

USING DATA IN PUBLIC PROGRAMS

COLUMBIA, MO

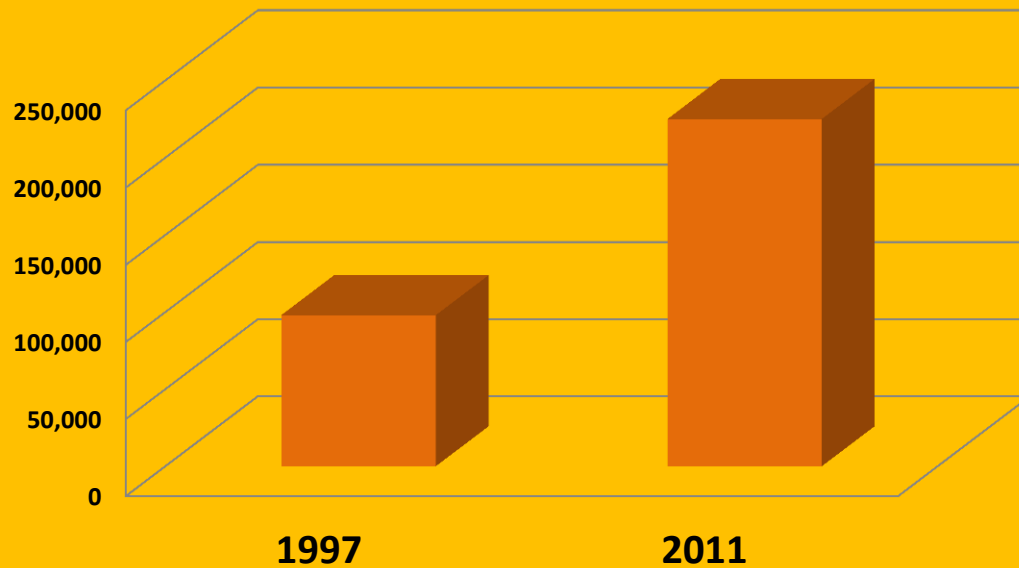
ROBERT OJEDA
2012

Community Food Resource Center

**Community Food Bank of Southern
Arizona**

240,000 Tucsonans live at or below the federal poverty level (2010)

Community Food Bank Clients (monthly)



240,000 Tucsonans live at or below the federal poverty level (2010)

- Emergency food boxes aim to provide 2-3 days of food each month.
- Programs like WIC and SNAP can supplement, but rarely provide enough for the month.
- How do we fill the gap?



FOOD INSECURITY



**EMERGENCY FOOD
ASSISTANCE**



SOUP KITCHENS



CHILD NUTRITION



**FOOD PRODUCTION
FARMS**



**FARMERS'
MARKETS**



GARDENING

SNAP EDUCATION



YOUTH EDUCATION



MENTOR + PROMOTER



FOOD SECURITY

CFRC programs diversify the Community Food Bank's assets and impact.



