



PLACEKEEPING

CULTURAL FOOD ASSETS TO IMPROVE HEALTHY FOOD ACCESS

AUGUST 10TH, 2018
PLACE-BASED FOOD SYSTEMS CONFERENCE

ABOUT US

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PRACTITIONERS

ACTIVISTS

RESEARCHERS

DREAMERS

COLLABORATORS

LIFELONG

LEARNERS

BIG IDEA

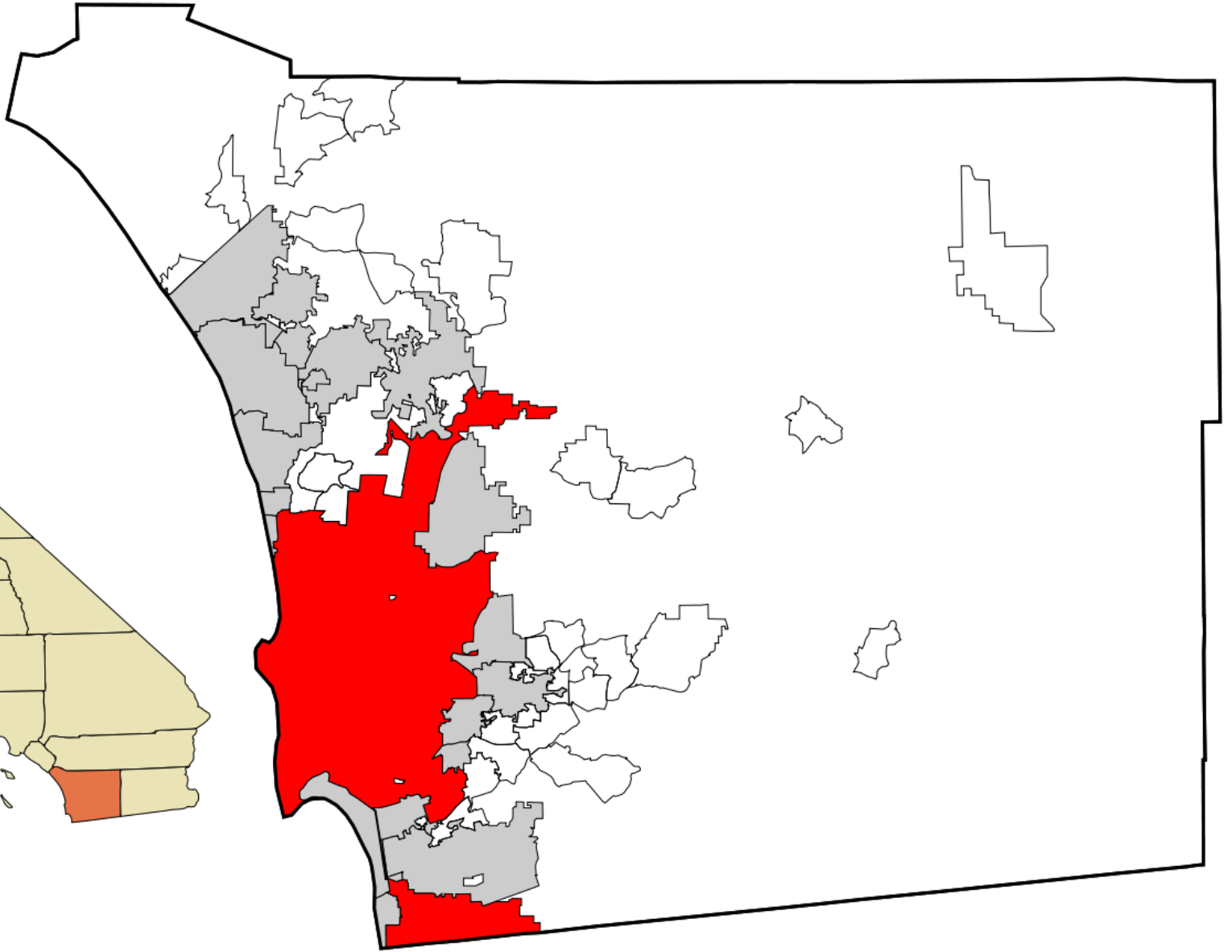
PURSUERS



A QUICK

OVERVIEW

- Background on City Heights in San Diego
- Why Small Neighborhood Markets?
- Live Well Community Market Program
- African Caribbean Market Makeover & Community Gathering Space Project
- Conclusion
- Q & A





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A BRIEF BACKGROUND

CITY HEIGHTS

A unique, densely populated, culturally diverse neighborhood in the City of San Diego, with over 30 languages spoken, numerous foodways, low economic prosperity, food insecurity, and poor health outcomes.

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CITY HEIGHTS FOOD LANDSCAPE



**OFTEN REFERRED TO AS
A "FOOD DESERT",
HOWEVER...**

- 82 RETAILERS WITH STAPLE FOODS (2014, JOASSART-MARCELLI, ET AL.)
- 10 YEARS STRONG FARMERS' MARKET
- 3 COMMUNITY GARDENS
- MULTIPLE EMERGING FOOD ENTERPRISES

A UNIQUE OPPORTUNITY TO
PLACEKEEP

Growing the neighborhood's assets

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THE STRENGTHS OF
**SMALL NEIGHBORHOOD
MARKETS**



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WHY SMALL NEIGHBORHOOD MARKETS?

- Existing food assets in a community
- In City Heights, there is affordable fresh produce, particularly at "Ethnic Markets" (Joassart-Marcelli, et al, 2017)
- Provide familiar culturally-specific foods
- Common/shared language(s)



WHY SMALL NEIGHBORHOOD MARKETS?

- Provide a space of social connectivity; participate in feelings of belonging, particularly in City Heights refugee community
- Owners are responsive to shopper needs/wants
- Owners are often already connected to each other; cultivates communication and shared practices
- Independent, family-run, and locally-owned; keeps food dollar circulating locally





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LIVE WELL COMMUNITY MARKET PROGRAM

Improve and promote access to healthy affordable foods, increase availability of fresh produce, redesign markets, and connect with community stakeholders to build a healthier food environment in San Diego.

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CASE STUDY:

AFRICAN CARIBBEAN MARKET



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Market Recruitment
Aug 2016



Mini Interior Makeover



Determining Goals



Outlining Scope



Resource Development &
Project Management



Stakeholder Input



Community Build



Renewed Businesses
Nov 2017

CONCLUDING THOUGHTS

Placekeeping recommendations

COMMUNITY-DRIVEN



- Shift desert thinking to asset perspective
- Engage community and businesses together to define problems and build solutions
- Public acknowledgement of markets contributing to neighborhood improvement and resilience

PRIORITIZE & INVEST

- Encourage municipal economic development policies and incentives to support neighborhood-serving small markets (e.g., San Francisco ordinance) and promote retail diversity (Cohen, 2018)
- Advocate for more local food dollars (e.g., UCSD CCH Más Fresco)





THANK YOU!

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The *Live Well Community Market Program* is a program of *Live Well San Diego: Healthy Works* and implemented by University of California, San Diego Center for Community Health. This work supports *Live Well San Diego*, the County vision for a region that is Building Better Health, Living Safely, and Thriving. Made possible with funding from the Centers for Disease Control and Prevention and by the USDA SNAP-Ed, an equal opportunity provider and employer.