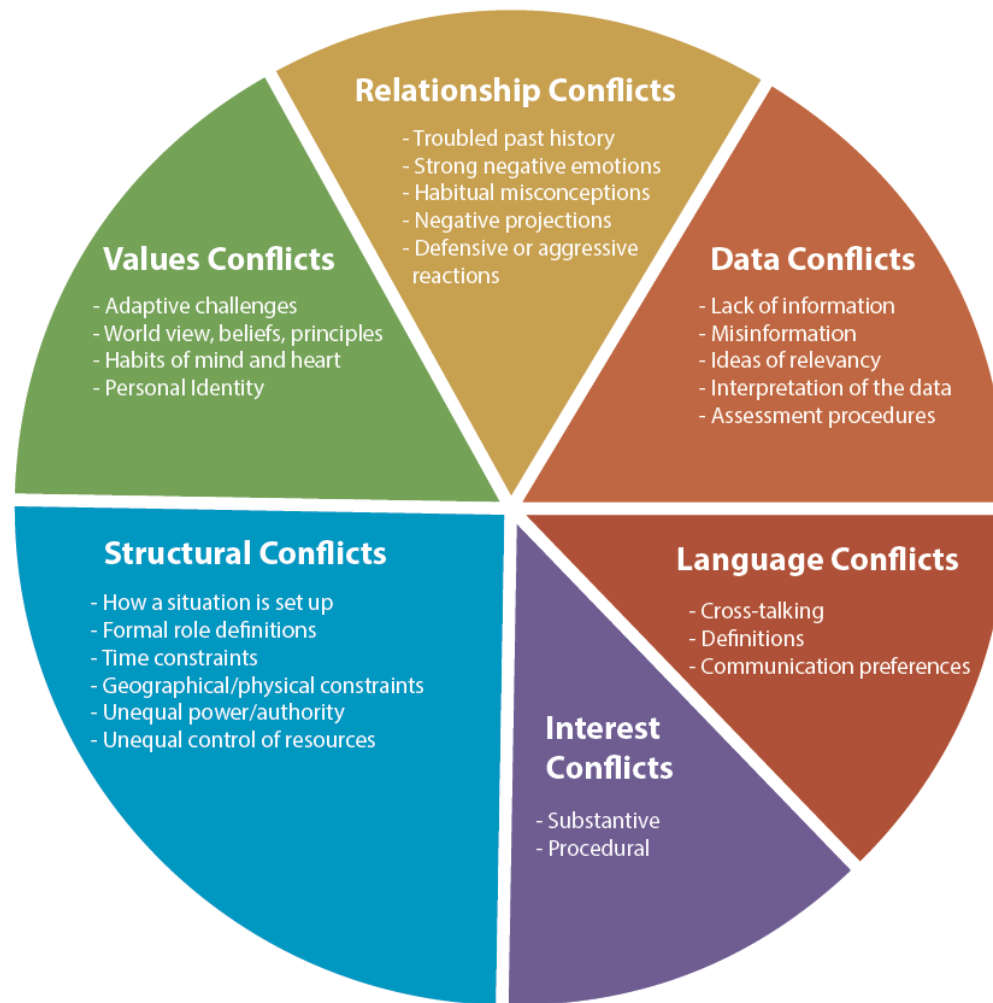
Who lives here? How is it changing?

Can everyone connect, participate, and contribute, ?

How much stronger would the economy be with equity?



Understanding Systems and Dynamics



Why Is Engagement & Leadership Important?

