

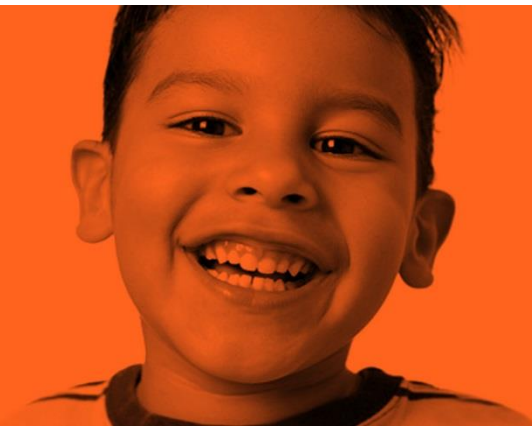
# **EQUITY:**

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

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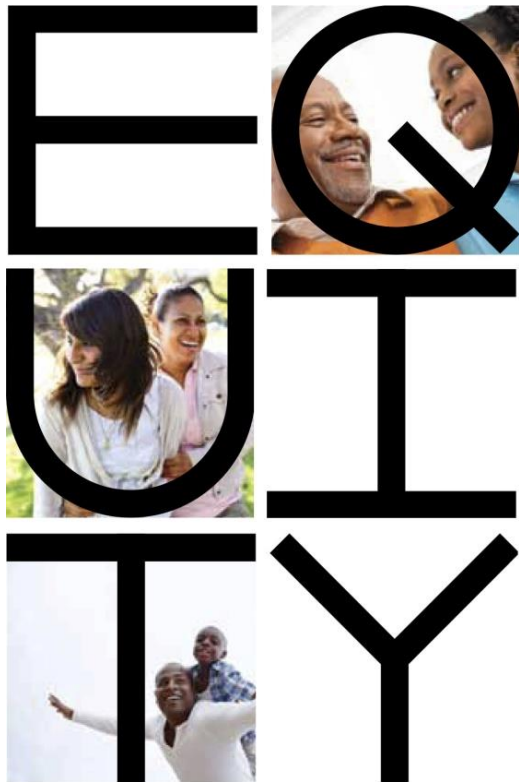
Growing the Local/Regional Food System:  
Strategies for Sustainable and Equitable Economic Development

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

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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

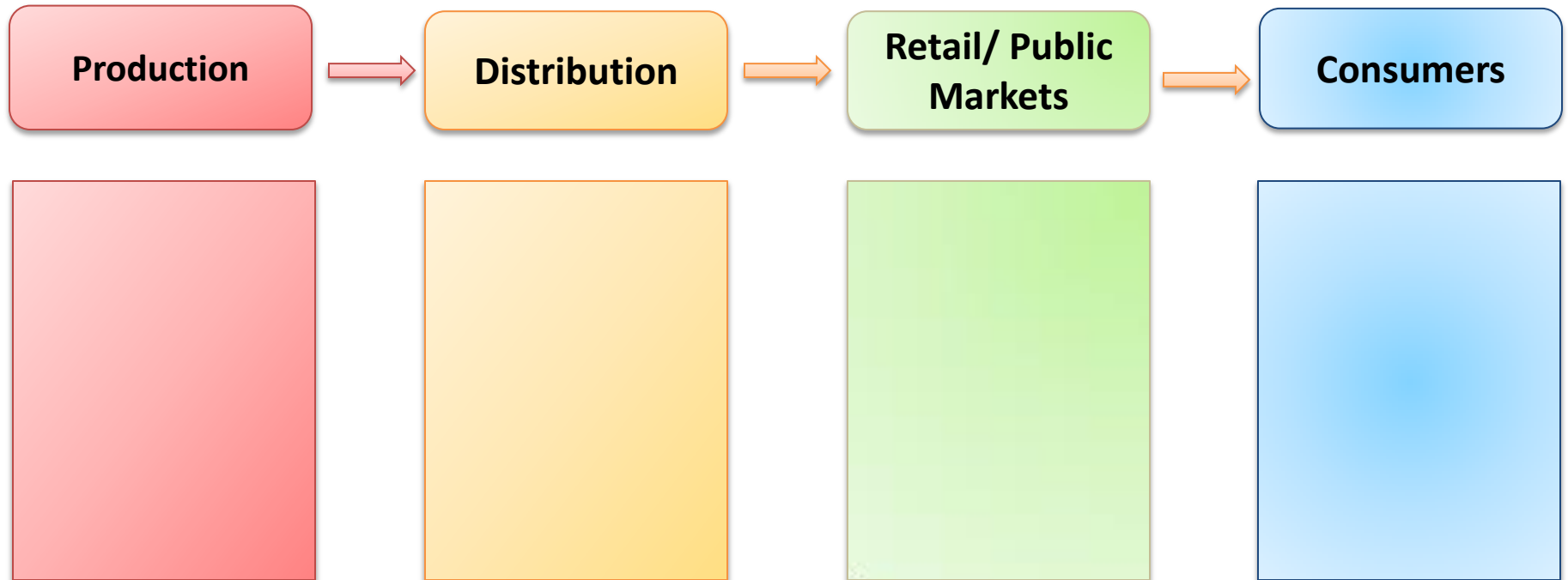
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Equity is an economic imperative

