PLACEKEEPING
CULTURAL FOOD ASSETS TO IMPROVE HEALTHY FOOD ACCESS

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PLACE-BASED FOOD SYSTEMS CONFERENCE
ABOUT US

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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
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.
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

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A UNIQUE OPPORTUNITY TO

PLACEKEEP

Growing the neighborhood's assets
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
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.
URBAN FOOD ACCESS

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

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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.