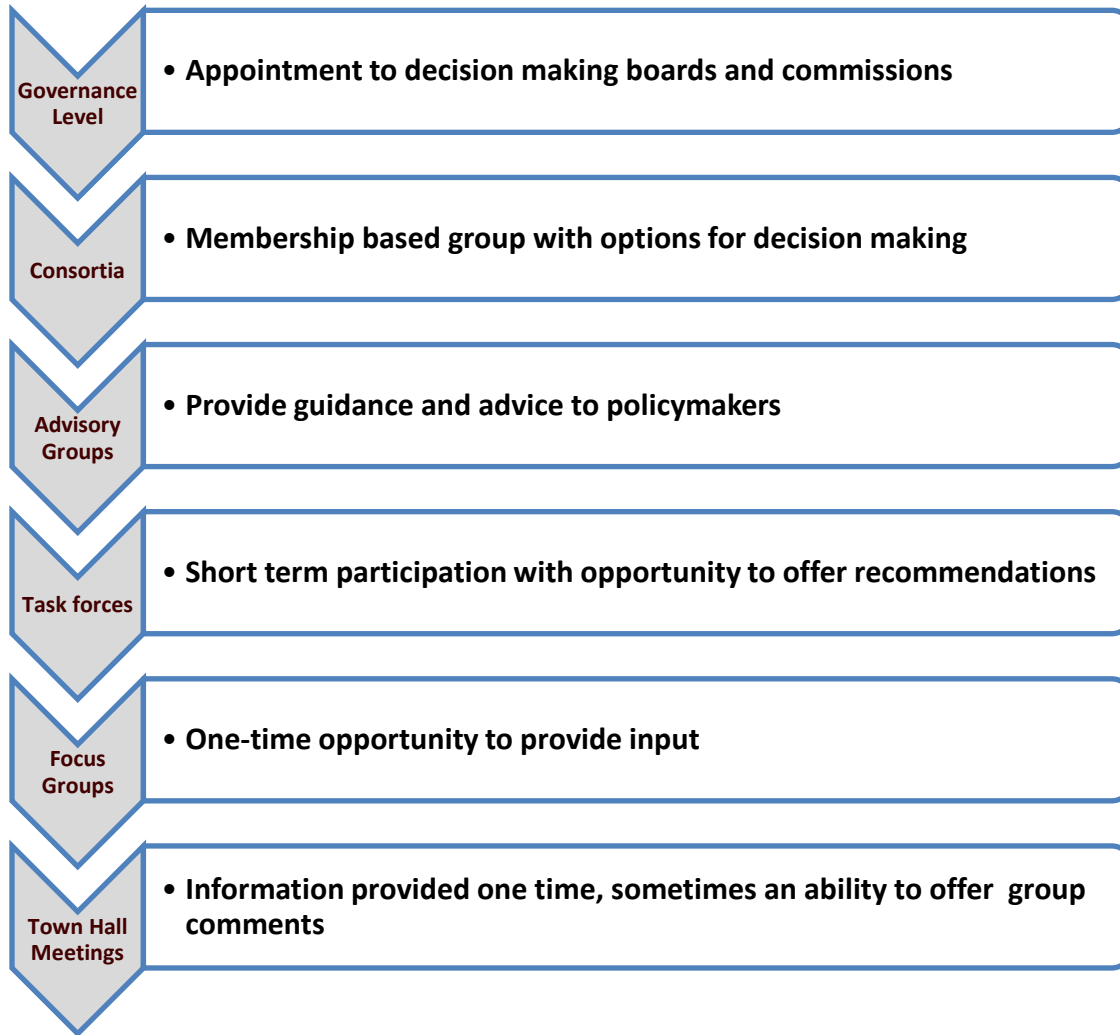
- Processes have *historically excluded* and *marginalized*
- Knowledge and perspective of low-income communities and communities of color is *vital* to turning visions for revitalization into reality
- Lack of engagement in the process sometimes results in *opposition to results* that does not reflect community needs
- Meaningful community engagement requires participation in governance and decision making

Community Engagement Considerations

- Acknowledge power dynamics
- Address issues of race, culture, class
- Outreach is not engagement
- Be willing to slow the process down
- Be intentional on inclusion, accessibility, and transparency
- Target resources for ongoing engagement

Institutional Structures for Community Engagement

**Ascending
Value**



**Descending
Value**

How Do We “Do” Equity?

