

Results from a Community Food Assessment : Hollins Market

What is a Community Food Assessment?

A Community Food Assessment (CFA) is a collaborative and participatory process that systematically examines a broad range of community food issues and assets, to take action to make the community more food secure. CFAs discover challenges in the local food system and food environment and also identify community assets to improve these weaknesses.

Assessment Objectives

- Recognize residents' current habits regarding how and where they currently access food.
- Identify reported barriers and readiness for change at the neighborhood level.
- Describe residents' satisfaction with food available in their neighborhood.
- Gauge residents' awareness of diet and disease.
- To assess the neighborhood residents' patronage of and satisfaction with Hollins Market.

Find more maps at www.mdfoodsystemmap.org

Food Consumption

Food Stores

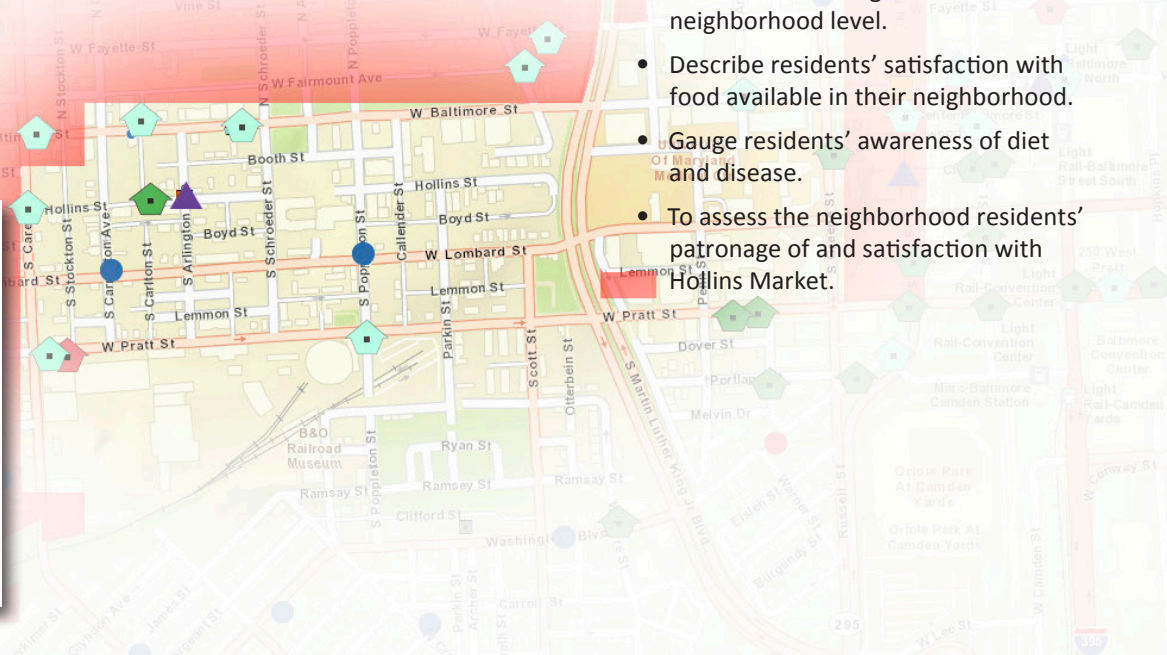
- Supermarkets
- Virtual Supermarket
- Small Grocery / Corner Stores
- 'Behind Glass' Corner Stores
- Convenience Stores

Restaurants

- Full Service Restaurants
- Fast Food Chain Restaurants
- Carry Out Restaurants

Other

- Farmers Markets
- Public Markets
- Emergency Food Centers
- Food Deserts

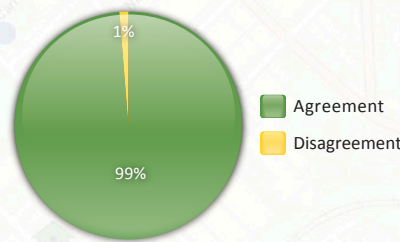


Health Conditions

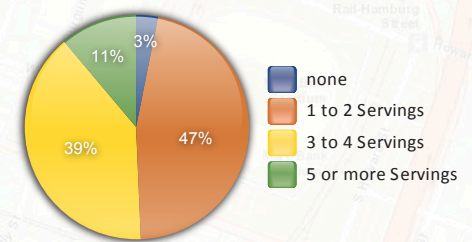
Reported in the household:

- Diabetes (16%)
- High blood pressure (26%)
- Heart disease (3%)
- Cancer (2%)
- Obesity/overweight (20%)
- No conditions (46%)

Perceived Relationship of Health Conditions to Diet



Fruit and Vegetable Consumption per Day



Public and Farmer's Markets

- 82% of respondents visit Hollins Market.
- 25% of those asked were aware of a farmers' market in the neighborhood.