# 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



Courtesy of Yuma Visitors Bureau/Jack Kurtz

# 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



PolicyLink

About the Atlas

Data Summaries

Indicators

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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.



The Face of America is Changing

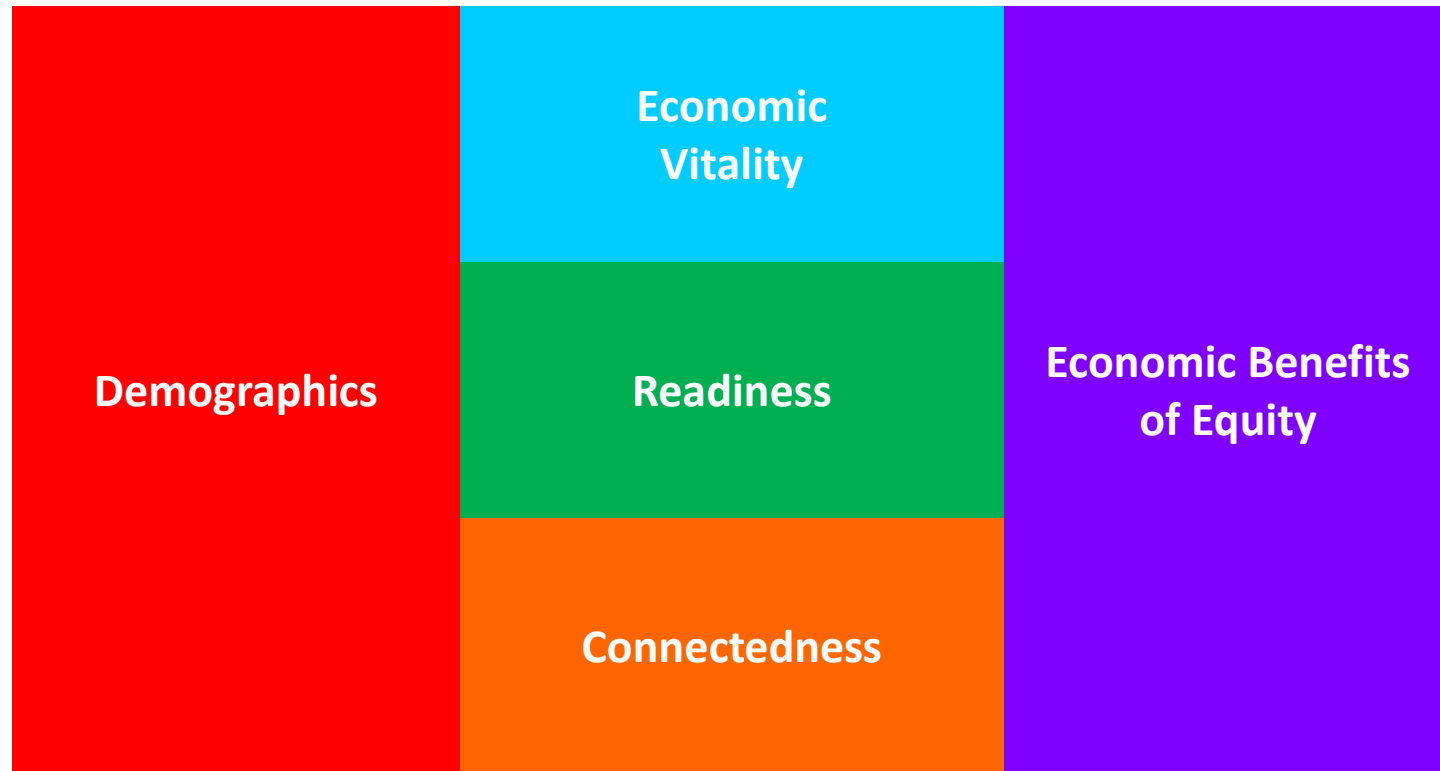
Begin with the U.S. Summary 

# Equity Indicators Framework

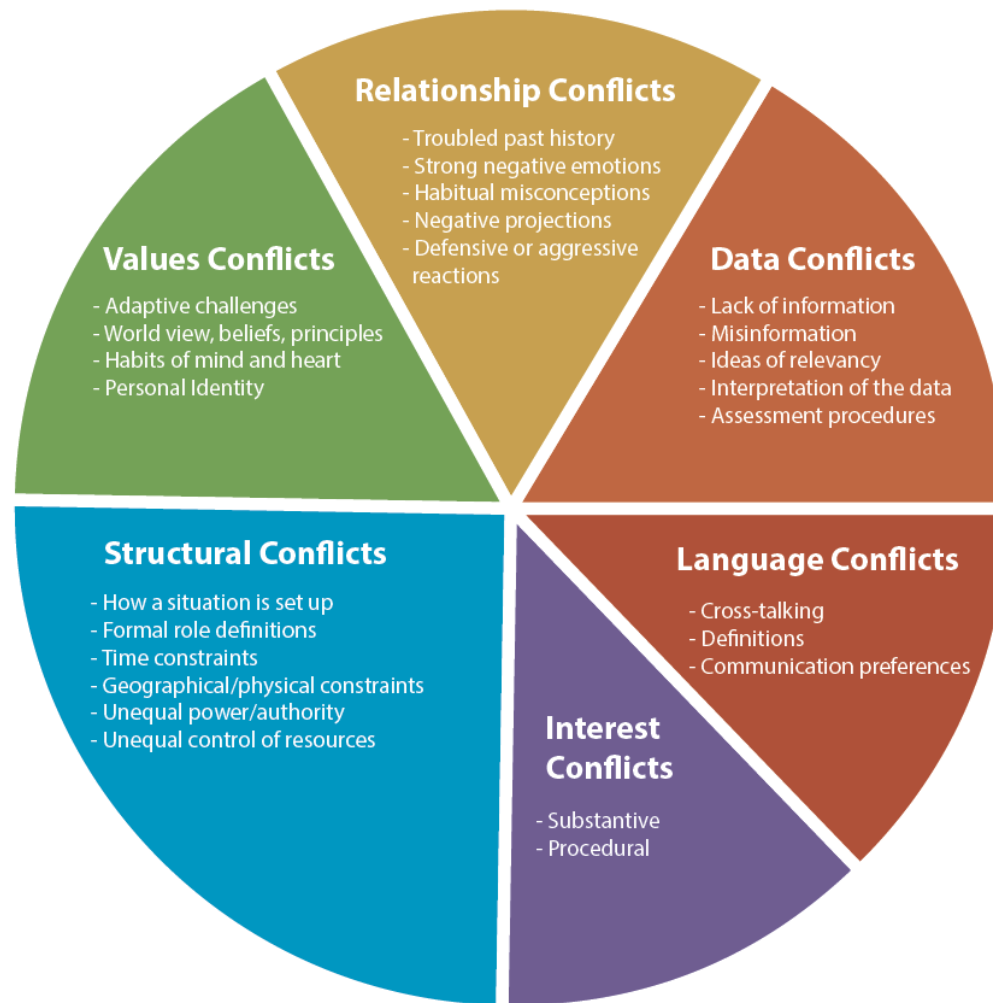
