



2013 Siskiyou County Community Food Security Assessment Report

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Prepared by
**Great Northern Services
(GNS)**

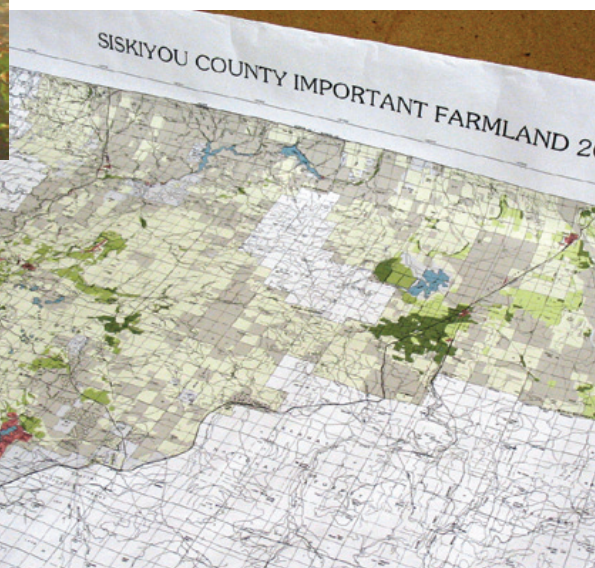


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Introduction

It is commodities distribution day in Weed, CA—centrally located in Siskiyou County along the Interstate 5 corridor. Single mothers with children, veterans, the unemployed and neighbors and friends line up to take home supplemental food for themselves and their families. At best it is a humbling experience for those that receive and those that give out food on a regularly scheduled basis. Siskiyou County has a low per capita and median income compared to state-wide figures. We have a significant number of vulnerable residents, with 18.8% of the population over the age of 65. (American Community Survey, 2005 – 2009). The US Census Data shows 19.6% of Siskiyou County's population is living in poverty.

These statistics repeat the story that is all too familiar in Siskiyou County – many families can't afford to stay here and young people can't find work to remain here after they've graduated from high school. The question of how to change this economic outlook for current and future residents is an ongoing conversation between many organizations county-wide.

Great Northern has been advocating to provide food for residents in need for over 23 years through its USDA commodities distribution program and work with local food pantries, soup kitchens and churches. We also administer the Low Income Home Energy Assistance Program (LIHEAP) and Weatherization Program to Siskiyou County's qualifying residents. This puts us in touch with

this vulnerable segment of our population every day, adding to our understanding of the unique and diverse circumstances that profile our county.

Great Northern received a matching grant through USDA National Institute of Food and Agriculture (NIFA) to learn more about the food insecurity issues that relate directly to the economic challenges for our rural area. Our primary focus in the Community Food Assessment was to link Siskiyou County's low income residents into local food discussions. Through facilitated community meetings and sharing information about the county's food producing abilities, restrictions and challenges we collected pieces of the food insecurity puzzle. We encouraged low income residents who face daily challenges regarding where their next meals will come from to join in the discussion to bring their voices to the table. Here is our report.



Bonnie Kubowitz
Executive Director, Great Northern Services



Assessment Team



Renee Casterline – manages the Great Northern Community Food Program and coordinates the USDA Commodities distribution for all Siskiyou County residents. Born and raised in Siskiyou County, Renee has personal family agricultural history, a passion for food system analysis and works enthusiastically towards the expansion of food related programs and services. She recently completed a Master's Degree in Environmental Law and Policy.



Audra Gibson – manages the Marketing Department and Special Projects at Great Northern. Audra is also a professional photographer, video editor and writer and is well networked throughout Siskiyou County. She has eight years' experience as an elected official at the local and regional level and served as a small cities representative on the board of the League of California Cities. She continues her civic involvement outside of work on local boards and agency commissions.



Gretchen Ponts - President of Strata Research, Ms. Ponts designs, executes and reports findings for all market research projects executed for her primary clientele, as well as consults on all projects executed by Strata Research. She is a highly experienced quantitative and qualitative research methodologist, adept in behavior profiling studies, communications testing, new product development, and product and services evaluation. Prior to joining Strata Research, Gretchen was a marketing consultant for private, international firms as well as for the education industry. Her work has sent her throughout the United States, Europe, and Asia. She earned her Bachelor's from DePaul University, and her Master's from the University of San Diego.



Executive Summary

This report authentically reflects the input from the community and individuals as to what residents have identified as the real and important issues for them surrounding food. This information is an essential building block for partnering agencies to increase the understanding of food access and nutrition issues. It brings to light the roles of local food producers in establishing food sustainability, as well as the need for future food related projects for rural Siskiyou County.



PHASE ONE of the *Community Food Assessment* was an extensive 10 page survey that asked questions related to food access, cooking and eating habits and economic concerns. This survey was distributed online and by Family and Community Resource Centers across the county, generating 886 responses from a wide range of individuals. The survey was open from late December 2012 through the end of April 2013.

Summary of Findings:

Grocery Shopper Profile:

- 69% of Siskiyou County residents shop for groceries locally, while 22% go out of state.
- Grocery store chains followed by mass retailers are the most often shopped channels.
- Lack of money for groceries and cost of gas make it most difficult for residents to shop.
- Primarily, residents reported having their own vehicle to go shopping. Those that didn't were more likely to walk or ask for a ride rather than take the only public transportation option—which is the STAGE bus—to go shopping.

Fresh / Local Food Evaluation:

- 7 out of 10 residents find it extremely important to buy fresh food, such as produce, whole grains, dairy and meat.
- 59% of residents find buying fresh food is too expensive.
- 54% can afford to buy fresh food in the summer compared to only 37% in the winter.
- 7 out of 10 said local food is available for them to purchase where they live, yet only 5 out of 10 believe they can afford it.

Food Economics:

- Residents are most likely to skip buying groceries in order to afford heat or pay for medical expenses.
- 8 out of 10 CalFresh recipients run out of their benefits before the end of the month.

Children and Seniors in Households:

- Nearly a third of households are struggling to feed their kids during the summer break.
- 1 in 4 adults are going hungry at least once a month so that children in their house can eat.
- 73% of Seniors are aware of meal programs and 25% take advantage of them.

PHASE TWO was a series of Community Food Conversations at four locations in the county and a fifth joint county wide wrap up event. At the first four meetings, residents in each area catalogued their food assets. These included: small scale food resources, people with skills and knowledge to contribute, equipment and facilities. When asked "What do you want to work on?" participants selected priority projects to which they then brainstormed the goals, partners and next steps. At the final meeting residents from around the county shared stories, experience and information about projects already in progress and networked to strengthen local food vitality. Local Cottage Food Law information was presented by the first permitted cottage food business owner in the county and a county Public Health official. Survey results and common themes were shared to inspire next steps.



Background & Objectives

In order to gauge household behavior and perceptions involving the purchases of grocery items, as well as to understand the burdens involved in shopping, Great Northern commissioned Strata Research to conduct research profiling residents of Siskiyou County.

This research set out to:

- ▶ Create a profile of where and how households choose to shop for groceries.
- ▶ Understand the importance and perceptions of fresh and/or local food offerings.
- ▶ Determine budget constraints imposed on shopping behaviors.
- ▶ Identify the types of food needed in the preparation of daily meals.
- ▶ Understand the eating habits of residents, including children and/or seniors included in a household.




Methodology

In total, 886 Siskiyou County residents were interviewed via a 10 minute online or paper based survey.

- ▶ Participants were residents of Siskiyou County.
- ▶ Interviews were conducted in one of two ways:
 - Self-administered online survey
 - Paper-based survey distributed and collected at local Family Resource Centers and other locations throughout Siskiyou County.

The table below illustrates the sample sizes separated into the five regions in Siskiyou County used throughout this report and the margin of error associated with each region.



	Total	South County	Shasta Valley / North County	Butte Valley / Klamath Basin	Scott Valley	Downriver
Sample Size	886	383	213	158	84	47
Margin of Error (±)	3.3%	5.0%	6.7%	7.8%	10.7%	14.3%

Throughout this report, residents are broken up into four income brackets: those under the Federal Poverty Line (Under), with low incomes (Low), with moderate incomes (Mod) and with high incomes (High).

Those in or below the moderate income bracket fall beneath Siskiyou County's median income level based on household size. Residents selected their household income bracket based on their annual income before taxes.

# in Household	Under	Low	Mod	High
1	Under \$11,170	\$11,171-\$16,755	\$16,756-\$22,340	Over \$22,341
2	Under \$ 15,130	\$15,131-\$22,695	\$22,696-\$30,260	Over \$30,261
3	Under \$19,090	\$19,091-\$28,635	\$28,636-\$38,180	Over \$38,181
4	Under \$23,050	\$23,051-\$34,575	\$34,576-\$46,100	Over \$46,101
5	Under \$27,010	\$27,011-\$40,515	\$40,516-\$54,020	Over \$54,021
6	Under \$30,970	\$30,971-\$46,455	\$46,456-\$61,940	Over \$61,941
7	Under \$34,930	\$34,931-\$52,395	\$52,396-\$69,860	Over \$69,861
8	Under \$38,890	\$38,891-\$58,335	\$58,336-\$77,780	Over \$77,781

Throughout this report:

- Significance testing conducted at the 95% confidence level.
- Some percentages may not add up to 100% due to rounding.
- Additional population sizes noted throughout the report as appropriate.

Respondent Profile

Below is the respondent profile of those who participated in the survey, in total and by each of the five categorized regions within Siskiyou County.

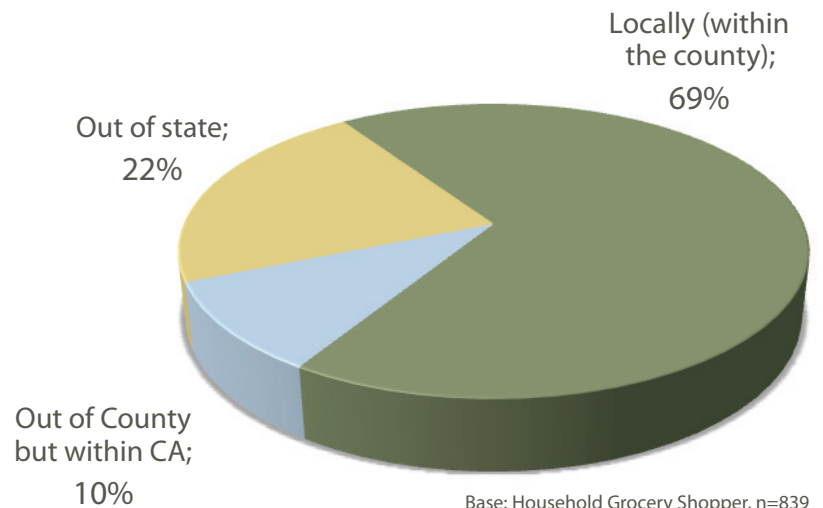
%	Total (n=886)	South County (n=383)	Shasta Valley/North County (n=213)	Butte Valley Klamath Basin (n=158)	Scott Valley (n= 84)	Downriver (n=47)
Gender						
Male	24	27	26	20	10	40
Female	76	73	74	80	90	60
Household Total Count						
1	33	41	33	21	23	30
2	30	33	28	21	41	34
3	13	12	14	13	9	19
4	12	10	11	18	16	2
5	6	3	6	13	7	9
6+	6	1	8	14	4	6
Ethnicity						
White, non-Hispanic	73	80	74	56	84	62
Hispanic/Latino	8	1	3	34	2	2
American Indian	6	3	10	3	10	19
European	3	4	2	1	1	0
African American	1	2	<1	2	0	4
Asian	<1	<1	<1	0	0	0
Household Income						
Under	53	41	57	72	47	76
Low	19	23	17	20	16	9
Moderate	10	13	13	5	11	0
High	17	24	14	3	26	15

Percentages may not add up to 100% due to rounding

Grocery Shopping Profile

Where do you do the majority of your grocery shopping?

- ▶ The majority of household shoppers choose to grocery shop locally.
- ▶ Those who do not shop locally tend to go out of state for groceries rather than to a neighboring California county.

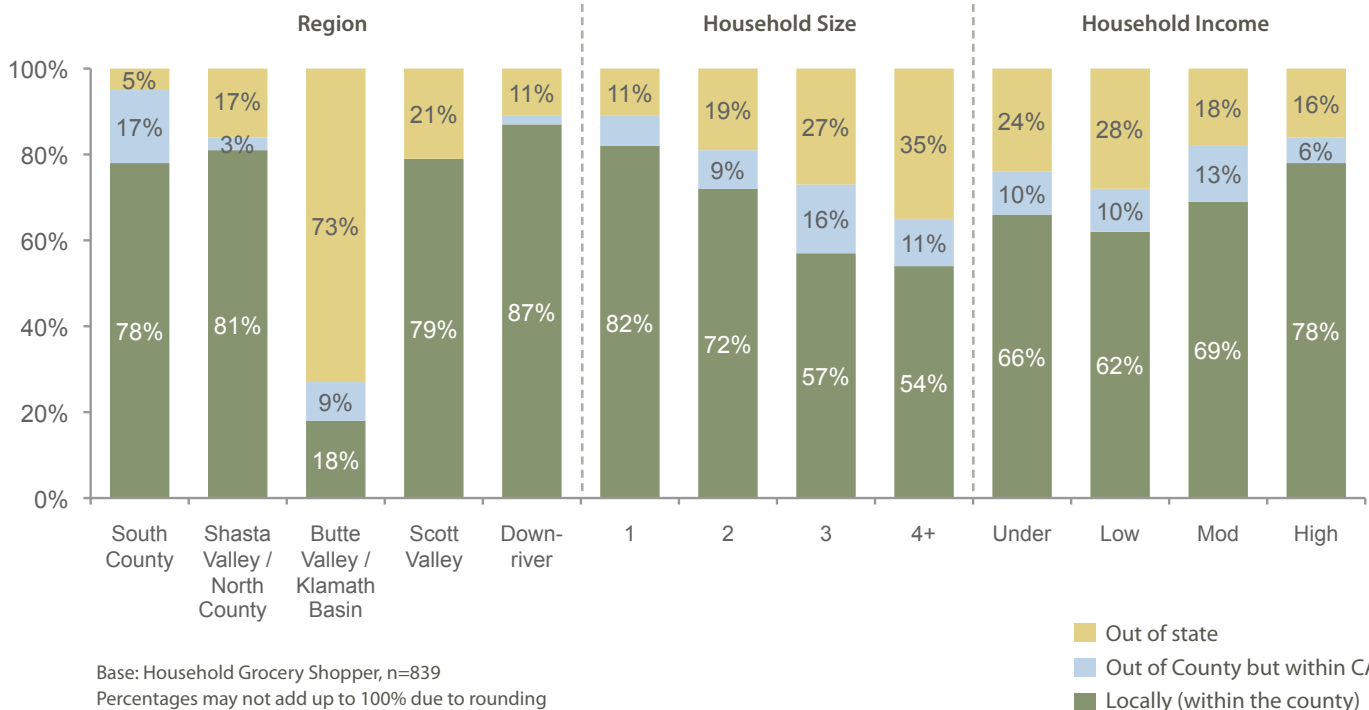


Base: Household Grocery Shopper, n=839
Percentages may not add up to 100% due to rounding

- ▶ Those living in the Butte Valley/ Klamath Basin Region are the most likely to go out of state to purchase groceries.

- ▶ As household size rises, shoppers are more willing to travel out of state to do their shopping.

- ▶ While most still shop locally, lower income brackets are more likely to shop out of state than higher income brackets.