Lifestyles and Diet

- 46% of the people surveyed eat a meal with their family more than 3 times a week; 37% eat a meal with their family 1-2 times per week; 9% eat a meal with their family monthly, and 7% eat a meal with their family a few times per year.

- 46% of respondents participate in SNAP (food stamp program).
- 75% of respondents are very or somewhat interested in learning more about how to prepare foods in a healthy way.

In 2012, 123 people were surveyed for this report.

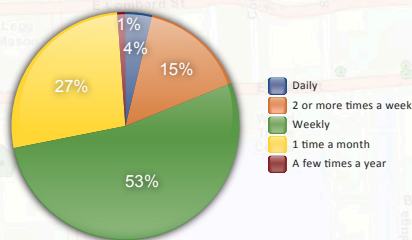
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Reported Barriers

to accessing healthy foods:

- Rent (26%)
- Utilities (20%)
- Medical bills (7%)
- Child support (5%)
- Transportation (11%)

Frequency of Supermarket Visits

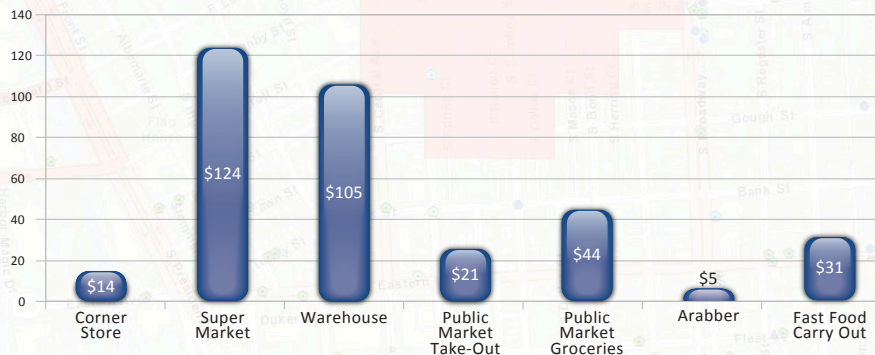


Current Habits

Cooking Habits: 47% prepare meals from scratch daily, 30% several times a week, 9% weekly, 8% monthly, 4% a few times a year, and 1% never prepare meals from scratch.

Transportation: When asked how they get to the supermarket 33% reported that they walk, 57% drive themselves, 13% get a ride, 16% ride the bus, and 6% use a hack.

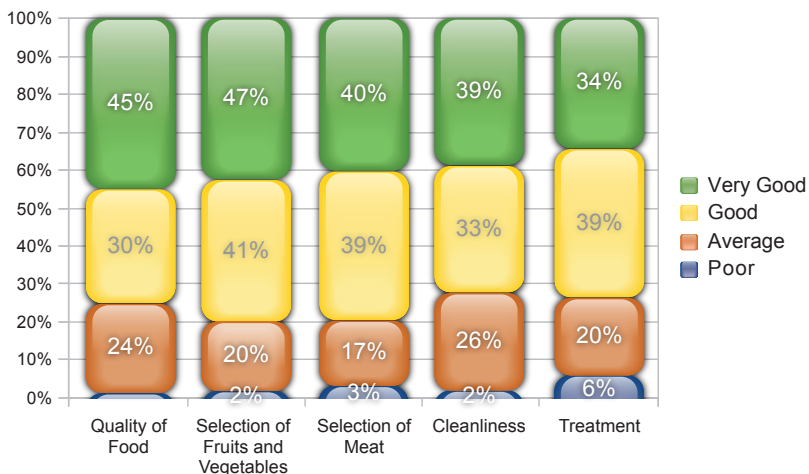
Average Amount Spent Per Trip



Neighborhood Food Satisfaction

- 33% of respondents want to buy fresh fruits that aren't available in their neighborhood and 30% of respondents want to buy fresh vegetables that aren't available in their neighborhood.
- When asked, 9% reported that they are often unable afford food, 17% sometimes are unable to afford food, 25% are rarely unable to afford food, and 49% are never unable to afford food.

Neighborhood Satisfaction with Food Stores



Ready for Change

When asked what would attract them to a public market such as Hollins Markets, respondents said:

- "Make it safer"
- "It needs to be cleaner"
- "Fresher produce"
- "Fresher seafood"
- "More like a farmers' market"

When respondents were asked what they would change about the way that they eat, responses included:

- "More variety, fresher"
- "More visible produce"
- "Less preservatives"
- "Higher quality"
- "Food with color"

- "Organic and free range"
- "Farmers market"
- "Cheaper prices for fresh fruits and veggies"
- "Easier access to food"
- "More ethnic choices"

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