*Who lives here? How is it changing?*

*Can everyone connect, participate, and contribute, ?*

*How much stronger would the economy be with equity?*



# Understanding Systems and Dynamics





# Why Is Engagement & Leadership Important?

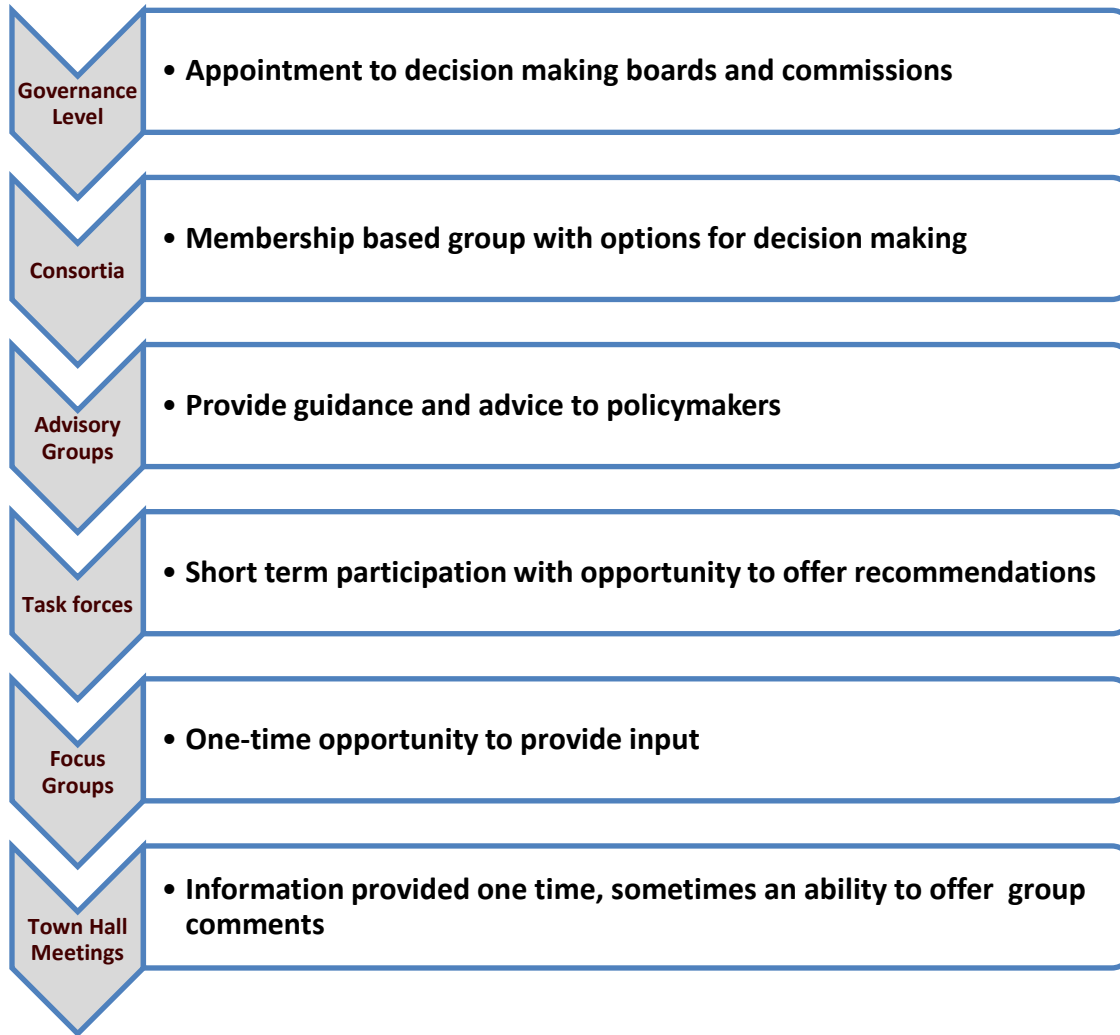
- Processes have *historically excluded* and *marginalized*
- Knowledge and perspective of low-income communities and communities of color is *vital* to turning visions for revitalization into reality
