One Region Forward
Food Access and Justice. Meeting #4, August 5, 2013

Action Items to Support the Food Consumers of Buffalo Niagara

- Develop and launch a database/clearinghouse to share information on existing community foundations that can be leveraged to get healthy food to households while educating these local foundations and making sure they have a presence at major community events.
- Use existing media networks including local broadcast television, radio, 211 and public service announcements to promote, advocate and educate the benefits of local, healthy food to the local public.
- Use innovative, multi-faceted communications strategies, enlisting health care workers and volunteers, to educate local mothers about breastfeeding programs and build the capacity of these programs.
- Enlist community groups, environmental funders, food retail outlets, senior citizen support organizations, and local transportation providers to create a program whereby car share, shuttle services and cab companies could provide special, reduced-fare transportation to healthy food retail destinations.
- Use a network of convenience stores, farmer cooperatives, non-profit organizations and other groups to develop and launch a program that does branding, provides materials and stock local convenience stores with fruits and vegetables from local farmers (a “franchise-like” model) throughout the season.
- Create a Food Policy Council for Niagara County.
- Promote mobile food trucks who serve healthy food options, a “fresh food Winnebago”, to get healthy foods to neighborhoods without access.
- Create a curriculum and launch a nutrition outreach education program for local public schools.
- Enlist food pantries and culinary schools to educate the broader public of all ages and backgrounds on preparing fresh foods.
- Promote, create new and increase participation in existing “double-up bucks” programs used to increase value of public assistance dollars at fresh market retail options like farmers’ markets.
- Work with food banks, religious institutions and community organizations to determine what food is culturally-appropriate so that our farmers can grow it and provide it to those who want it.
- Enable and support community gardens in neighborhoods with limited access to healthy foods, including refugee populations.
- Work with public officials to educate and facilitate enrollment in public assistance programs at public institutions (libraries, schools, colleges) and food retail destinations, from corner stores to supermarkets.
- Provide childcare facilities and personnel at healthy food retail destinations including farmer’s markets and supermarkets.
• Provide vouchers to people one day a week to give free cab rides to local, healthy food retail destinations.
• Provide alternative staffing at Farmer’s Markets so that their hours of operation can be expanded.
• Provide grants to develop supermarkets in underserved urban communities.
• Promote better coordination of public authorities and departments of government at all levels with an annual meeting where all relevant parties are gathered together to be educated about local access to healthy foods and how it can be strengthened in our communities.
• Direct food support/public assistance, and food education outreach programs to different age groups – youth, young adults, parents and seniors.
• Develop intervention programs that would be successful in increasing children’s consumption of fruits and vegetables through thorough research of marketing psychology and best practices and pilot this program through the assistance of the organization of school dieticians.