Base: Household Grocery Shopper, n=839
Percentages may not add up to 100% due to rounding

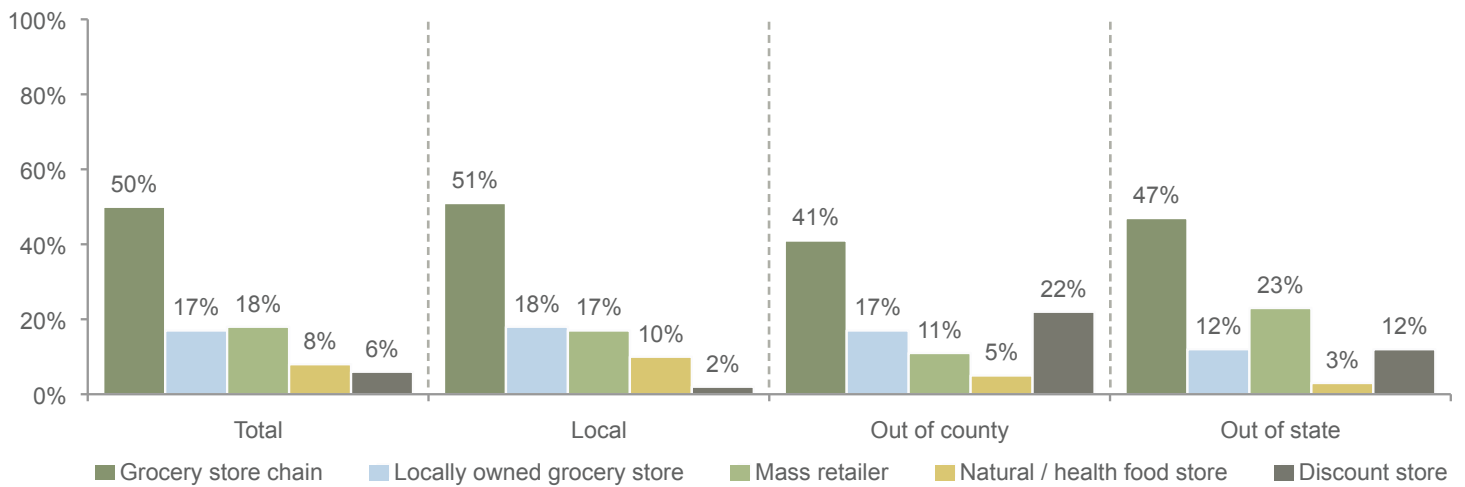
Shopping Location Breakdown

At what type of location do you do the majority of your grocery shopping?

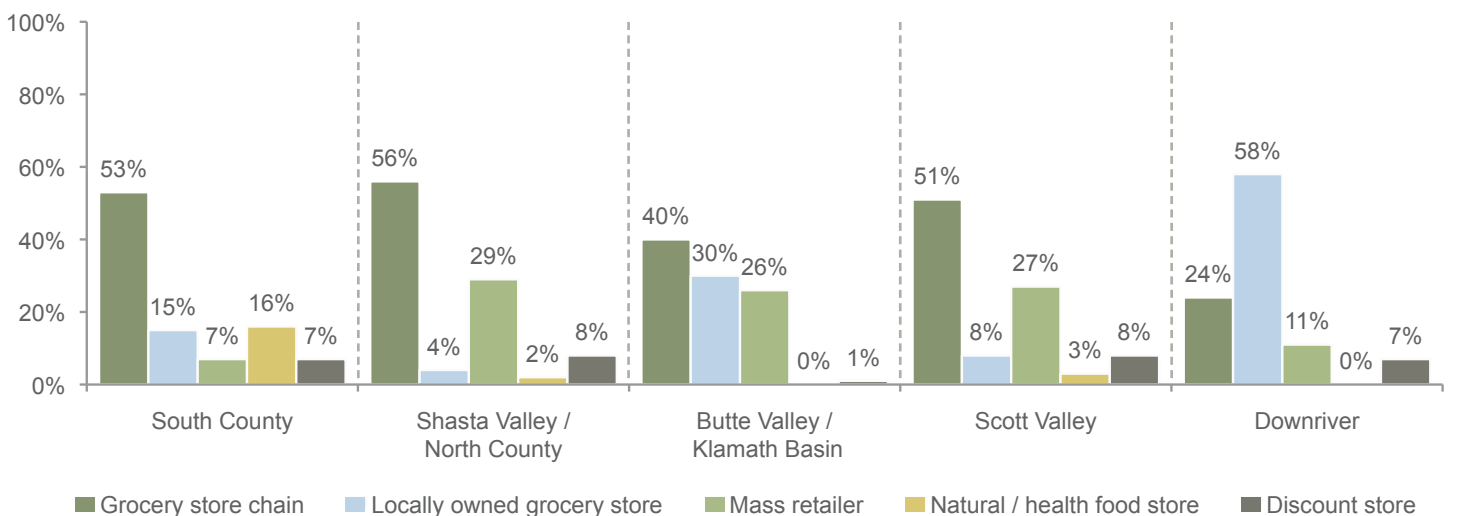
Aggregate Responses of Less Than ≤1% Omitted



- ▶ Overall, the majority of household shoppers shop at grocery store chains with the next most popular being locally owned grocery stores or mass retailers.
- ▶ Beyond grocery stores, out of state shoppers are most likely to shop at mass retailers compared to local and out of county.
- ▶ Those traveling out of the county to do their shopping are the most likely to shop at discount stores after grocery stores.



- ▶ Overall, shoppers favored grocery store chains, while shopping locally owned stores was also very popular Downriver.
- ▶ Mass retailers were a popular choice for shoppers in Shasta Valley/North County, Butte Valley/Klamath Basin, and Scott Valley.



Grocery Trip Frequency

On average, how many times a month do you shop for groceries?

- The average amount of trips to the grocery store is higher in South County and Downriver, among those who shop locally, and those with higher household incomes.
- Larger households and those who travel the greatest distance to the store have a lower amount of store visits per month.

	Total	Region					Average distance traveled to grocery shop				
		South County	Shasta Valley / North County	Butte Valley / Klamath Basin	Scott Valley	Down-river	0 – 5 Miles	6-15 Miles	16-25 Miles	26 – 50 Miles	51 – 100 Miles
Mean	4.54	5.72	3.88	2.42	4.01	5.89	6.32	5.36	3.63	2.77	2.73
Median	3.00	4.00	3.00	2.00	3.00	4.00	4.00	4.00	3.00	2.00	2.00

	Total	Majority of groceries shopped			Household count				Household income			
		Local	Out of County	Out of State	1	2	3	4+	Under	Low	Mod	High
Mean	4.54	5.44	2.55	2.59	4.66	5.21	4.45	3.64	4.13	4.27	4.52	6.18
Median	3.00	4.00	2.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	4.00

Base: Household Grocery Shopper, n=839

Grocery Trip Distance

On average, how far do you travel to do your main grocery shopping?

- The average family is traveling just over 9 miles to grocery shop.
- Butte Valley / Klamath Basin and Downriver residents and those with a higher household count travel farthest to shop.

	Total	Region				
		South County	Shasta Valley / North County	Butte Valley / Klamath Basin	Scott Valley	Downriver
Mean	9.14	7.56	6.28	13.16	11.75	16.56

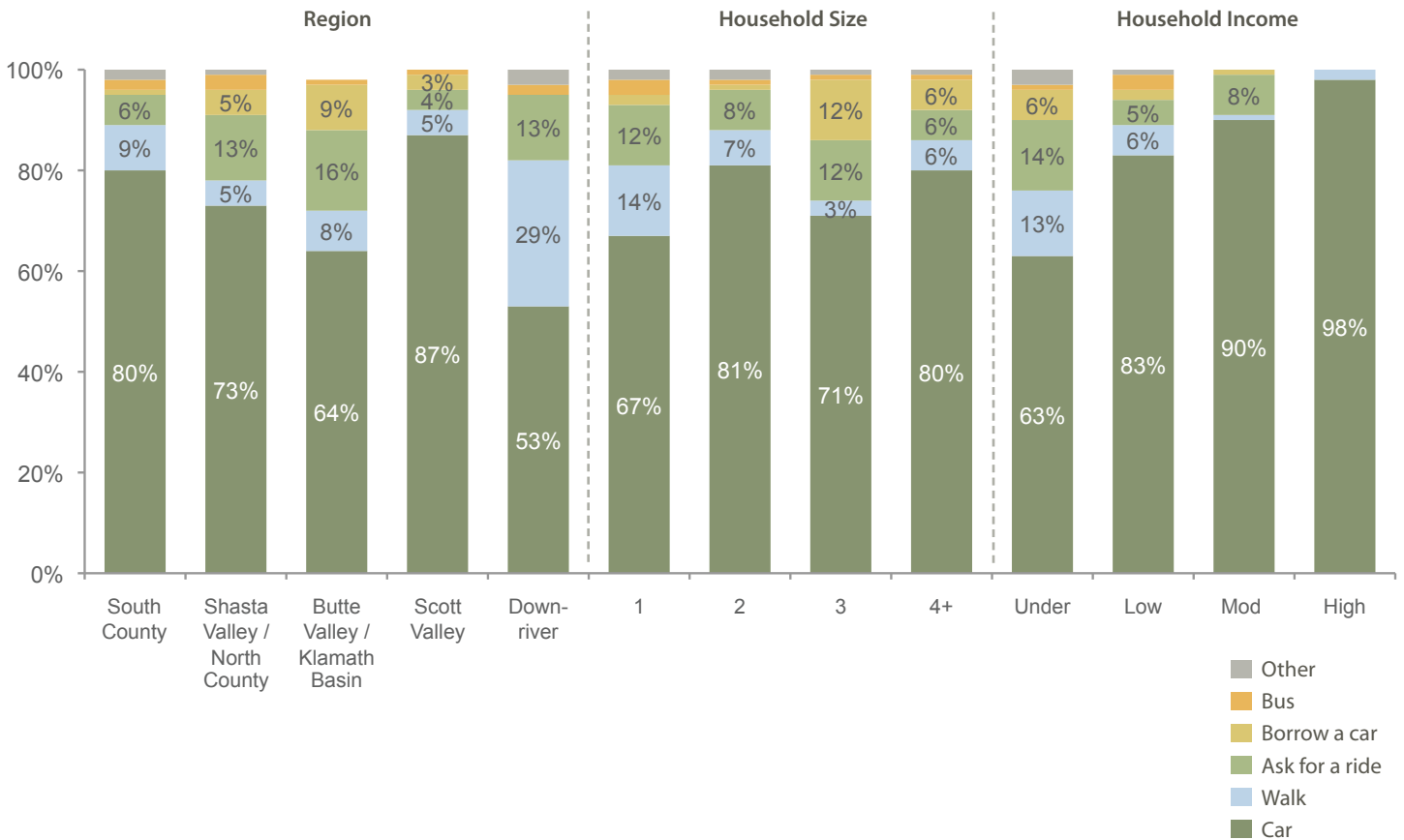
	Total	Majority of groceries shopped			Household count				Household income			
		Local	Out of County	Out of State	1	2	3	4	Under	Low	Mod	High
Mean	9.14	4.36	18.01	20.34	6.18	8.73	13.10	11.10	9.39	8.68	10.20	8.42

Base: Household Grocery Shopper, n=839

Mode of Transportation

And how do you typically get there?

- For all families, the car is the most preferred method of getting to the grocery store.
- Those with lower household incomes, living Downriver, or one-person households are more likely to walk or ask for a ride to the store.

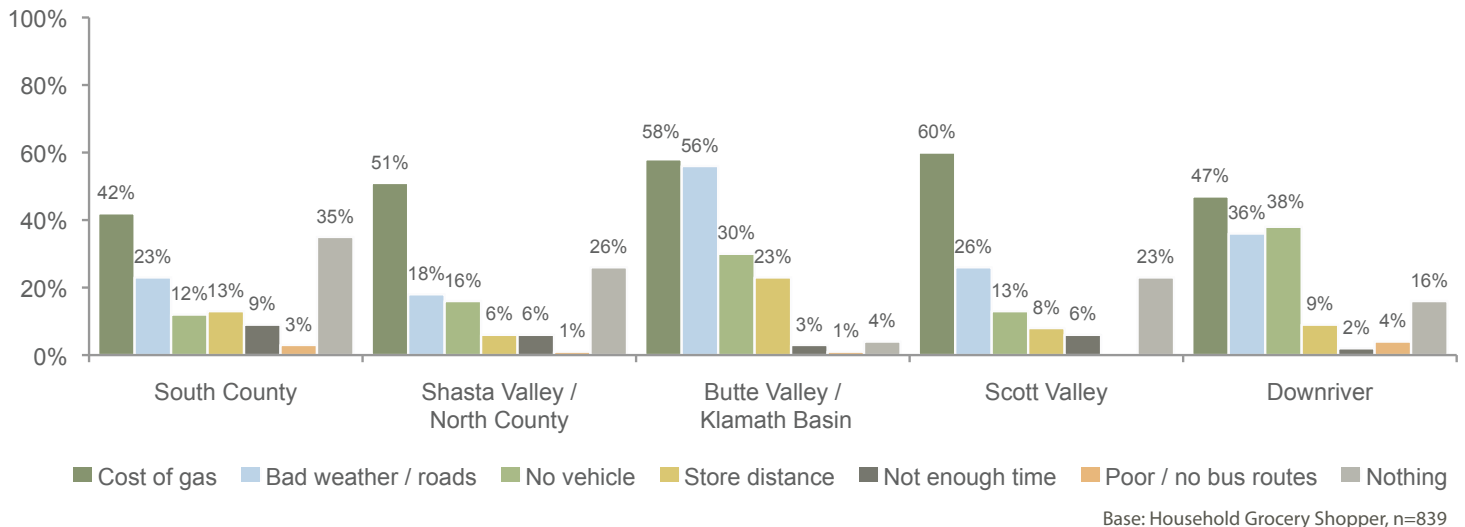


Base: Household Grocery Shopper, n=839

Grocery Difficulties

What has made it difficult for you to get to where you shop for groceries?

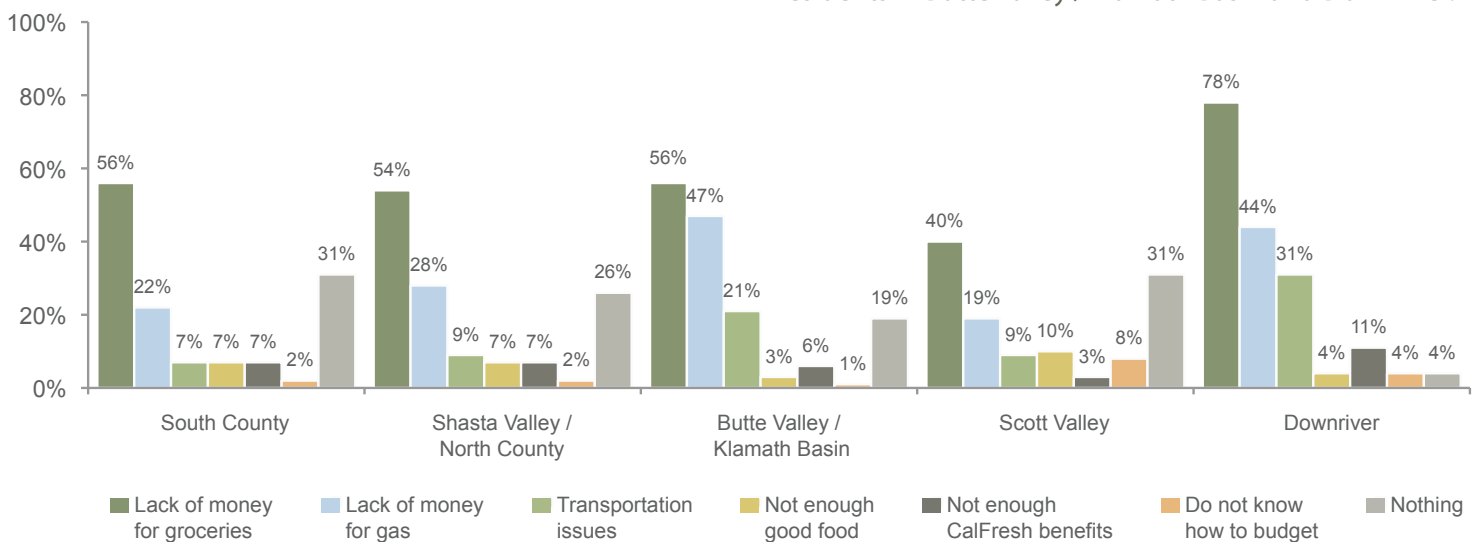
- For all families, the cost of gas is the biggest obstacle in getting to the grocery store.
- Shoppers in Butte Valley/Klamath Basin and Downriver were most affected by bad weather or roads or a lack of a vehicle.