- Lack of engagement in the process sometimes results in *opposition to results* that does not reflect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

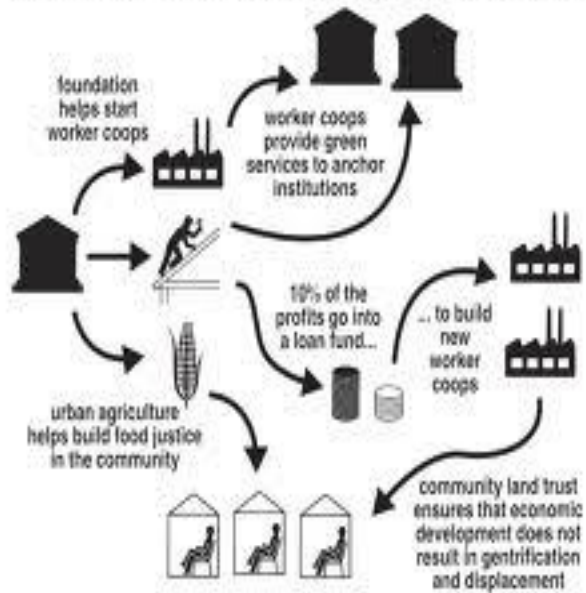
- Fair Food Program – partnership among farmworkers, tomato growers and participating retail buyers who pay 1 cent more per pound to increase workers' wages from \$10/12k-\$17k
- Campaign for Fair Food – educates consumers on the issue of labor exploitation