Increase access to healthy food



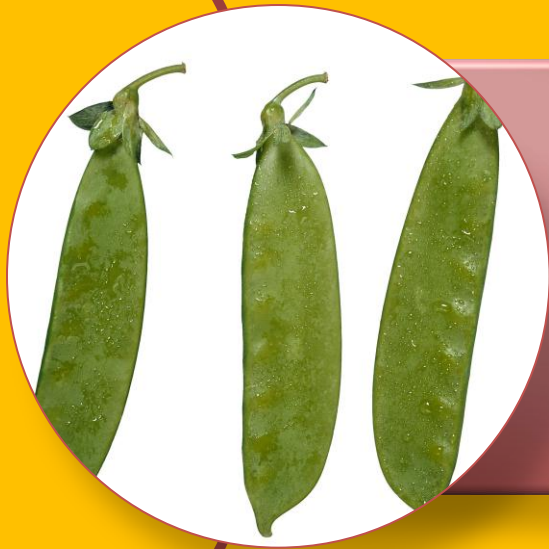
Support community capacity building



Conserve local resources



Support economic development



Access to
healthy food

**74% of Arizonans do not
consume an adequate
level of fruits and
vegetables**

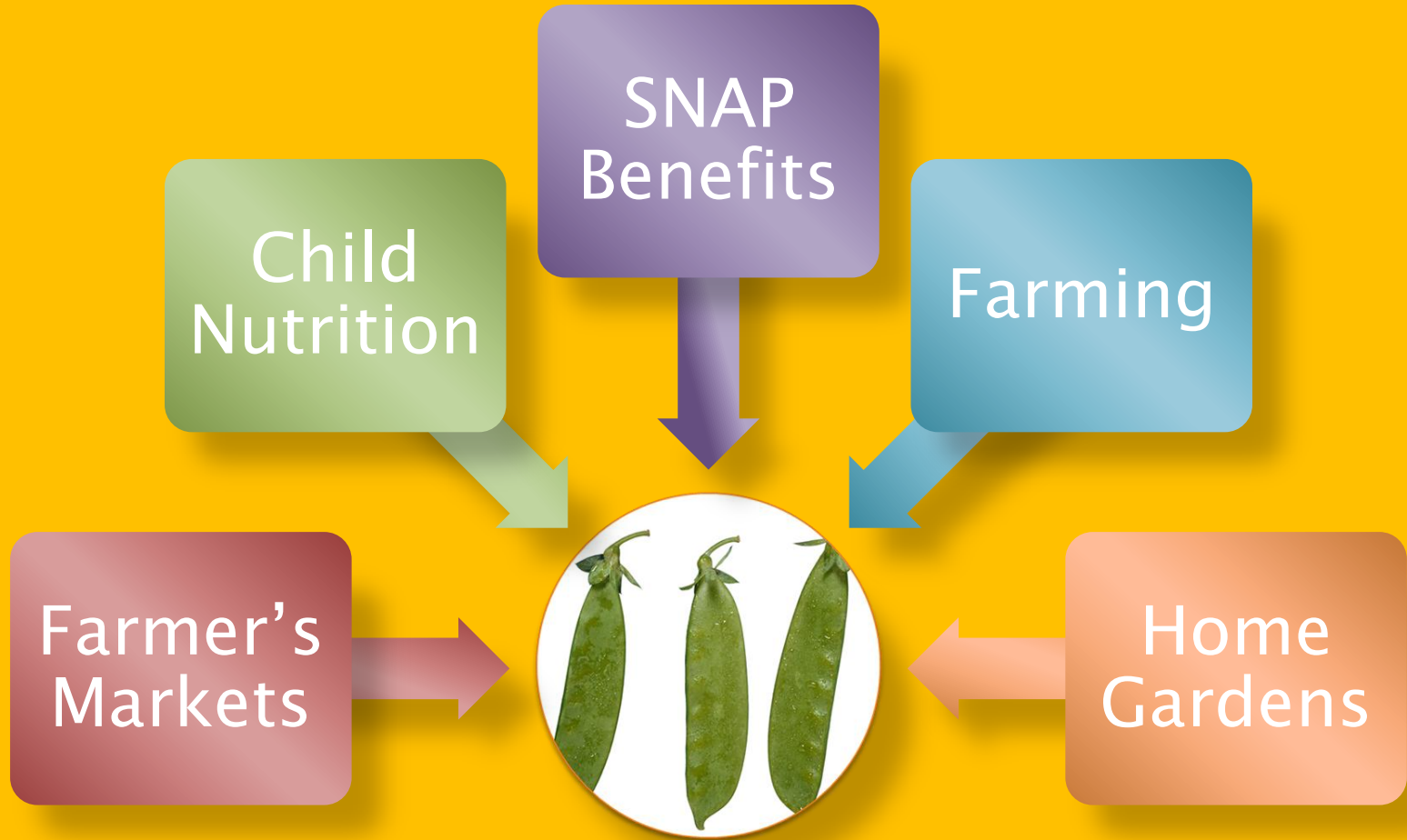


**58% of Arizonans
are overweight or
obese**



**Proper fruit and vegetable consumption has
been connected to better health outcomes.**

Source: Centers for Disease Control.