What has made it difficult for you to buy groceries?

Aggregate Responses of Less Than ≤2% Omitted

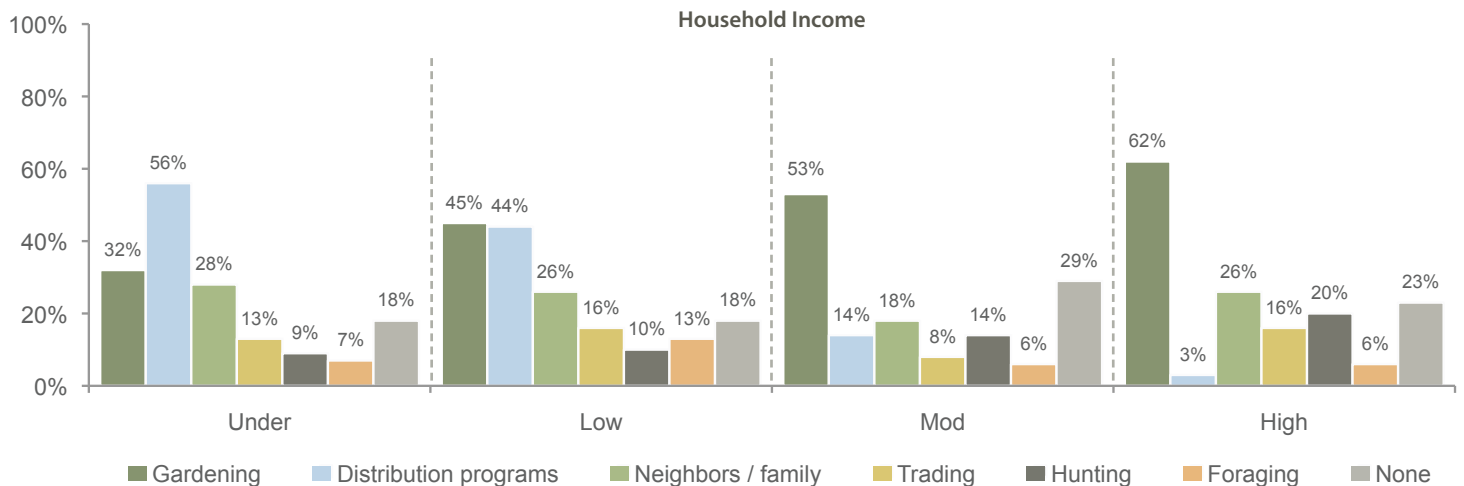
- In each region, lack of money was the biggest hurdle for buying groceries, especially Downriver.
- Beyond lack of money for groceries, lack of money for gas and transportation issues also played a prominent role in making buying groceries more difficult for residents in Butte Valley / Klamath Basin and Downriver.



Shopping Alternatives

Besides shopping, in what other ways do you get food?

- ▶ Free food distribution programs and gardening are the two most common alternatives to shopping.
- ▶ Free food distribution programs are used widely by those in lower household incomes.
- ▶ Gardening becomes more popular as an alternative source of food as household income increases.



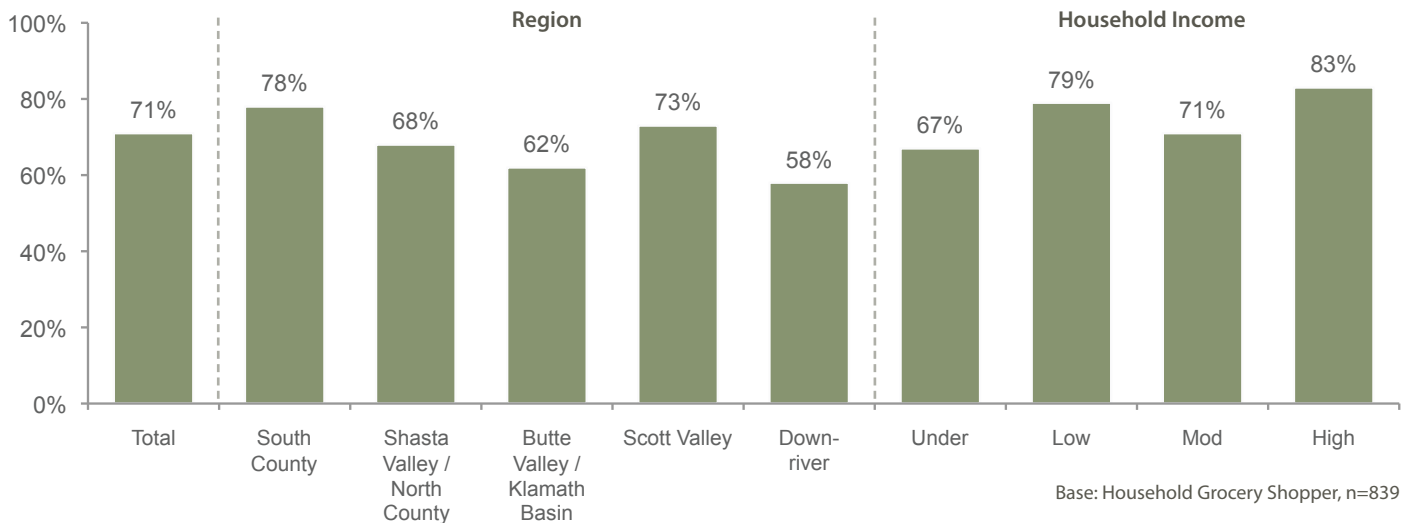
Base: Household Grocery Shopper, n=839

Fresh Foods vs. Pre-packaged

How important is it for you to buy fresh foods, such as fruits, vegetables, whole grains, dairy, fish and meat, instead of pre-packaged foods (i.e. Top Ramen, Rice-a-Roni) or already prepared meals (i.e. TV dinners, frozen pizzas)? % Extremely Important Charted

- ▶ On average, 7 out 10 residents find it extremely important to buy fresh foods instead of pre-packaged or already prepared meals.

- ▶ South County residents and those who have highest income place greatest importance on buying fresh food.



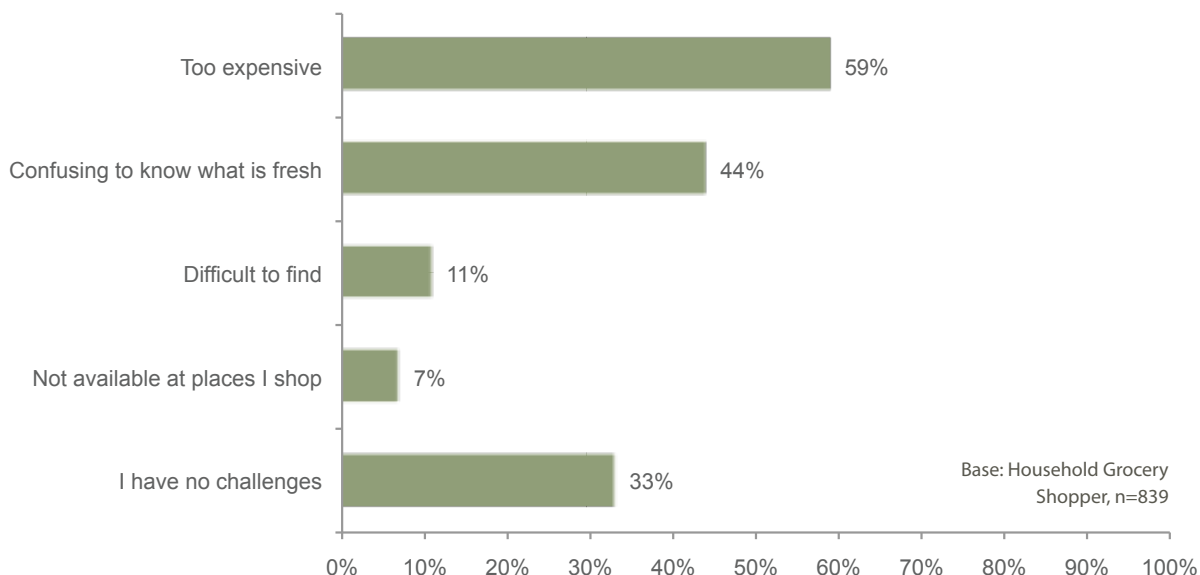
Challenges to Buying Fresh

What factors make it challenging to buy fresh food?

Is it because fresh food is: Multiple Responses Accepted

- ▶ While some residents had no challenges buying fresh foods, for over one-half of residents, buying fresh food was challenging because of the cost.

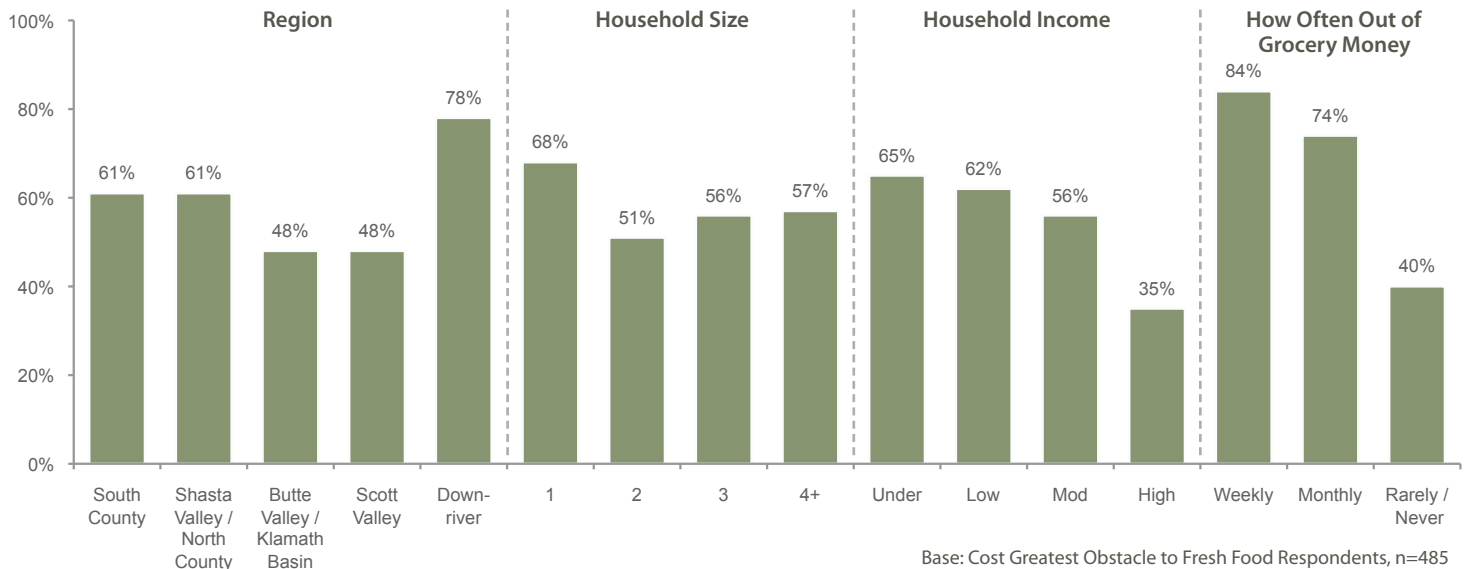
- ▶ Some residents also found fresh foods difficult to find or not available where they shop.



Challenges to Buying Fresh: Cost

What factors make it challenging to buy fresh food? "Too Expensive" Responses Charted by Segment

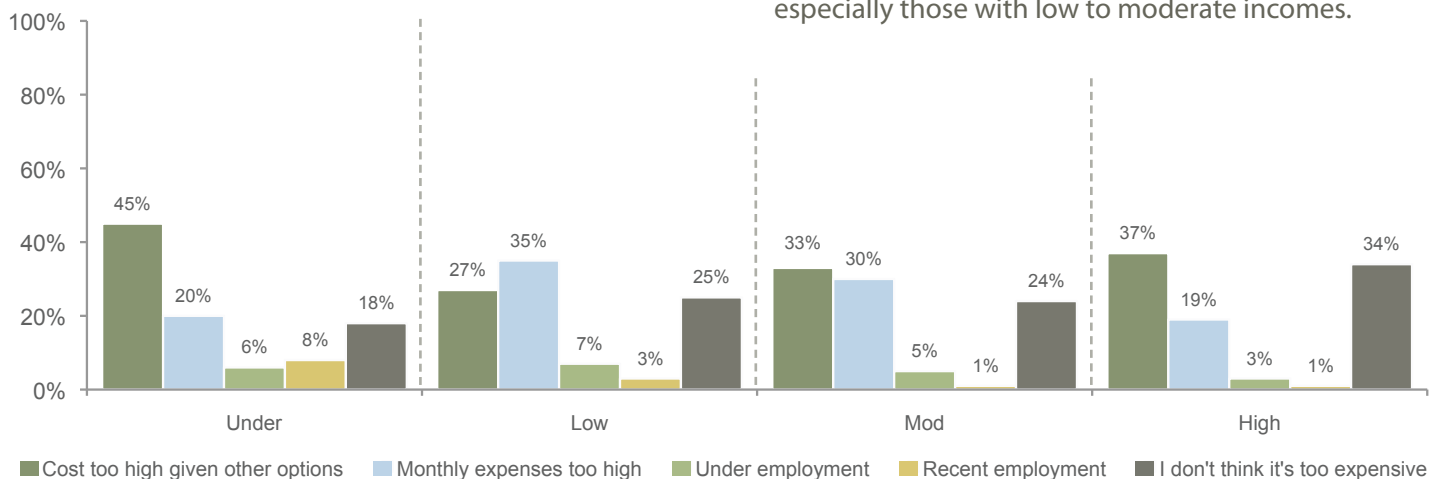
- ▶ Among residents that said buying fresh food was too expensive, those living Downriver or in a one-person household are most likely to think it is too expensive.
- ▶ It was less of a problem for those with the highest household income and families who are rarely running out of grocery money.



Challenges to Buying Fresh: By Income

What makes fresh food too expensive? By Household Income

- ▶ Regardless of income, the cost of fresh foods is too high given other options.
- ▶ Other monthly expenses played a significant part in fresh foods being too expensive for all incomes as well, especially those with low to moderate incomes.