Equity
through
Policy

- Strategy Development

Equity
through
Process

- Information Collection/
Analysis
- Community Engagement

- Policy impacts the economic, social, physical and service environments
- ***Health in All Policies:*** Policies not traditionally thought of as health policies (transportation, agriculture, land use, education, economics) impact health and obesity rates
- ***Equity in All Policies:*** All policies can produce either positive or negative impacts on low income communities and communities of color

Equitable Policies:

- Include equity as criteria for inclusion and/or prioritization of policies
- Identify policies important to low-income communities, communities of color and other vulnerable populations
- Target benefits to vulnerable populations
- Prioritize provision of resources to areas that need it most

TABLE 6: OPPORTUNITIES TO ADVANCE GOOD FOOD AND GOOD JOBS

OPPORTUNITY	GOOD FOOD	GOOD JOBS	FOOD SECTOR
Liquor Licenses	Enforce health and food safety rules in restaurants and convenience stores that sell liquor	Incentivize high road labor practices for employers through granting or renewing liquor licenses	Service Retail
Manufacturing Subsidies	Encourage small and medium sized food manufacturers producing trendy ethnic cuisine	Subsidize employers who don't violate labor law and who sign onto a code of conduct	Processing Distribution
Procurement Policies	Purchase local and sustainable food for state and national government	Require contractors to embrace high road labor standards in order to win public contracts	Production Processing
Retail Subsidies	Expand healthy and organic food availability in low-income communities of color	Mandate that community food markets have high bar labor standards or contribute to community wealth	Retail
Community Benefits Agreements	Expand healthy and organic food availability in low-income communities of color	Mandate that community food markets have high bar labor standards or contribute to community wealth	Retail

Coalition of Immokalee Workers

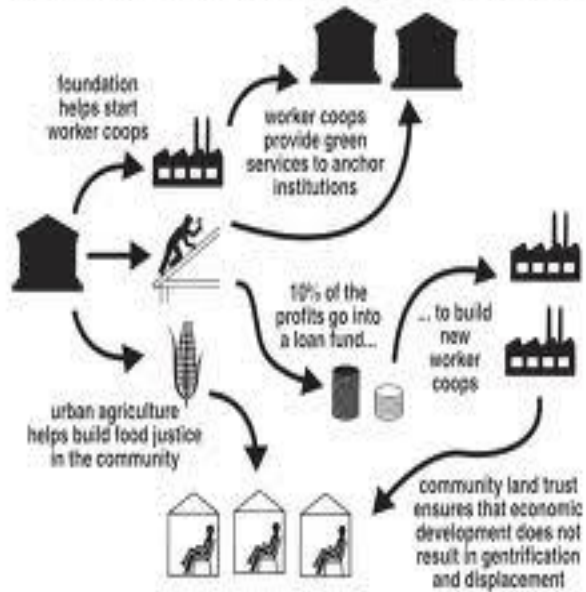
- Fair Food Program – partnership among farmworkers, tomato growers and participating retail buyers who pay 1 cent more per pound to increase workers' wages from \$10/12k-\$17k
- Campaign for Fair Food – educates consumers on the issue of labor exploitation



Sustainable Food and Labor Efforts

Green City Growers [Cleveland]