# Sustainable Food and Labor Efforts

## *Green City Growers [Cleveland]*

### HOW IT WORKS: CLEVELAND'S EVERGREEN COOPERATIVES





# Common Market

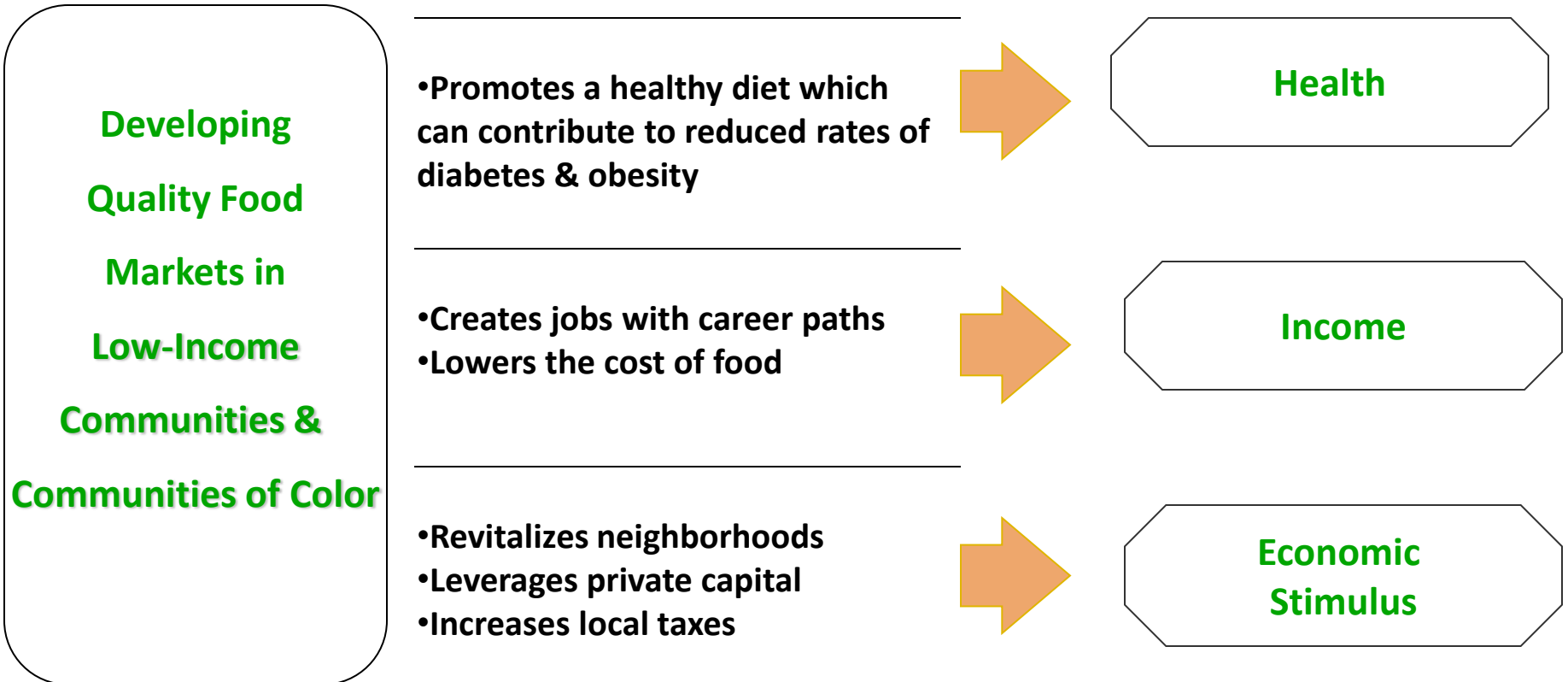


# Common Market: Philly Good Food Lab





# Pennsylvania's FFFI Triple Bottom Line

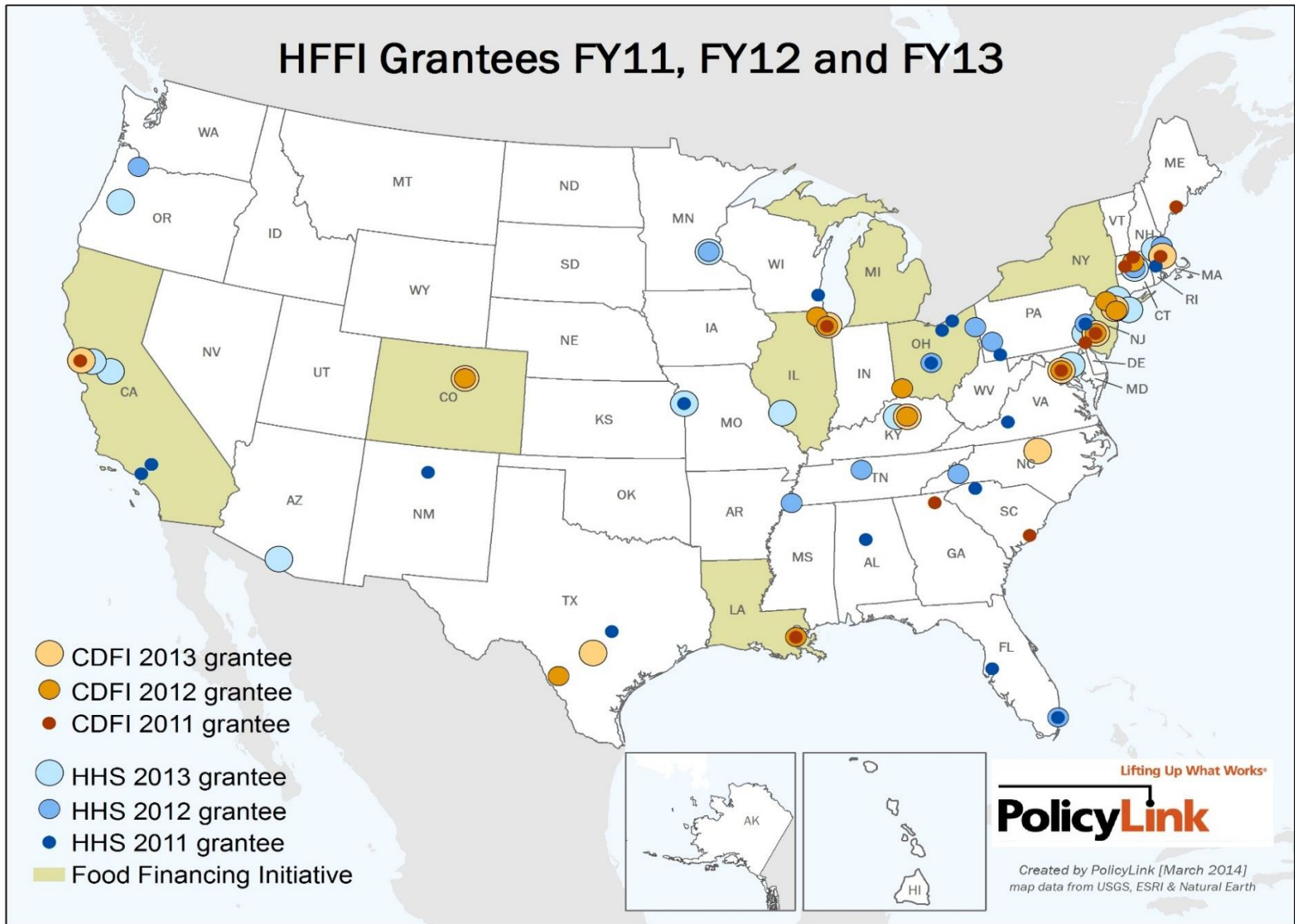


# National HFFI Goals

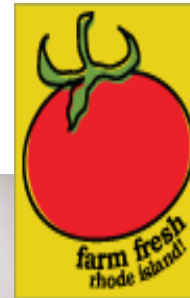
- Expand access to healthy foods
- Support small business development & job creation
- Focus on low-income communities and communities of color



# 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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## 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!

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*America's Tomorrow: Equity is the Superior Growth Model*

Monthly Digest

[www.policylink.org](http://www.policylink.org)

[www.healthyfoodaccess.org](http://www.healthyfoodaccess.org)

**PolicyLink Equity Summit**

**October 27-29, 2015**

**Los Angeles, CA**