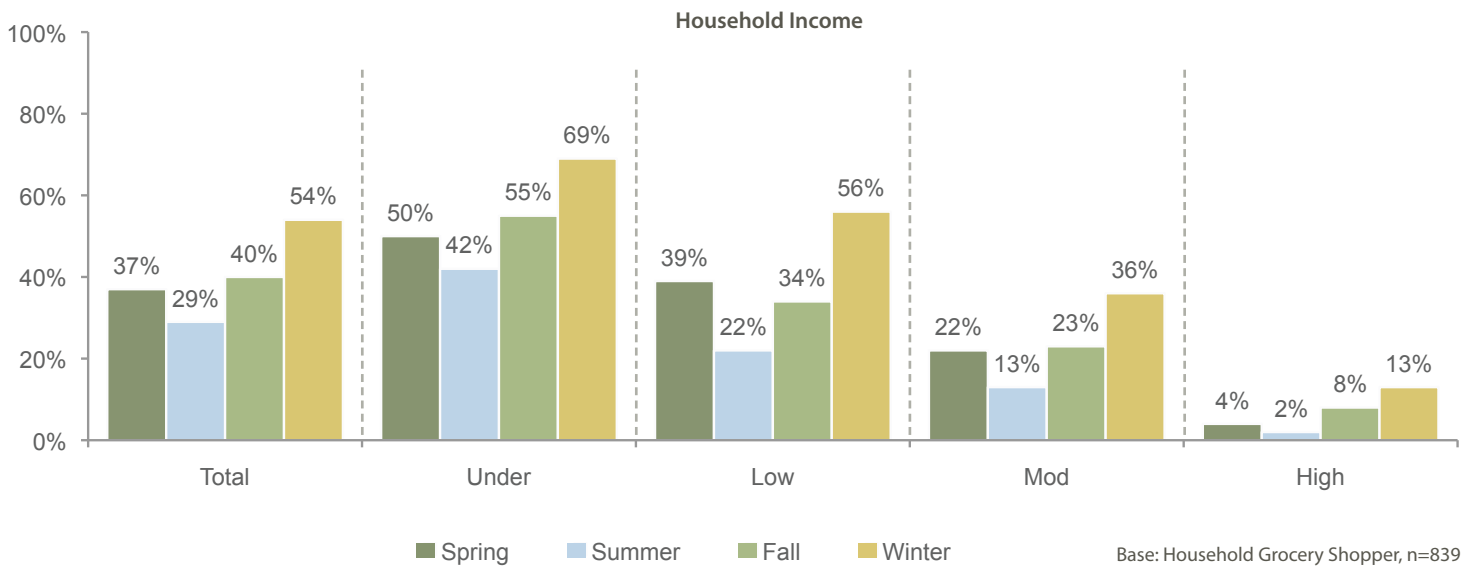


Affordability by Season

Do you have enough money to buy fresh foods, such as fruits, vegetables, whole grains, fish and meats during: % Who Answered No

► During the summer, most residents can afford fresh foods.

► In contrast, less than one-half had money to afford fresh foods in the winter.

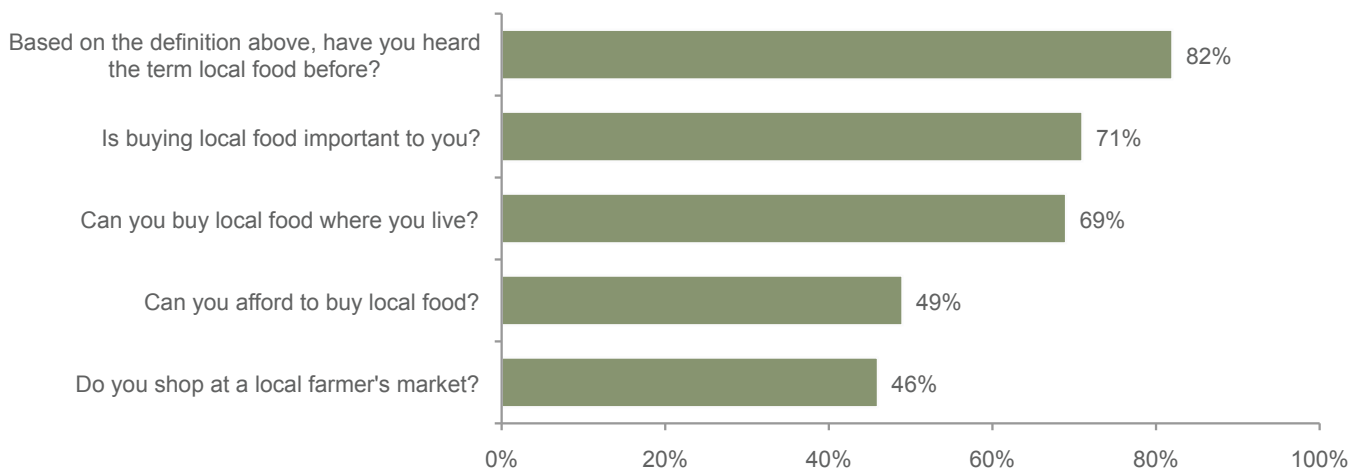


Local Food

“Local food” is defined as food grown within 150 miles of where you live. % Who Answered Yes

► Based on the definition provided, almost all residents have heard the term “local food” before and think buying local is important, but only half believe they can afford it.

► Additionally, 1 out of 3 residents do not have the option to buy local where they live.

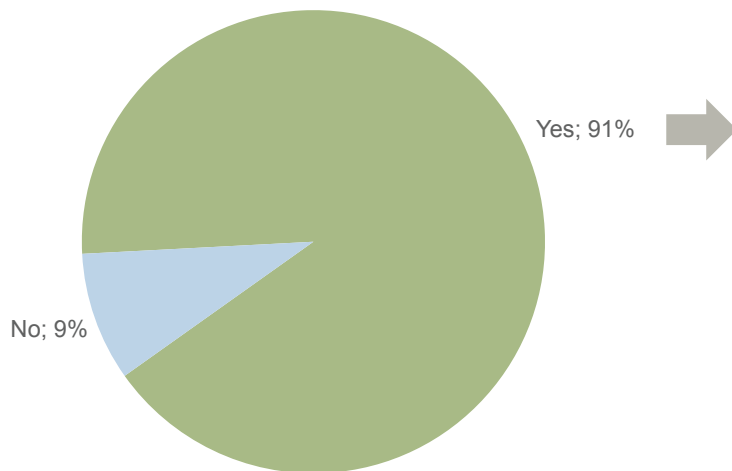


Base: Household Grocery Shopper, n=839

Budget

Are you knowledgeable about your household's grocery budget?

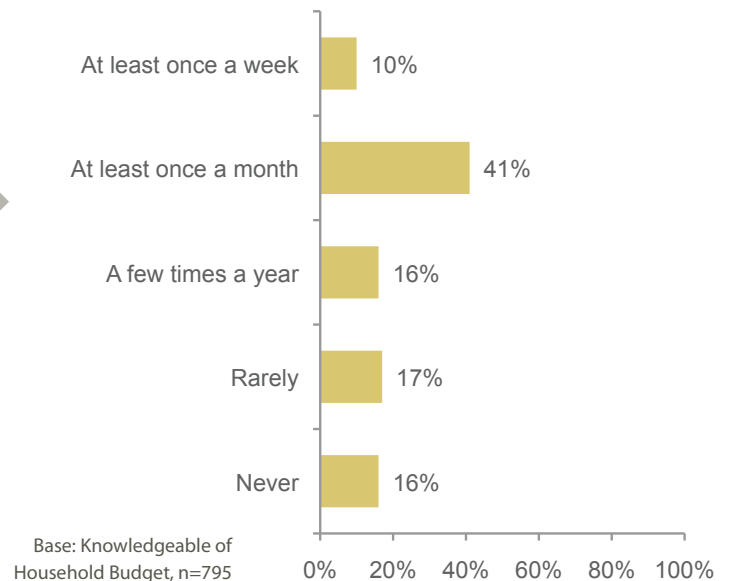
- ▶ Almost all residents are knowledgeable of their monthly grocery budget.



Base: Total, n=886

How often do you run out of money to buy groceries?

- ▶ Among those knowledgeable, one-half of residents are running out of grocery money at least once a month.

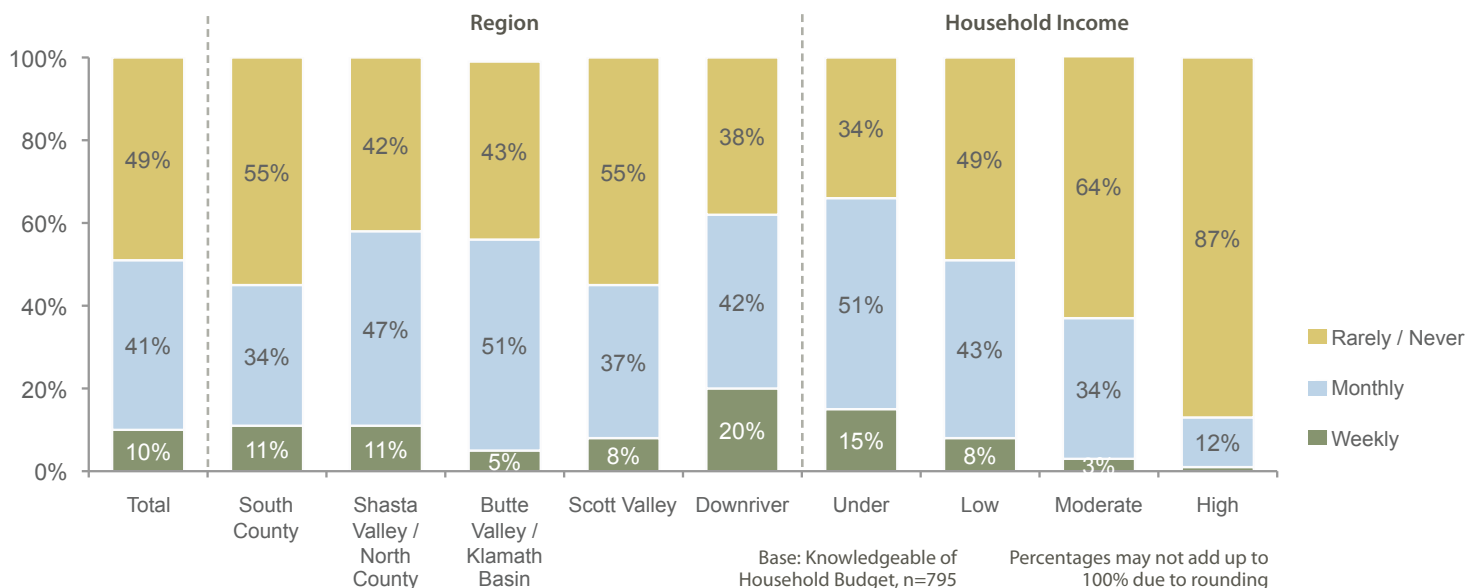


Base: Knowledgeable of Household Budget, n=795

Frequently Out of Money

How often do you run out of money to buy groceries?

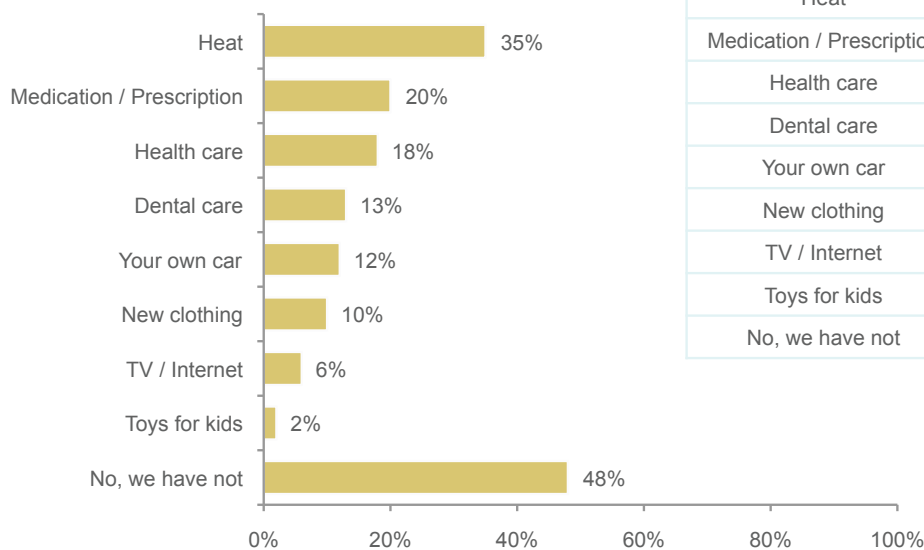
- ▶ Residents of South County and Scott Valley are least likely to run out of grocery money, whereas residents Downriver are most likely to run out of money to buy groceries, particularly at least once a week.
- ▶ As household income increases, so to does the likelihood that they rarely to never run out of grocery money.



Household Expenses

In the past year, have you had to skip buying groceries in order to afford any of the following?

- ▶ In the last year, only one-half of residents had to forego buying groceries in order to pay other bills.
- ▶ Heat was by far the most common, with medications/ prescriptions and health care the next most common.
- ▶ In lower income households and those under the poverty line, it is far more common to have to skip buying groceries to afford other expenses.



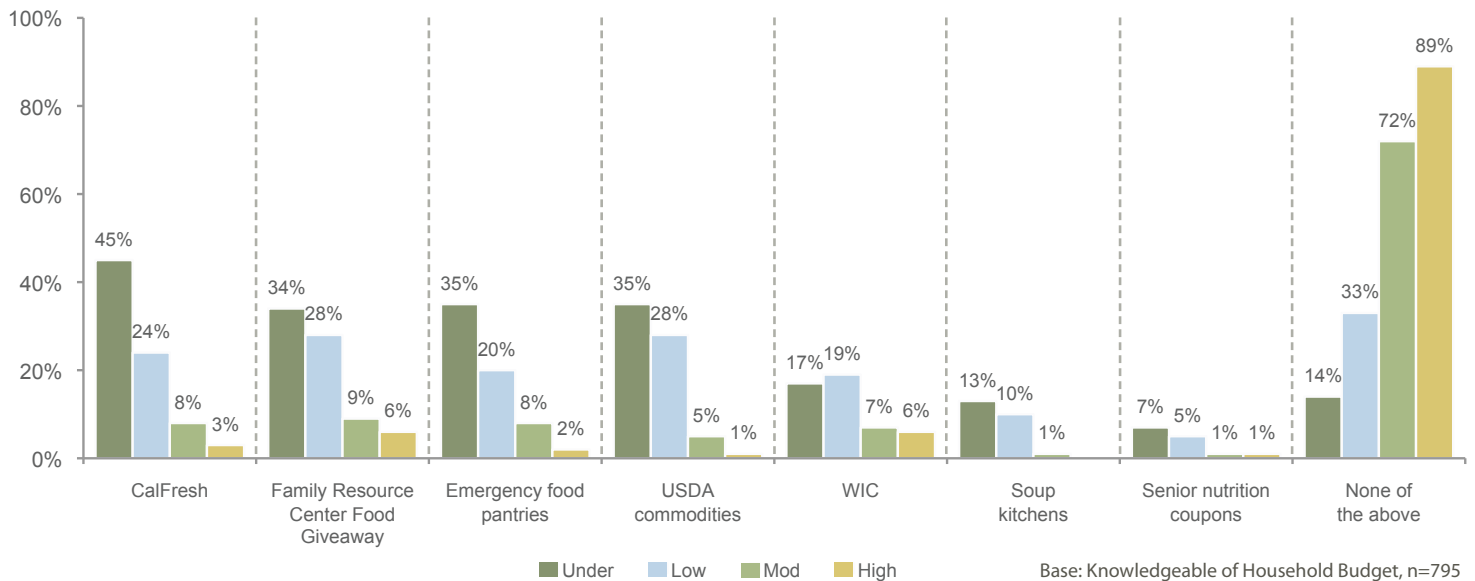
%	Under	Low	Mod	High
Heat	47	40	17	8
Medication / Prescription	23	26	19	2
Health care	24	20	14	5
Dental care	16	20	9	2
Your own car	16	11	9	2
New clothing	12	14	3	1
TV / Internet	7	8	1	2
Toys for kids	3	2	0	0
No, we have not	34	37	66	88

Base: Knowledgeable of Household Budget, n=795

Food Programs: by Income

In the last 3 years, which of these programs have you used to get food? % Yes by Household Income