HOW IT WORKS: CLEVELAND'S EVERGREEN COOPERATIVES



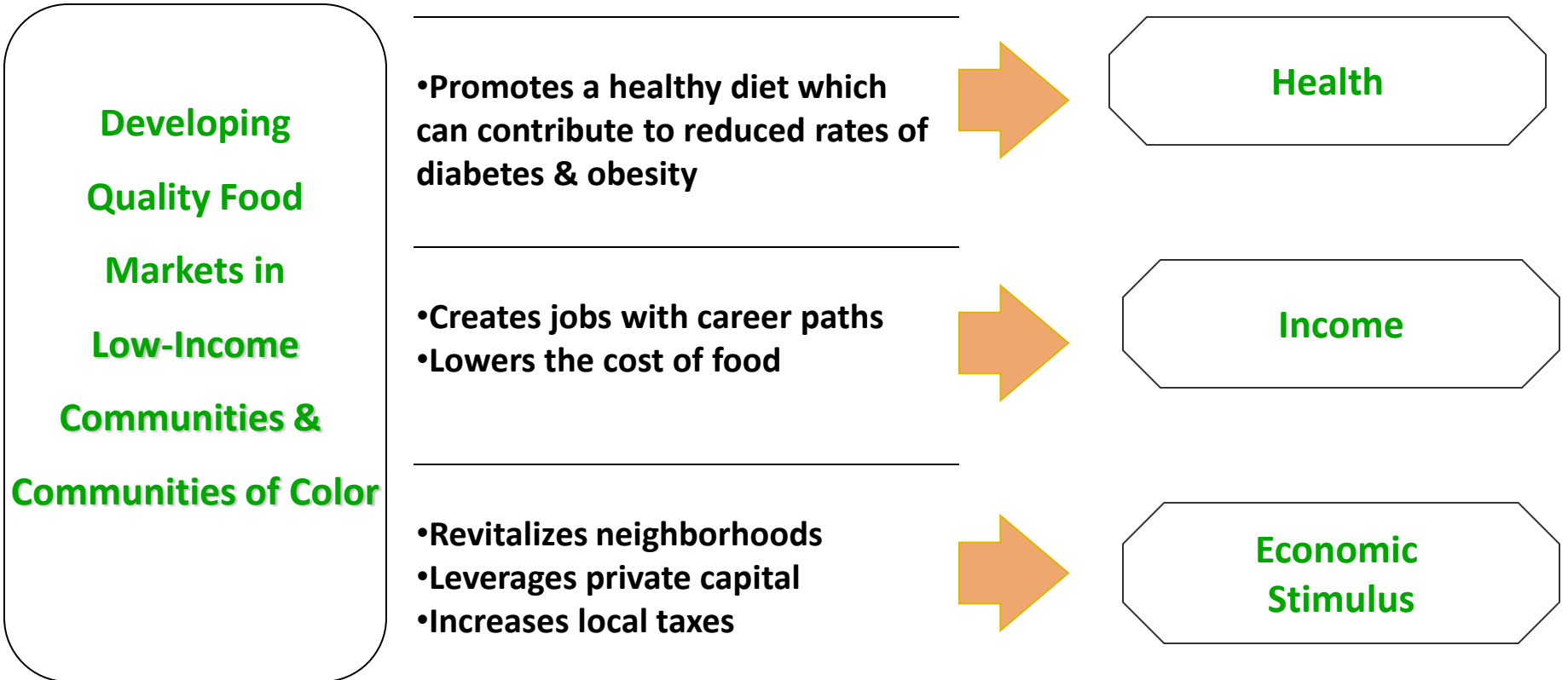
Common Market



Common Market: Philly Good Food Lab



Pennsylvania's FFFI Triple Bottom Line

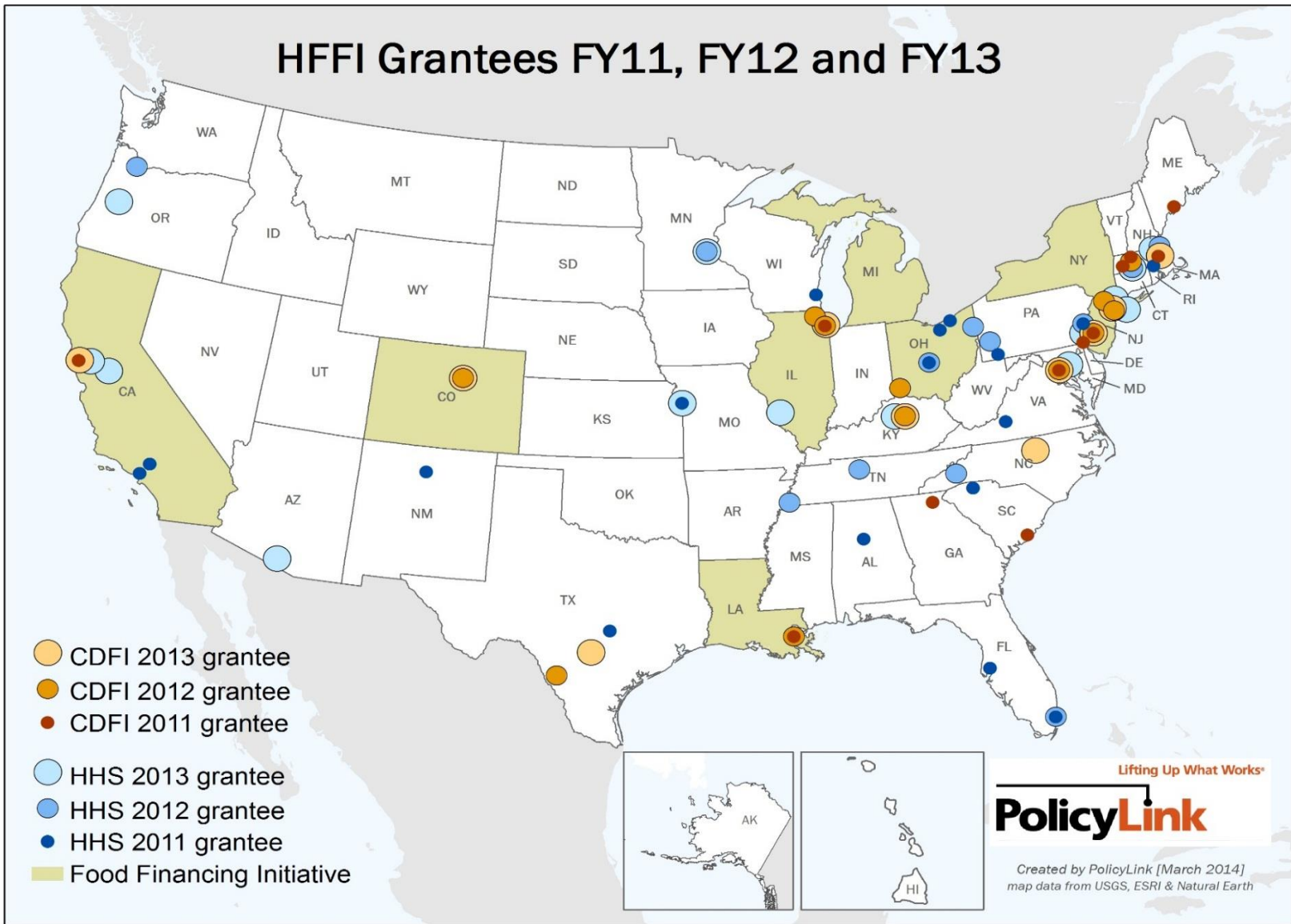


National HFFI Goals

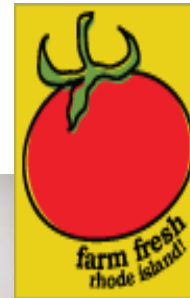
- Expand access to healthy foods
- Support small business development & job creation
- Focus on low-income communities and communities of color



HFFI Grantees FY11, FY12 and FY13



Coastal Enterprises, Inc. (CEI)



10 farms

5 healthy food retailers

3 food hubs

Mandela Marketplace



M A N D E L A
M A R K E T P L A C E




- 2,200-sq foot, worker-owned enterprise
- Distributed 200 lbs produce
- \$950,000 in estimated sales by end of 2014

Healthy Food Access Portal

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Profile: Nojaim Brothers Supermarket

Nojaim Brothers Supermarket is a neighborhood institution that has served the Near Westside community of Syracuse, New York, for more than 90 years.

[Learn more.](#) 

[Funding](#) | [Webinar Archive](#) | [Nojaim Brothers Supermarket](#) | [Video](#)



What's New



Funding

Available funding is a searchable database of healthy food financing



News

Find the latest media coverage related to healthy food access



Resources

CDFIs offer alternative lending for financing supermarkets. The flexibility

Spotlight

[Find Money](#)



Search information by region

Conclusion

- Takes time
- Stretching outside our comfort zones
 - Understand structural racism and embrace racial and economic inclusion
 - Continuously ask and hold you and others accountable to the questions
- Less about specific issues and more about the tactics and processes that give meaningful power and voice to those who have been previously shut out from reaping the rewards and shaping our shared fate.

Thank you!

Amanda Navarro, DrPH, MPH

amanda@policylink.org

America's Tomorrow: Equity is the Superior Growth Model

Monthly Digest

www.policylink.org

www.healthyfoodaccess.org

PolicyLink Equity Summit

October 27-29, 2015

Los Angeles, CA