Increased Access to Healthy Food

83,240 servings of vegetables produced at Marana Farm



ARIZONA DEPARTMENT OF HEALTH SERVICES WIC PROGRAM
1740 WEST ADAMS, PHOENIX, ARIZONA 85007
NEED HELP? Mon - Fri 8 AM - 5 PM, Call 1-800-368-8888-WIC

MISUSE OF DRAFTS SUBJECT TO STATE OR FEDERAL PROSECUTION. VOID IF ALTERED

DRAFT #

AGENCY CLINIC PARTICIPANT ID PARTICIPANT NAME DRAFT TYPE

FARMERS' MARKET 2010

NOT REDEEMABLE IN GROCERY STORES
NO SE PUEDE USAR EN SUPERMERCADOS

Valid for purchase of LOCALLY grown fresh fruits
& vegetables only.

GROWERS: DEPOSIT BY NOVEMBER 30, 2010

VENDOR MUST DEPOSIT WITHIN 60 CALENDAR DAYS FROM FIRST DATE TO

ACTUAL \$ AMOUNT \$ CORRECTION ONLY

\$ 3.00

YOU EXEMPT SALE NOT TO PARTICIPANT SIGNATURE AT ST CASHIER: DO NOT

24% of CFB farmers' market sales purchased using government benefits

83% of Senior AZFMNP checks redeemed at CFB markets

55% WIC vouchers used at farmers' markets

CFB farmers' markets receive 100% of Pima County farmer's market SNAP sales

913

Home Garden Program members





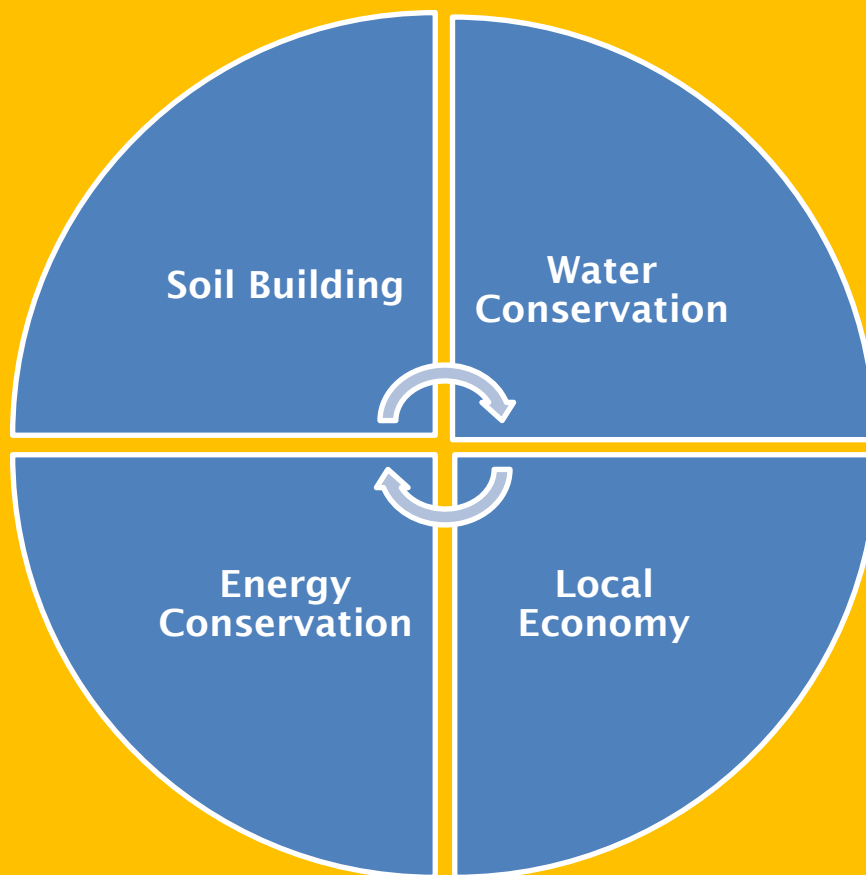
80 garden plots serving
1000 people at Las
Milpitas de Cottonwood
urban farm