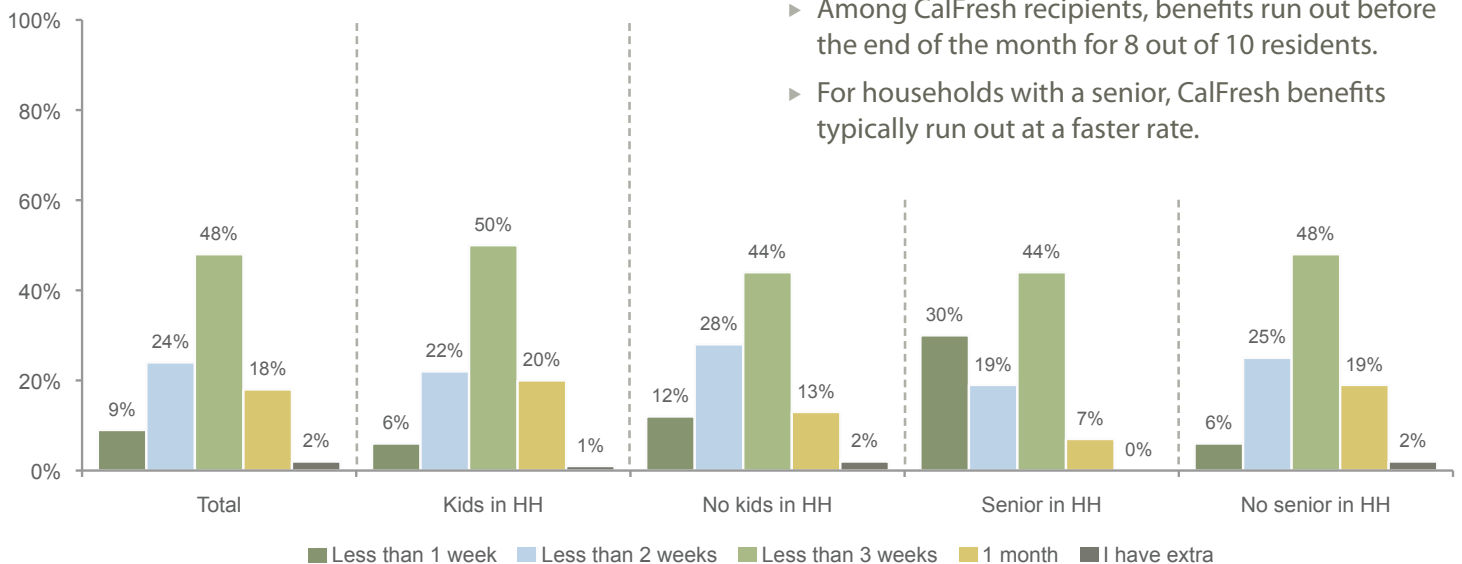
- CalFresh and the Family Resource Center Food Giveaway were the most commonly used food programs.
- Residents with incomes below the poverty line and in low income households were the most common residents to use these programs.



CalFresh Users

How long do your CalFresh benefits last in a month? By Household Demographics

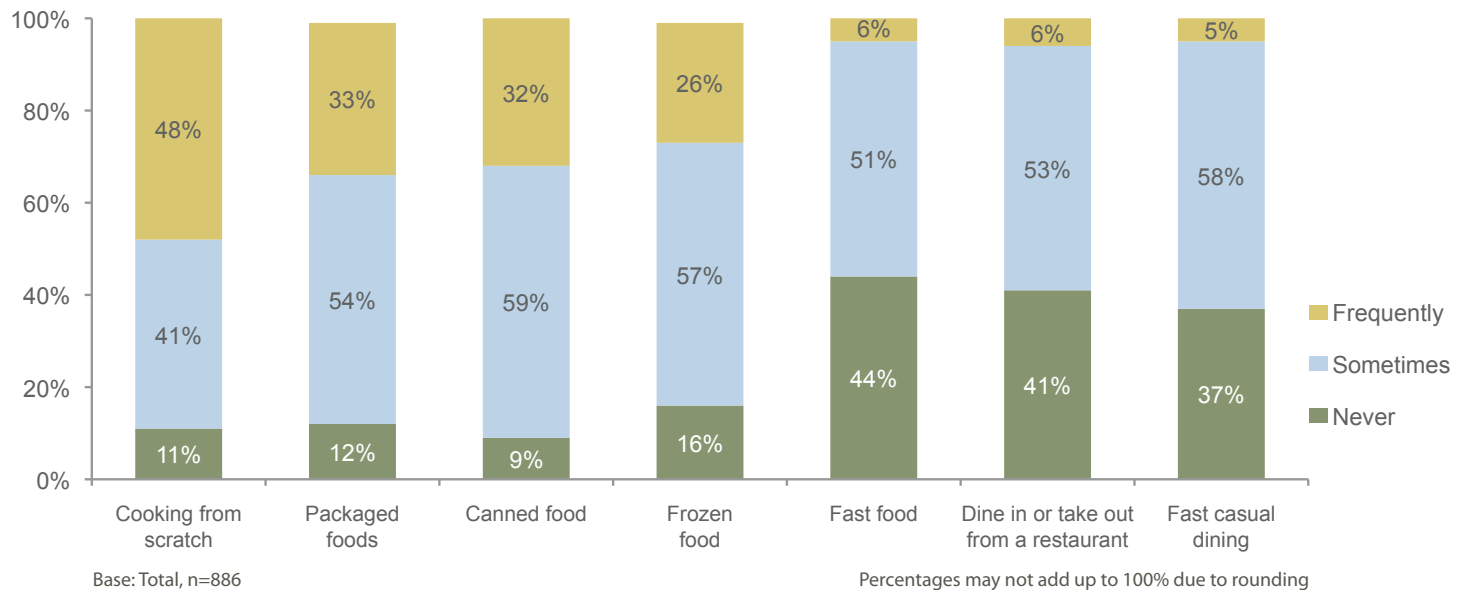
- Among CalFresh recipients, benefits run out before the end of the month for 8 out of 10 residents.
- For households with a senior, CalFresh benefits typically run out at a faster rate.



Meal Choices

How often do you eat or cook with the following?

- ▶ Cooking from scratch is significantly more popular than cooking with packaged, canned, or frozen foods.
- ▶ Dining out is less likely to occur frequently, regardless of whether it is to dine on fast food, dine in / take out, or fast casual restaurants.



Meal Choices by Household Income

How often do you eat or cook with the following?

% Frequently by Household Income

- ▶ Cooking from scratch becomes more popular as income increases.
- ▶ The frequent use of canned, frozen, and packaged foods increases as household income decreases.

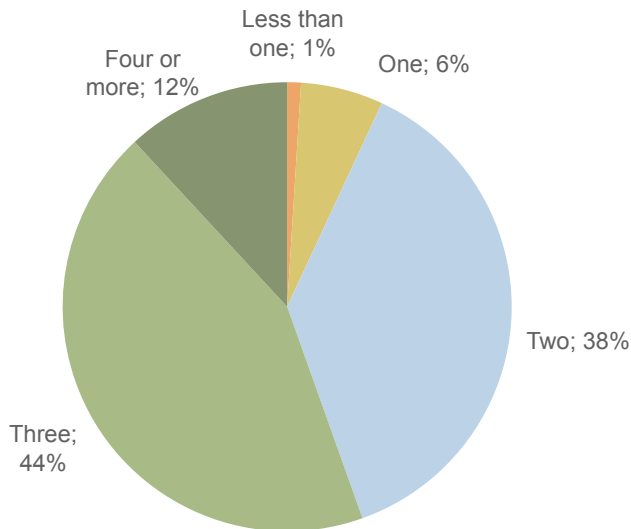
	Cooking from scratch	Canned food	Frozen food	Packaged foods	Fast foods	Fast casual dining	Dine in/ take out from restaurant
Total	48	32	26	33	6	5	6
Under	42	38	32	41	7	6	5
Low	52	30	21	23	2	5	4
Mod	56	27	24	27	7	4	2
High	61	16	12	24	1	2	10

Base: Total, n=886

Daily Food Habits

How many times a day do you typically eat?

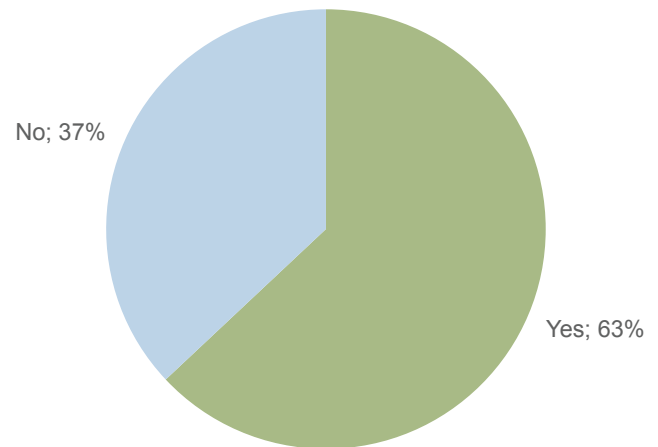
- Residents are typically eating two to three meals everyday.



Base: Total, n=886

Do you typically eat fresh fruits and vegetables each day?

- 2 out of 3 residents do eat fresh fruits and vegetables everyday.



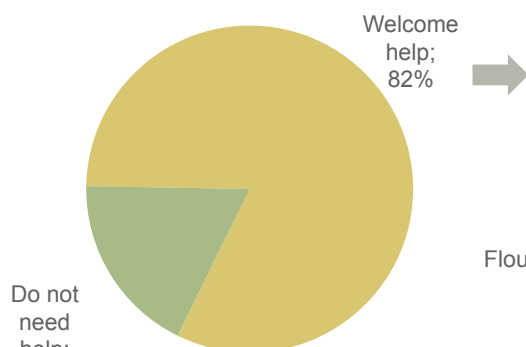
Percentages do not add up to 100% due to rounding

Ingredients Wanted

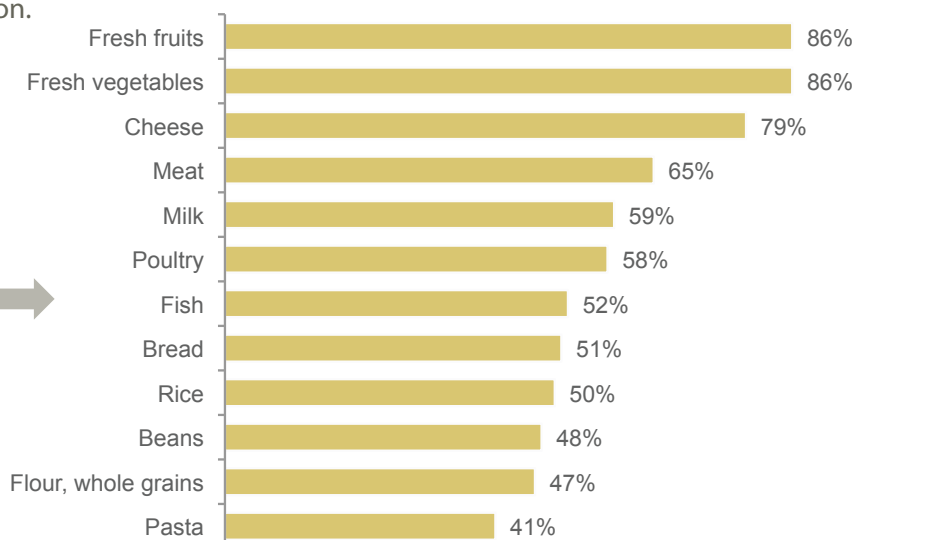
If an organization, like a food pantry or non-profit, were to be able to provide more of the below to you, what ingredients would you like more of to eat or cook with?

Responses with ≤1% Omitted

- 8 out of 10 residents would welcome receiving ingredients to cook with from a food pantry or other non-profit organization.
- Among those residents who welcome help, the most requested ingredients are fresh fruits and vegetables.
- Cheese, meat, and milk are also frequently requested ingredients.



Base: Total, n=886



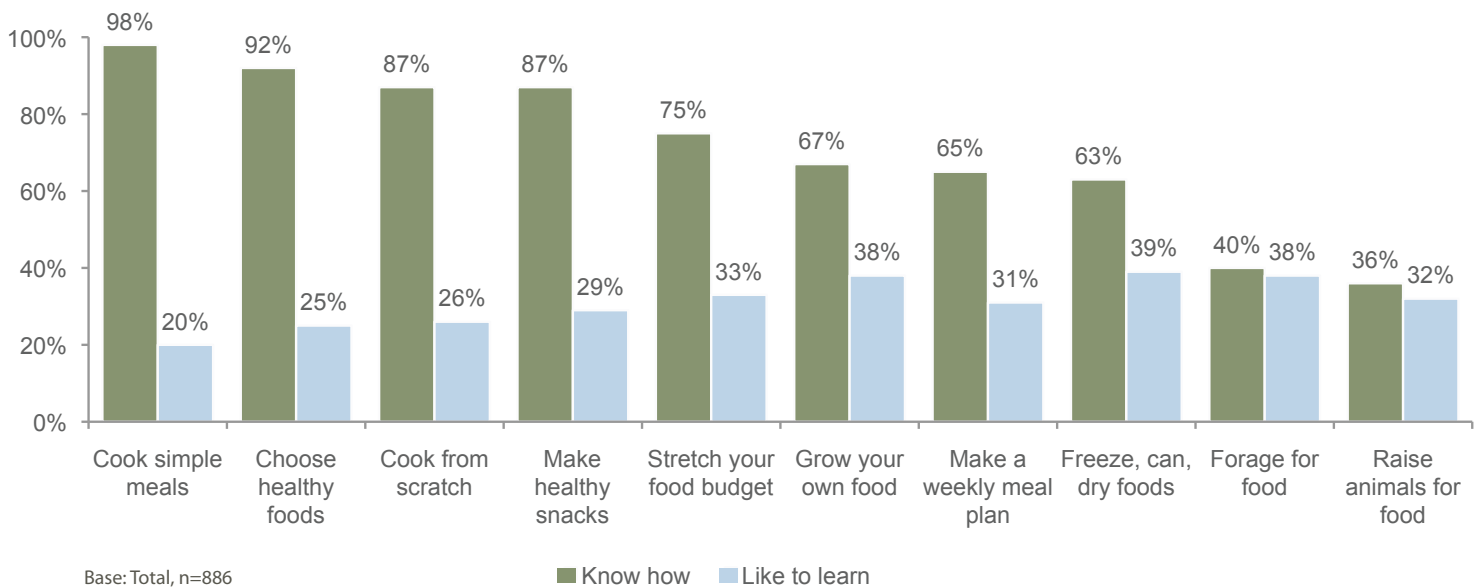
Base: Among Those Who Welcome Help, n=727

Food Preparation Skills

Do you know how to...? Would you like to learn to...? % Yes Charted

► Almost all residents can cook simple meals, choose healthy foods, cook from scratch, and make healthy snacks.

► Residents would most like to learn how to freeze, can or dry foods, grow their own food and forage for food.

