

WEST VIRGINIA FOOD DESERT SUMMIT 2019

COLLECTIVE ACTION TO ADDRESS
FOOD DESERTS IN WEST VIRGINIA

BRIDGERPORT CONFERENCE CENTER
DECEMBER 10, 2019



WEST VIRGINIA FOOD DESERT SUMMIT 2019

VISION STATEMENT

“Provide a full retail experience that accommodates the preferences of everyone in West Virginia, especially its low wealth communities, with (healthy) food options that are affordable, available, acceptable, and accessible.”

THE 6 LENSES OF FOOD DESERT CONVERSATIONS

- **Production, Distribution, and Infrastructure** - This lens considers how food is grown, how it is processed, delivering it to market, generating a profit
- **Healthy, Organic, Local Food** - Promoting locally grown, fresh, healthy or organic produce, fruits, vegetables
- **Personal Health, Diet, Behavior, Healthcare** - This includes the environmental aspects of food, as the basis of what we eat, including soil, water, and climate change
- **Natural Environment & Sustainability** - Environmental aspects of food... soil, water, climate change... have people doing this research at the university... natural environment is basis for what we grow... threats to farmers, supply chains...
- **Finance & Investment** - This encompasses economic development and the financing of grocery stores and other retail solutions
- **Underserved Communities' Preferences** - This concerns the 5 “A”s

— **Accommodating**

Are vendors and retailers aware of consumers' needs?

— **Acceptable**

Does the food fit the taste and culture of consumers? (e.g. seniors - eat small portions)

— **Available**

Is the food present?

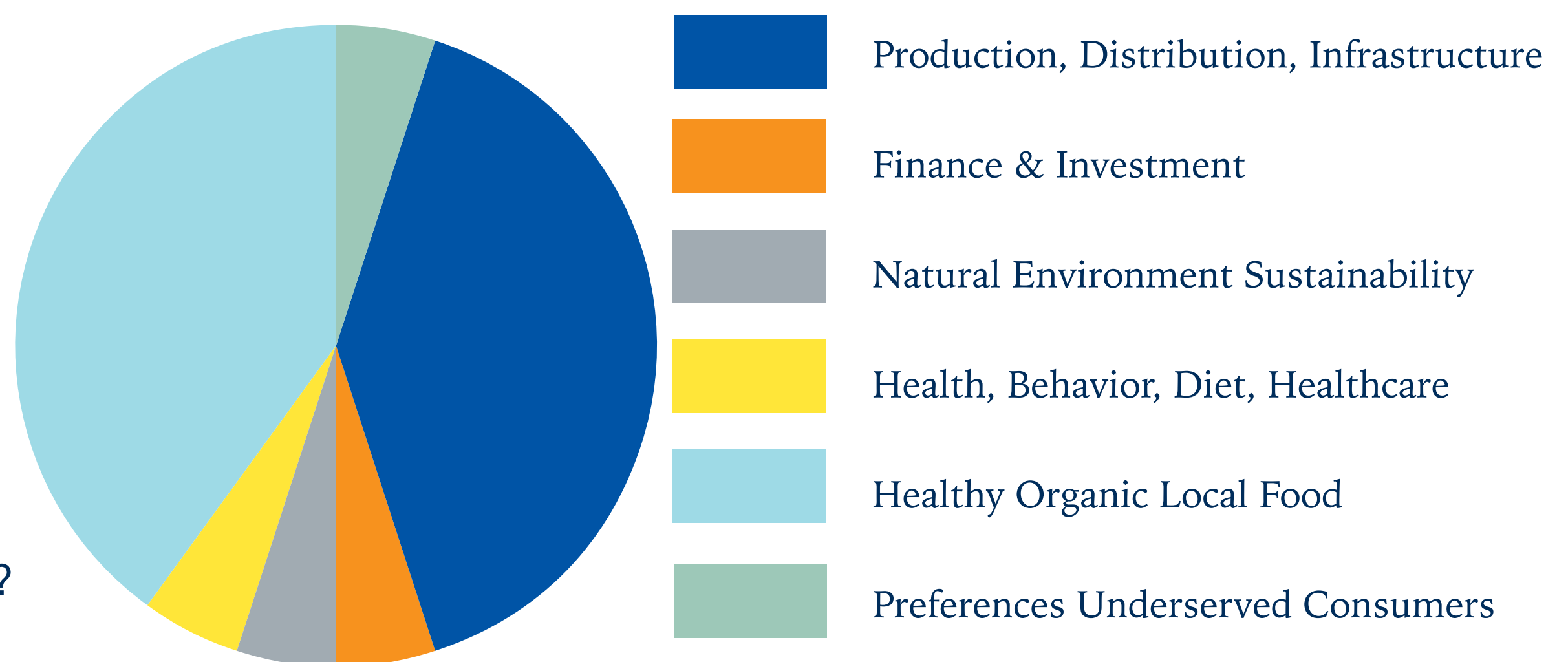
— **Accessible**

Can consumers get to it?

— **Affordable**

Can consumers afford it?

Mapping the Food Desert Conversation in West Virginia



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