Conserving local resources



CFRC programs support the conservation of local resources







**Capacity to produce 970 tons
of compost per year for Farm,
School and Garden programs**



145 tons of landscape and food waste diverted to Marana compost program during 2011



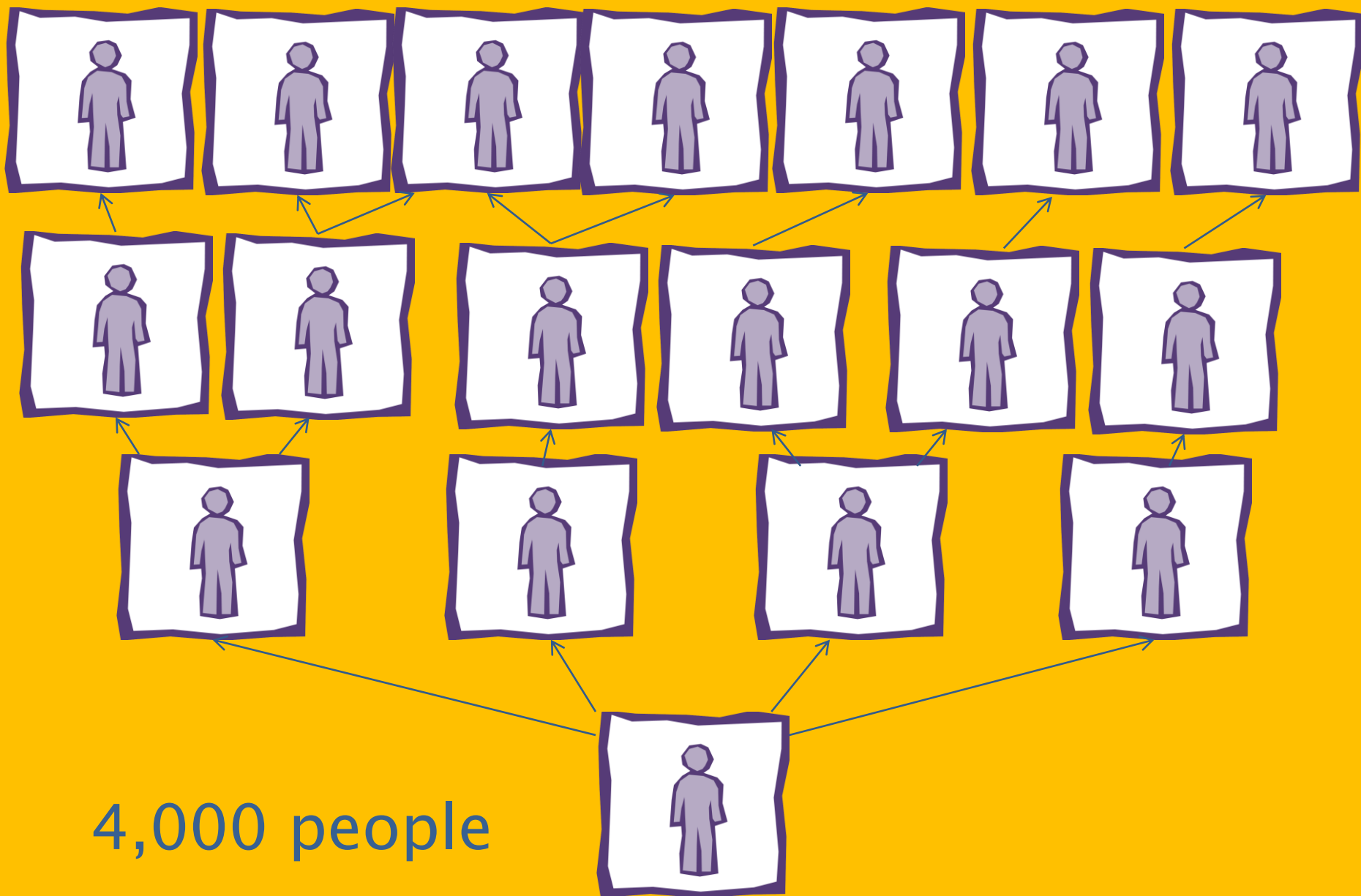
Since 2000, Southwest farmers have suffered from severe water shortages.