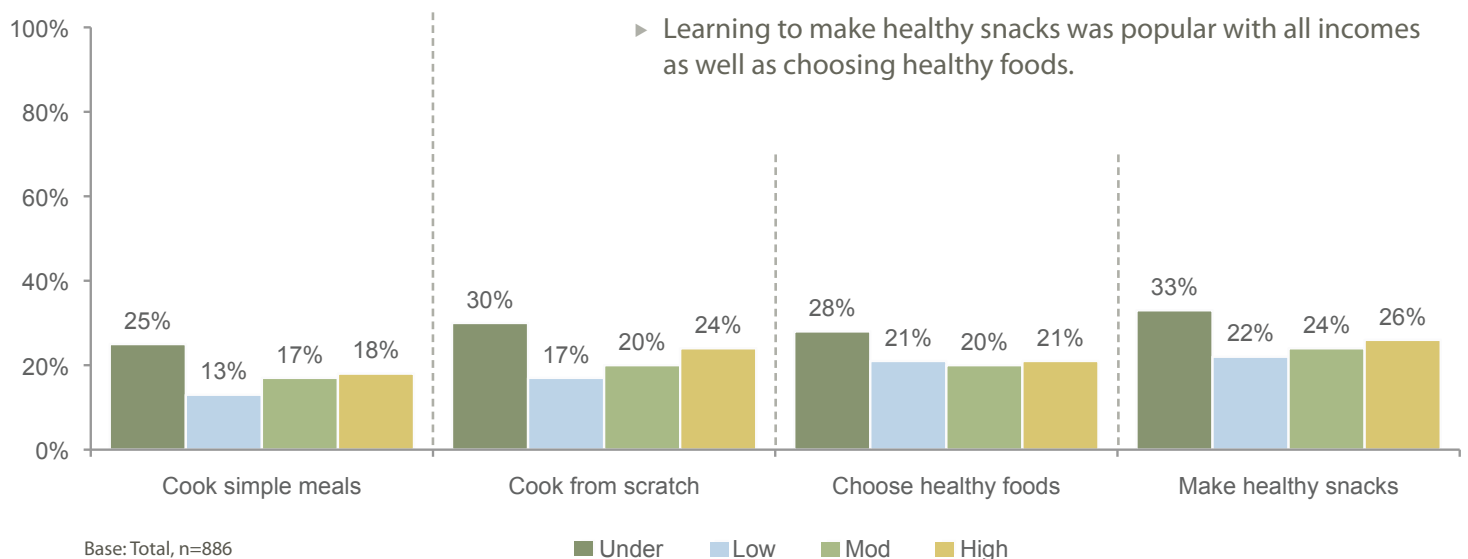


Learn to Prepare Food

Would you like to learn to...? % Yes By Household Income

► When looking at the food preparation skills residents would like to learn by household income, it is clear that those under the poverty line have the greatest interest in increased education.

► Learning to make healthy snacks was popular with all incomes as well as choosing healthy foods.



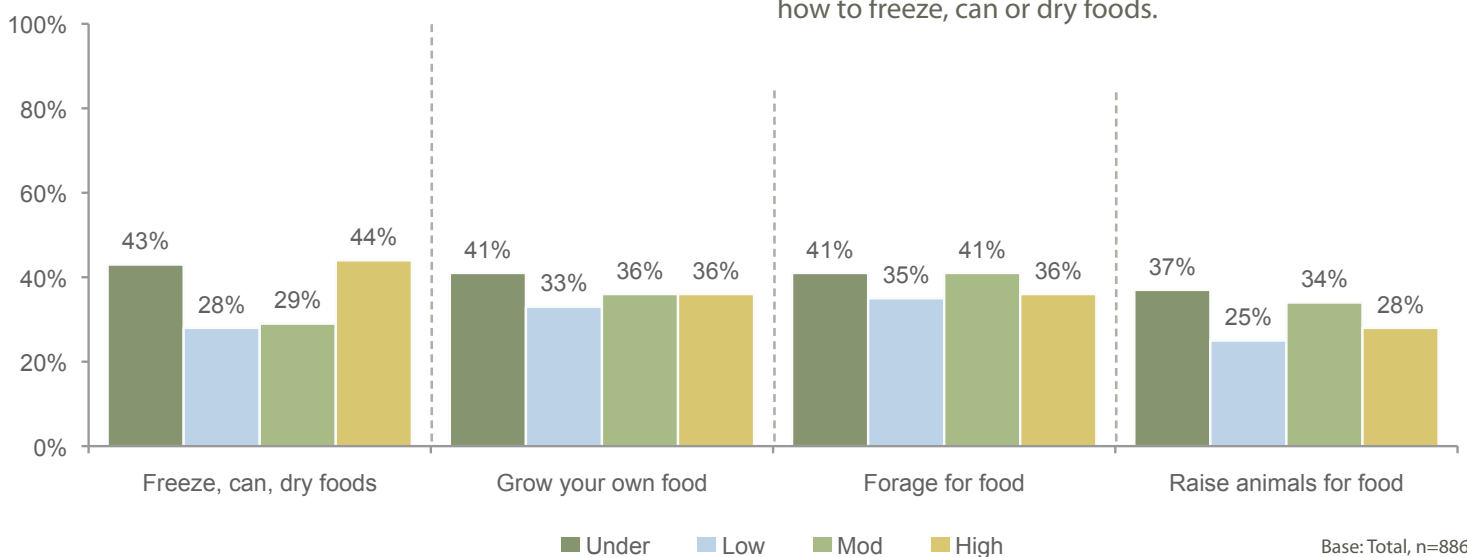
Learn to Cultivate Food

Would you like to learn to...?

% Yes By Household Income

- ▶ Learning skills associated with cultivating food were popular among all household incomes.

- ▶ Lower income households would most like to learn to grow or forage for their food.
- ▶ Higher income households would most like to learn how to freeze, can or dry foods.

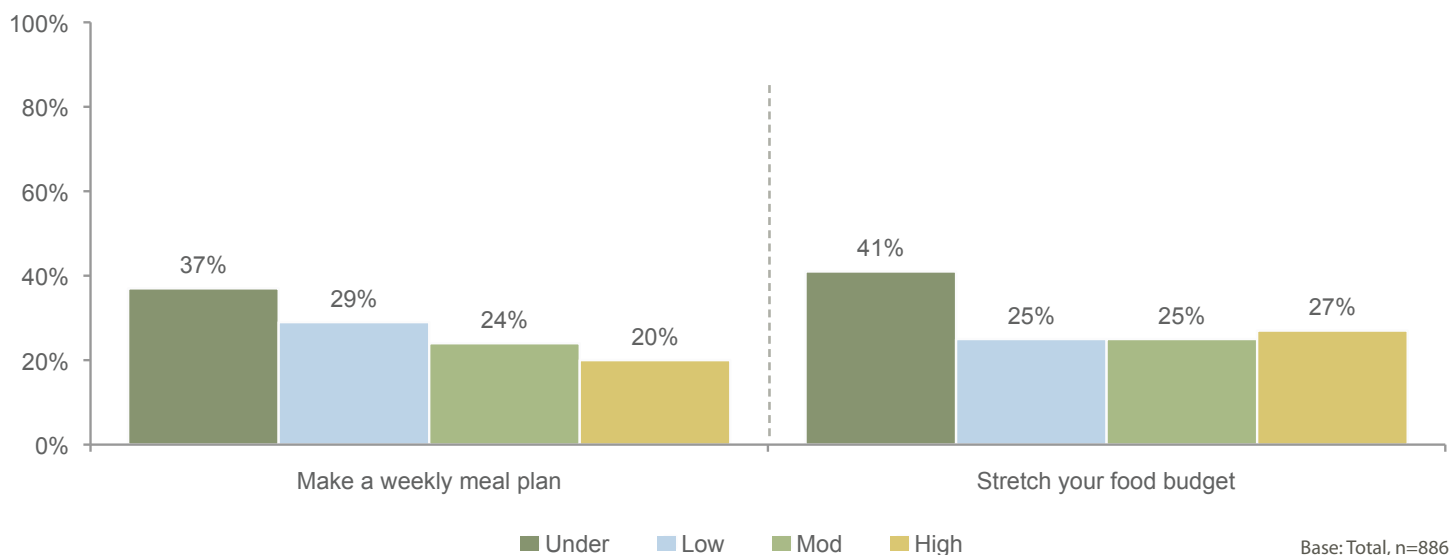


Learn to Manage Food

Would you like to learn to...?

% Yes By Household Income

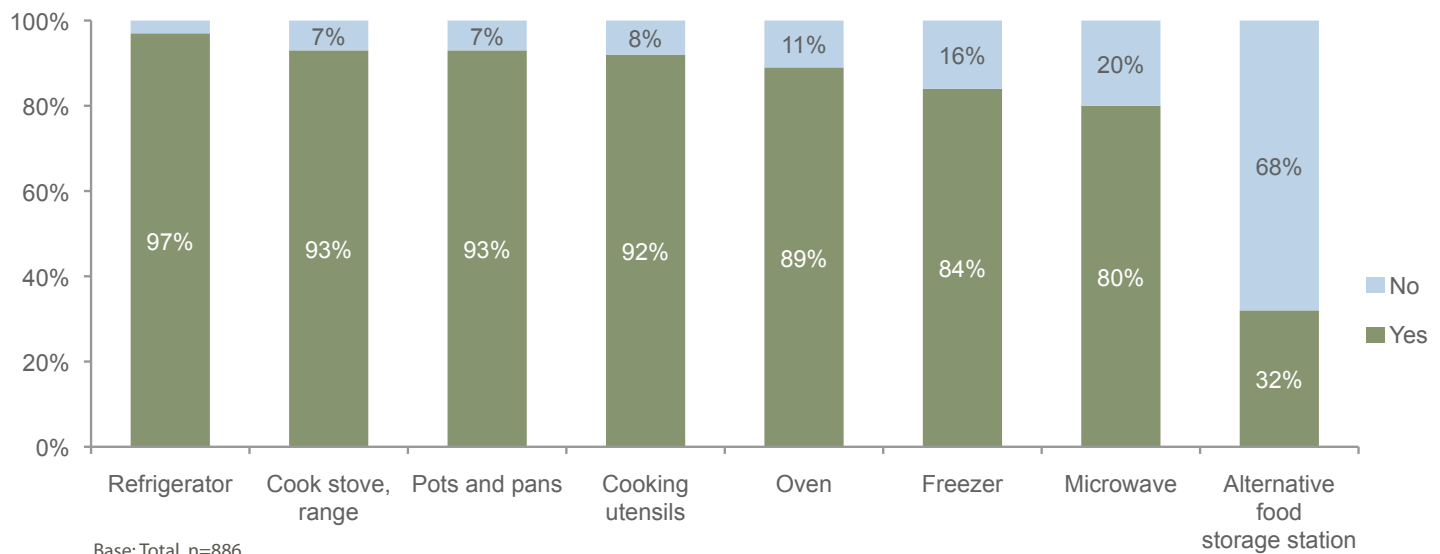
- ▶ Those below the poverty line had highest interest in learning more about stretching their food budget as well as making a weekly meal plan.



Kitchen Equipment

Do you have a working/usable...?

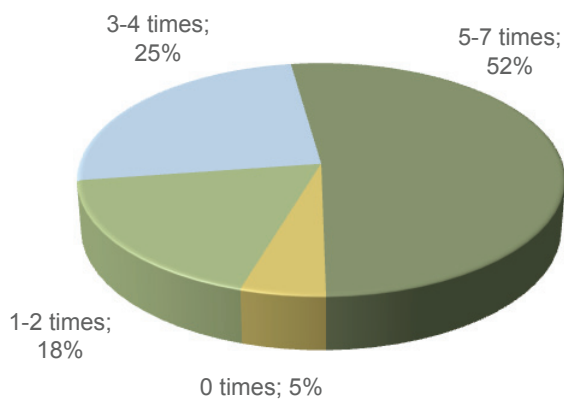
- Most residents have access to a refrigerator, stove top, pots and pans, and utensils.



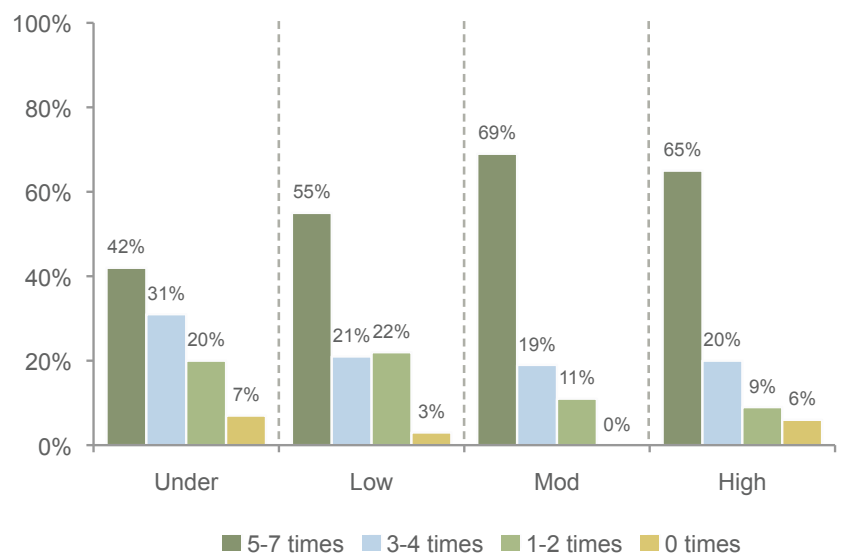
Family Meals

How many times a week does your family sit down to eat a meal together?

- Three-in-four families are sitting down together for a meal at least 3 times a week.
- As income increases, so to does the likelihood families sit down for meals 5 to 7 times a week.



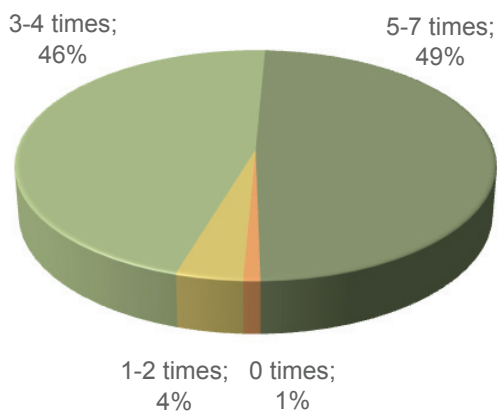
Base: Household count 2 or greater, n=589



Family Eating Habits

How many times do your kids typically eat per day?

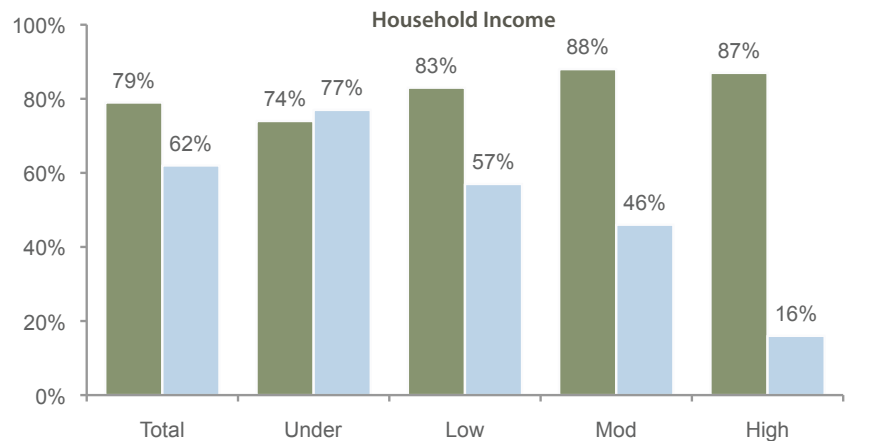
- ▶ Almost all children are eating at least three meals a day.



Base: Kids in Household, n=307

Do your kids? % Yes

■ Eat fresh fruits and vegetables each day ■ Use free / reduced cost school meals

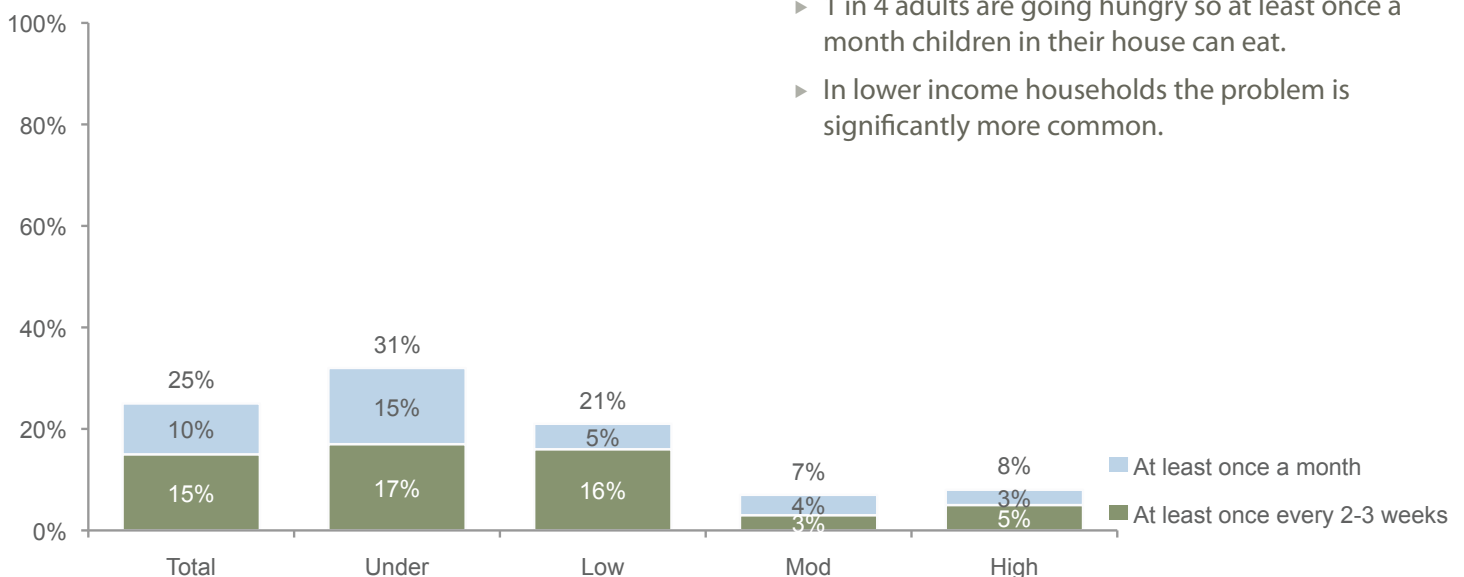


- ▶ Children in lower income households are more likely to receive free or reduced cost school meals and least likely to eat fresh fruits and vegetables daily.

Children's Food Habits

How often do adults in your house go hungry so kids can eat?

% Go Hungry; By Household Income



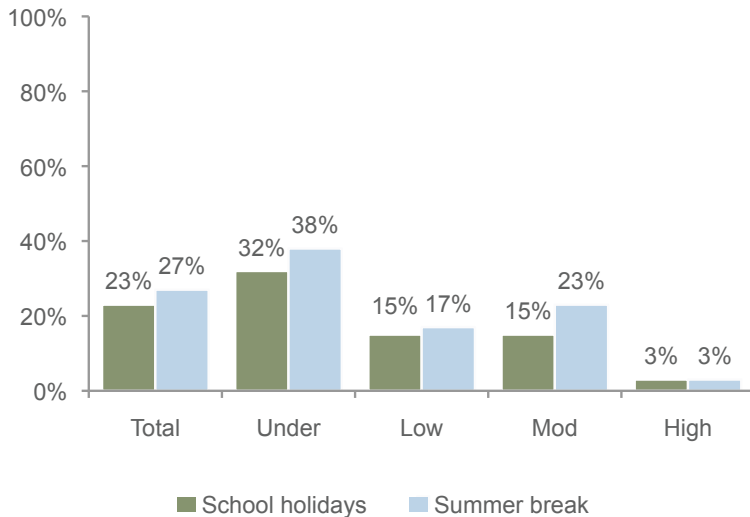
- ▶ 1 in 4 adults are going hungry so at least once a month children in their house can eat.
- ▶ In lower income households the problem is significantly more common.

Base: Kids in Household, n=307

Children's Food Habits and School Breaks

Do you have a hard time feeding your kids during...? By household income:

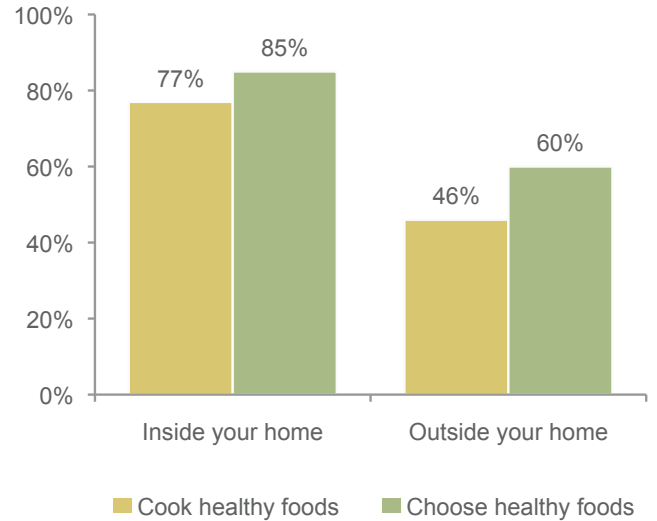
- Many families are having a hard time feeding their children during school breaks.



Base: Kids in Household, n=307

Are your kids learning to do either of the following?

- Kids are learning to cook healthy food and make healthy food choices much more so inside of the home than outside of the home.



Senior Programs

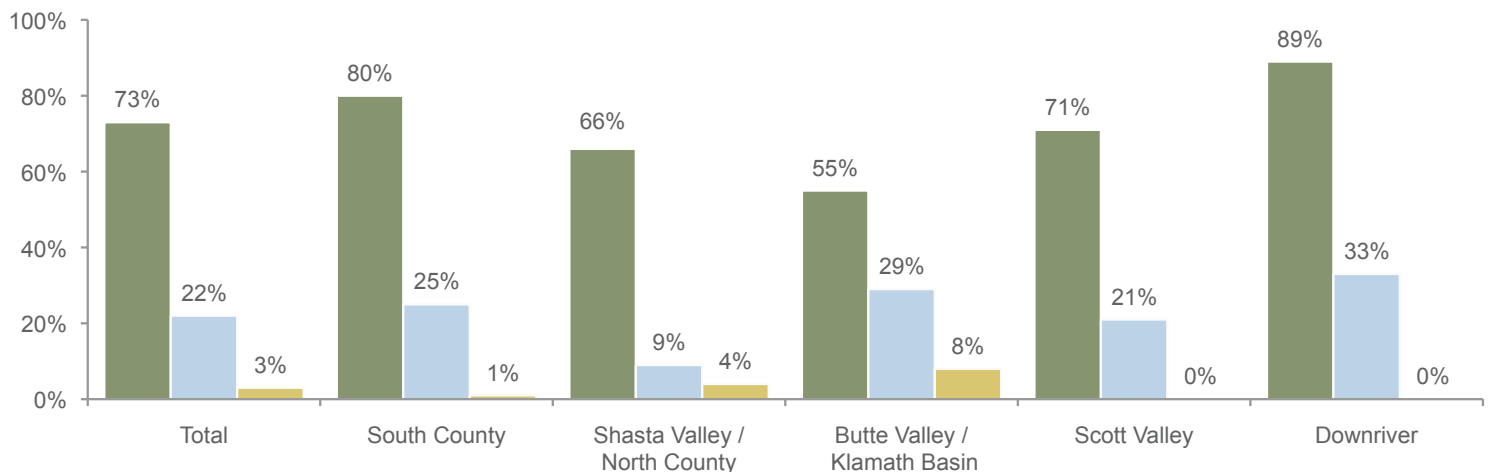
■ **Is there a senior meal program in your community?**

■ **Do you go to Senior Nutrition Program meals?**

■ **Do you get food or meals delivered to your home?**

% Yes by Region

- ▶ Most seniors have a meal program in their community.
- ▶ Very few seniors go to Senior Nutrition Programs or get food delivered to their homes.



Base: Senior in Household, n=297

Senior Programs

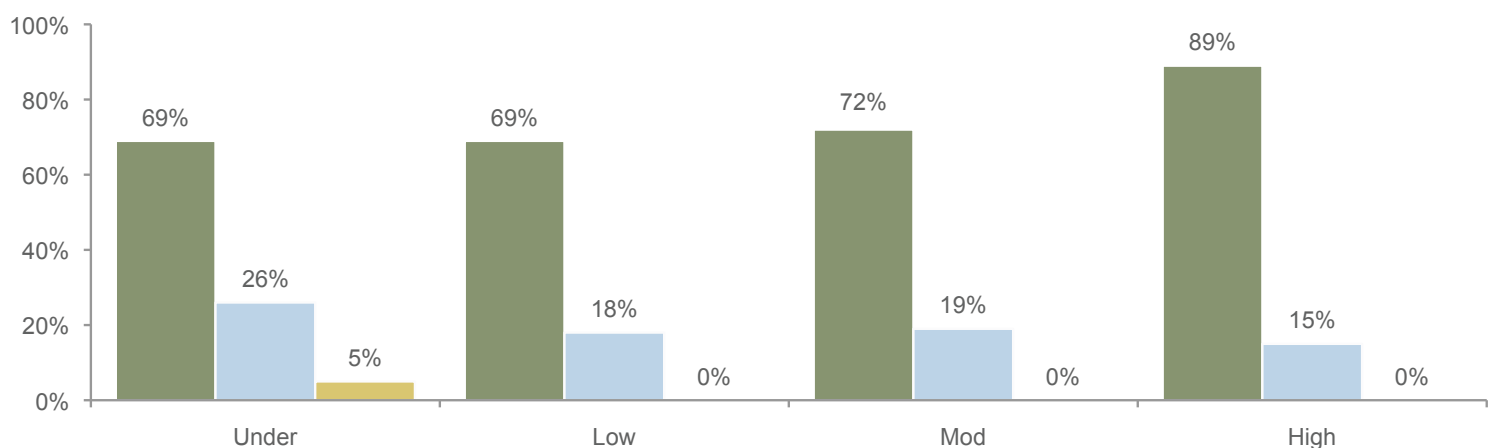
■ **Is there a senior meal program in your community?**

■ **Do you go to Senior Nutrition Program meals?**

■ **Do you get food or meals delivered to your home?**

% Yes by Household Income

- ▶ Seniors of all income levels are aware of meal programs in their community.
- ▶ As income increases, seniors are less likely to take advantage of these meal offerings.

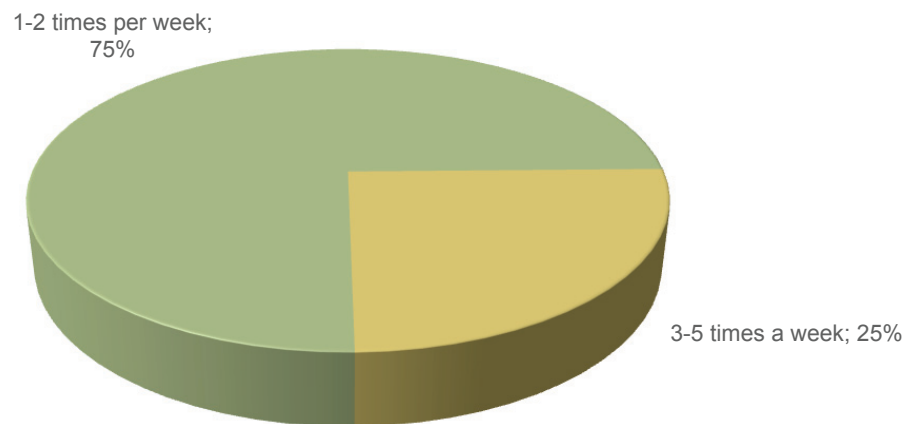


Base: Senior in Household, n=297

Senior Programs Participation

How often do you go to Senior Nutrition Program meals?

- ▶ Among those who participate in the Senior Nutrition Program meals, most go 1 to 2 times per week.
- ▶ Among the 7 seniors who have meals delivered, 4 have them delivered 1 to 2 times per week (not charted due to low base size).



Base: Goes to Senior Nutrition Program meals, n=61

Segment Snapshots

South County

Shopper Profile			Fresh/Local Food Evaluation			Food Preparation			Food Economics		
	Total	South		Total	South		Total	South		Total	South
Majority of Groceries Purchased			Importance of Buying Fresh Food			# Times Typically Eat Per Day			How Often Out of Grocery Money		
Locally	69	78	%Extremely important	71	78	One or less	7	6	Weekly	10	11
Outside the county	10	17				Two	38	39	Monthly	41	34
Outside of CA	22	5	Why Buying Fresh Food Challenging			Three	44	43	Rarely / Never	49	55
Grocery Channel Shopped			Too expensive	59	61	Four or more	12	11	Had to Skip to Afford Groceries		
Grocery chain	50	53	Difficult to find	11	13	Typically Includes Fresh Fruit / Veg			Heat	35	30
Locally owned	17	15	Not present where I shop	7	5	% No	37	31	Medication / prescriptions	20	17
Mass retailer	18	7	Confusing to know what's fresh	4	4	Frequently Cooks or Eats...			Health Care	18	16
Natural store	8	16	What Makes Fresh Food Expensive			Canned foods	32	29	Dental Care	13	16
Discount store	6	7	Too costly w/other options	39	36	Frozen foods	26	23	Your own car	12	12
Times Per Month Groceries Shopped			Monthly expenses too high	24	28	Foods made from scratch	48	56	Have Used In Past 3 Years		
Mean	4.54	5.72	Do not think it's expensive	22	19	Packaged foods	33	28	CalFresh	30	25
Distance Traveled to Shop			Under employment	5	6	Fast food	6	4	Family Resource Center Food Giveaway	25	15
Mean	9.14	7.56	Recent employment	5	5	Fast casual dining	5	4	Emergency food pantries	23	17
How Typically Travel to Shop			% Can't Afford Fresh Foods During :			Dine in or take out	6	7	USDA commodities	25	18
Your own car	74	80	Spring	37	33	Would Like To Learn To:			WIC	14	8
Ask for a ride	10	6	Summer	29	25	Cook simple meals	20	18	How Long CalFresh Last in a Month		
Walk	9	9	Fall	40	34	Cook from scratch	26	22	Less than 1 week	9	14
Borrow a car	4	1	Winter	54	34	Choose healthy foods	25	23	Less than 2 weeks	24	24
Difficulties in Travel to Shop			"Local Food"			Make healthy snacks	29	26	Less than 3 weeks	48	45
Cost of gas	49	42	Awareness of	82	84	Stretch your food budget	33	29	All month	18	15
Bad weather/roads	29	23	Buying it is important	71	76	Interested in Grocery Donations from an Org			Have extra at end of month	2	1
Do not have a vehicle	18	12	Can afford to buy it	49	51	% Yes	82	74			
Store is very far away	13	13	Can buy where live	69	72						
			Shop at farmers market	46	54						