Community Capacity Building



**By training
leaders our
impact reaches
further.**



Community Capacity Building





FAM.
C. RUIZ





Manzo Elementary

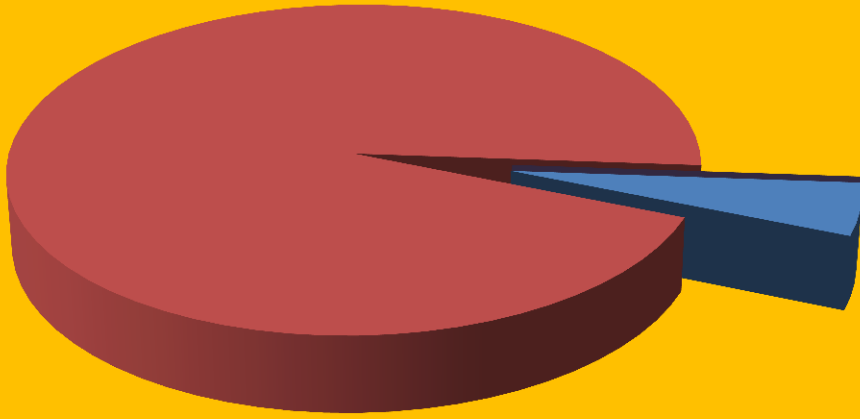


Las Milpitas de Cottonwood

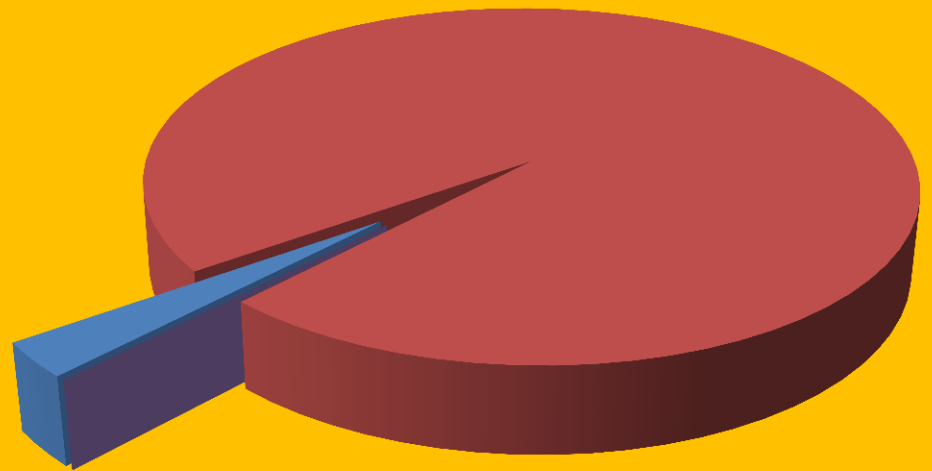


Support Economic Development

**95% of food GROWN
in AZ is EXPORTED**



**97% of food CONSUMED
in AZ is IMPORTED**



Economic Development

A Better System

- ▣ If Southern Arizona residents purchased 15% of their food (\$5 per person/week) directly from local farmers, this would generate \$287 million of new farm income.
- ▣ *There is real potential for economic recovery in our state related to food, which would have powerful ripple effects on the communities we work with.*



**Supporting the growth of small
businesses**

**Community
Capacity
Building**



**Conserving
Local
Resources**



**Access to
Healthy Food**



**Economic
Development**



**Healthy
Strong
Community**

In five years, we will...

- ▣ Help our community gain \$7 million in SNAP nutrition benefits.
- ▣ **Grow 450,000 servings of vegetables.**
- ▣ Produce 5,000 tons of compost, which can provide an additional 200,000 servings of vegetables in our clients' home and school gardens.
- ▣ **Teach 20,000 people how to grow or cook healthy food.**
- ▣ Train 600 youth apprentice farmers.

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