%s listed in red font are significantly higher than the County average

Shasta Valley / North County

Shopper Profile			Fresh/Local Food Evaluation			Food Preparation			Food Economics		
	Total	SVNC		Total	SVNC		Total	SVNC		Total	SVNC
Majority of Groceries Purchased			Importance of Buying Fresh Food			# Times Typically Eat Per Day			How Often Out of Grocery Money		
Locally	69	81	%Extremely important	71	68	One or less	7	10	Weekly	10	11
Outside the county	10	3				Two	38	36	Monthly	41	47
Outside of CA	22	17	Why Buying Fresh Food Challenging			Three	44	39	Rarely / Never	49	42
Grocery Channel Shopped			Too expensive	59	61	Four or more	12	15	Had to Skip to Afford Groceries		
Grocery chain	50	56	Difficult to find	11	10	Typically Includes Fresh Fruit / Veg			Heat	35	36
Locally owned	17	4	Not present where I shop	7	9	% No	37	45	Medication / prescriptions	20	21
Mass retailer	18	29	Confusing to know what's fresh	4	5	Frequently Cooks or Eats...			Health Care	18	20
Natural store	8	2	What Makes Fresh Food Expensive			Canned foods	32	38	Dental Care	13	15
Discount store	6	8	Too costly w/other options	39	44	Frozen foods	26	33	Your own car	12	12
Times Per Month Groceries Shopped			Monthly expenses too high	24	23	Foods made from scratch	48	45	Have Used In Past 3 Years		
Mean	4.54	3.88	Do not think it's expensive	22	24	Packaged foods	33	40	CalFresh	30	30
Distance Traveled to Shop			Under employment	5	5	Fast food	6	12	Family Resource Center Food Giveaway	25	18
Mean	9.14	6.28	Recent employment	5	2	Fast casual dining	5	8	Emergency food pantries	23	27
How Typically Travel to Shop			% Can't Afford Fresh Foods During :			Dine in or take out	6	8	USDA commodities	25	31
Your own car	74	73	Spring	37	39	Would Like To Learn To:			WIC	14	13
Ask for a ride	10	13	Summer	29	33	Cook simple meals	20	20	How Long CalFresh Last in a Month		
Walk	9	5	Fall	40	45	Cook from scratch	26	30	Less than 1 week	9	4
Borrow a car	4	5	Winter	54	53	Choose healthy foods	25	27	Less than 2 weeks	24	27
Difficulties in Travel to Shop			"Local Food"			Make healthy snacks	29	30	Less than 3 weeks	48	44
Cost of gas	49	51	Awareness of	82	74	Stretch your food budget	33	29	All month	18	24
Bad weather/roads	29	18	Buying it is important	71	67	Interested in Grocery Donations from an Org			Have extra at end of month	2	2
Do not have a vehicle	18	16	Can afford to buy it	49	47	% Yes	82	84			
Store is very far away	13	6	Can buy where live	69	64						
			Shop at farmers market	46	40						

%s listed in red font are significantly higher than the County average

Segment Snapshots

Butte Valley / Klamath Basin

Shopper Profile			Fresh/Local Food Evaluation			Food Preparation			Food Economics		
Majority of Groceries Purchased			Importance of Buying Fresh Food			# Times Typically Eat Per Day			How Often Out of Grocery Money		
Locally	69	18	%Extremely important	71	62	One or less	7	1	Weekly	10	5
Outside the county	10	9				Two	38	44	Monthly	41	51
Outside of CA	22	73	Why Buying Fresh Food Challenging			Three	44	46	Rarely / Never	49	43
Grocery Channel Shopped			Too expensive	59	48	Four or more	12	8	Had to Skip to Afford Groceries		
Grocery chain	50	40	Difficult to find	11	10	Typically Includes Fresh Fruit / Veg			Heat	35	48
Locally owned	17	30	Not present where I shop	7	7	% No	37	41	Medication / prescriptions	20	28
Mass retailer	18	26	Confusing to know what's fresh	4	3	Frequently Cooks or Eats...			Health Care	18	26
Natural store	8	0	What Makes Fresh Food Expensive			Canned foods	32	37	Dental Care	13	8
Discount store	6	1	Too costly w/other options	39	42	Frozen foods	26	32	Your own car	12	11
Times Per Month Groceries Shopped			Monthly expenses too high	24	13	Foods made from scratch	48	29	Have Used In Past 3 Years		
Mean	4.54	2.42	Do not think it's expensive	22	32	Packaged foods	33	42	CalFresh	30	38
Distance Traveled to Shop			Under employment	5	5	Fast food	6	6	Family Resource Center Food Giveaway	25	43
Mean	9.14	13.16	Recent employment	5	5	Fast casual dining	5	6	Emergency food pantries	23	27
How Typically Travel to Shop			% Can't Afford Fresh Foods During :			Dine in or take out	6	4	USDA commodities	25	33
Your own car	74	64	Spring	37	44	Would Like To Learn To:			WIC	14	32
Ask for a ride	10	16	Summer	29	32	Cook simple meals	20	21	How Long CalFresh Last in a Month		
Walk	9	8	Fall	40	50	Cook from scratch	26	26	Less than 1 week	9	6
Borrow a car	4	9	Winter	54	68	Choose healthy foods	25	23	Less than 2 weeks	24	30
Difficulties in Travel to Shop			"Local Food"			Make healthy snacks	29	29	Less than 3 weeks	48	49
Cost of gas	49	58	Awareness of	82	81	Stretch your food budget	33	41	All month	18	11
Bad weather/roads	29	56	Buying it is important	71	66	Interested in Grocery Donations from an Org			Have extra at end of month	2	4
Do not have a vehicle	18	30	Can afford to buy it	49	44	% Yes	82	94			
Store is very far away	13	23	Can buy where live	69	70						
			Shop at farmers market	46	36						

%s listed in red font are significantly higher than the County average

Scott Valley

Shopper Profile			Fresh/Local Food Evaluation			Food Preparation			Food Economics		
Majority of Groceries Purchased			Importance of Buying Fresh Food			# Times Typically Eat Per Day			How Often Out of Grocery Money		
Locally	69	79	%Extremely important	71	73	One or less	7	5	Weekly	10	8
Outside the county	10	0				Two	38	21	Monthly	41	37
Outside of CA	22	21	Why Buying Fresh Food Challenging			Three	44	56	Rarely / Never	49	55
Grocery Channel Shopped			Too expensive	59	48	Four or more	12	19	Had to Skip to Afford Groceries		
Grocery chain	50	51	Difficult to find	11	9	Typically Includes Fresh Fruit / Veg			Heat	35	21
Locally owned	17	8	Not present where I shop	7	9	% No	37	32	Medication / prescriptions	20	12
Mass retailer	18	27	Confusing to know what's fresh	4	4	Frequently Cooks or Eats...			Health Care	18	12
Natural store	8	3	What Makes Fresh Food Expensive			Canned foods	32	18	Dental Care	13	7
Discount store	6	8	Too costly w/other options	39	38	Frozen foods	26	20	Your own car	12	8
Times Per Month Groceries Shopped			Monthly expenses too high	24	26	Foods made from scratch	48	56	Have Used In Past 3 Years		
Mean	4.54	4.01	Do not think it's expensive	22	18	Packaged foods	33	21	CalFresh	30	30
Distance Traveled to Shop			Under employment	5	5	Fast food	6	1	Family Resource Center Food Giveaway	25	23
Mean	9.14	11.75	Recent employment	5	5	Fast casual dining	5	1	Emergency food pantries	23	24
How Typically Travel to Shop			% Can't Afford Fresh Foods During :			Dine in or take out	6	2	USDA commodities	25	23
Your own car	74	87	Spring	37	28	Would Like To Learn To:			WIC	14	15
Ask for a ride	10	4	Summer	29	21	Cook simple meals	20	34	How Long CalFresh Last in a Month		
Walk	9	5	Fall	40	32	Cook from scratch	26	42	Less than 1 week	9	10
Borrow a car	4	3	Winter	54	41	Choose healthy foods	25	38	Less than 2 weeks	24	19
Difficulties in Travel to Shop			"Local Food"			Make healthy snacks	29	47	Less than 3 weeks	48	38
Cost of gas	49	60	Awareness of	82	90	Stretch your food budget	33	51	All month	18	33
Bad weather/roads	29	26	Buying it is important	71	74	Interested in Grocery Donations from an Org			Have extra at end of month	2	0
Do not have a vehicle	18	13	Can afford to buy it	49	60	% Yes	82	81			
Store is very far away	13	8	Can buy where live	69	69						
			Shop at farmers market	46	56						

%s listed in red font are significantly higher than the County average

Segment Snapshots

Downriver

Shopper Profile			Fresh/Local Food Evaluation			Food Preparation			Food Economics		
	Total	DwnR		Total	DwnR		Total	DwnR		Total	DwnR
Majority of Groceries Purchased			Importance of Buying Fresh Food			# Times Typically Eat Per Day			How Often Out of Grocery Money		
Locally	69	87	%Extremely important	71	58	One or less	7	13	Weekly	10	20
Outside the county	10	2	Why Buying Fresh Food Challenging			Two	38	38	Monthly	41	42
Outside of CA	22	11	Too expensive	59	78	Three	44	38	Rarely / Never	49	38
Grocery Channel Shopped			Difficult to find	11	9	Four or more	12	11	Had to Skip to Afford Groceries		
Grocery chain	50	24	Not present where I shop	7	13	Typically Includes Fresh Fruit / Veg			Heat	35	52
Locally owned	17	58	Confusing to know what's fresh	4	2	% No	37	43	Medication / prescriptions	20	24
Mass retailer	18	11	What Makes Fresh Food Expensive			Frequently Cooks or Eats...			Health Care	18	17
Natural store	8	0	Too costly w/other options	39	32	Canned foods	32	40	Dental Care	13	7
Discount store	6	7	Monthly expenses too high	24	30	Frozen foods	26	15	Your own car	12	19
Times Per Month Groceries Shopped			Do not think it's expensive	22	14	Foods made from scratch	48	47	Have Used In Past 3 Years		
Mean	4.54	5.89	Under employment	5	9	Packaged foods	33	38	CalFresh	30	31
Distance Traveled to Shop			Recent employment	5	14	Fast food	6	0	Family Resource Center Food Giveaway	25	67
Mean	9.14	16.56	% Can't Afford Fresh Foods During :			Fast casual dining	5	0	Emergency food pantries	23	49
How Typically Travel to Shop			Spring	37	49	Dine in or take out	6	2	USDA commodities	25	29
Your own car	74	53	Summer	29	42	Would Like To Learn To:			WIC	14	9
Ask for a ride	10	13	Fall	40	51	Cook simple meals	20	16	How Long CalFresh Last in a Month		
Walk	9	29	Winter	54	73	Cook from scratch	26	16	Less than 1 week	9	7
Borrow a car	4	0	"Local Food"			Choose healthy foods	25	14	Less than 2 weeks	24	0
Difficulties in Travel to Shop			Awareness of	82	84	Make healthy snacks	29	14	Less than 3 weeks	48	86
Cost of gas	49	47	Buying it is important	71	67	Stretch your food budget	33	19	All month	18	7
Bad weather/roads	29	36	Can afford to buy it	49	38	Interested in Grocery Donations from an Org			Have extra at end of month	2	0
Do not have a vehicle	18	38	Can buy where live	69	58	% Yes	82	87			
Store is very far away	13	9	Shop at farmers market	46	31						

%s listed in red font are significantly higher than the County average

Under Poverty

Shopper Profile			Fresh/Local Food Evaluation			Food Preparation			Food Economics		
	Total	Undr		Total	Undr		Total	Undr		Total	Undr
Majority of Groceries Purchased			Importance of Buying Fresh Food			# Times Typically Eat Per Day			How Often Out of Grocery Money		
Locally	69	66	%Extremely important	71	67	One or less	7	9	Weekly	10	15
Outside the county	10	10	Why Buying Fresh Food Challenging			Two	38	43	Monthly	41	51
Outside of CA	22	24	Too expensive	59	65	Three	44	39	Rarely / Never	49	34
Grocery Channel Shopped			Difficult to find	11	11	Four or more	12	9	Had to Skip to Afford Groceries		
Grocery chain	50	44	Not present where I shop	7	8	Typically Includes Fresh Fruit / Veg			Heat	35	47
Locally owned	17	21	Confusing to know what's fresh	4	3	% No	37	46	Medication / prescriptions	20	23
Mass retailer	18	22	What Makes Fresh Food Expensive			Frequently Cooks or Eats...			Health Care	18	24
Natural store	8	4	Too costly w/other options	39	45	Canned foods	32	38	Dental Care	13	16
Discount store	6	5	Monthly expenses too high	24	20	Frozen foods	26	32	Your own car	12	16
Times Per Month Groceries Shopped			Do not think it's expensive	22	18	Foods made from scratch	48	42	Have Used In Past 3 Years		
Mean	4.54	4.13	Under employment	5	6	Packaged foods	33	41	CalFresh	30	45
Distance Traveled to Shop			Recent employment	5	8	Fast food	6	7	Family Resource Center Food Giveaway	25	34
Mean	9.14	9.39	% Can't Afford Fresh Foods During :			Fast casual dining	5	6	Emergency food pantries	23	35
How Typically Travel to Shop			Spring	37	50	Dine in or take out	6	5	USDA commodities	25	35
Your own car	74	63	Summer	29	42	Would Like To Learn To:			WIC	14	17
Ask for a ride	10	14	Fall	40	55	Cook simple meals	20	25	How Long CalFresh Last in a Month		
Walk	9	13	Winter	54	69	Cook from scratch	26	30	Less than 1 week	9	7
Borrow a car	4	6	"Local Food"			Choose healthy foods	25	28	Less than 2 weeks	24	23
Difficulties in Travel to Shop			Awareness of	82	80	Make healthy snacks	29	33	Less than 3 weeks	48	52
Cost of gas	49	56	Buying it is important	71	68	Stretch your food budget	33	41	All month	18	16
Bad weather/roads	29	32	Can afford to buy it	49	38	Interested in Grocery Donations from an Org			Have extra at end of month	2	2
Do not have a vehicle	18	27	Can buy where live	69	65	% Yes	82	96			
Store is very far away	13	15	Shop at farmers market	46	38						

%s listed in red font are significantly higher than the County average

Segment Snapshots

Low Incomes

Shopper Profile			Fresh/Local Food Evaluation			Food Preparation			Food Economics		
Majority of Groceries Purchased			Importance of Buying Fresh Food			# Times Typically Eat Per Day			How Often Out of Grocery Money		
Locally	69	62	%Extremely important	71	79	One or less	7	7	Weekly	10	8
Outside the county	10	10				Two	38	34	Monthly	41	43
Outside of CA	22	28	Why Buying Fresh Food Challenging			Three	44	44	Rarely / Never	49	49
Grocery Channel Shopped			Too expensive	59	62	Four or more	12	15	Had to Skip to Afford Groceries		
Grocery chain	50	49	Difficult to find	11	9	Typically Includes Fresh Fruit / Veg			Heat	35	40
Locally owned	17	17	Not present where I shop	7	5	% No	37	37	Medication / prescriptions	20	26
Mass retailer	18	14	Confusing to know what's fresh	4	3	Frequently Cooks or Eats...			Health Care	18	20
Natural store	8	13	What Makes Fresh Food Expensive			Canned foods	32	30	Dental Care	13	20
Discount store	6	4	Too costly w/other options	39	27	Frozen foods	26	21	Your own car	12	11
Times Per Month Groceries Shopped			Monthly expenses too high	24	35	Foods made from scratch	48	52	Have Used In Past 3 Years		
Mean	4.54	4.27	Do not think it's expensive	22	25	Packaged foods	33	23	CalFresh	30	24
Distance Traveled to Shop			Under employment	5	7	Fast food	6	2	Family Resource Center Food Giveaway	25	28
Mean	9.14	8.68	Recent employment	5	3	Fast casual dining	5	5	Emergency food pantries	23	20
How Typically Travel to Shop			% Can't Afford Fresh Foods During :			Dine in or take out	6	4	USDA commodities	25	28
Your own car	74	83	Spring	37	39	Would Like To Learn To:			WIC	14	19
Ask for a ride	10	5	Summer	29	22	Cook simple meals	20	13	How Long CalFresh Last in a Month		
Walk	9	6	Fall	40	34	Cook from scratch	26	17	Less than 1 week	9	12
Borrow a car	4	2	Winter	54	56	Choose healthy foods	25	21	Less than 2 weeks	24	26
Difficulties in Travel to Shop			"Local Food"			Make healthy snacks	29	22	Less than 3 weeks	48	41
Cost of gas	49	52	Awareness of	82	81	Stretch your food budget	33	25	All month	18	21
Bad weather/roads	29	34	Buying it is important	71	77	Interested in Grocery Donations from an Org			Have extra at end of month	2	0
Do not have a vehicle	18	10	Can afford to buy it	49	50	% Yes	82	88			
Store is very far away	13	15	Can buy where live	69	72						
			Shop at farmers market	46	54						

%s listed in red font are significantly higher than the County average

Moderate Incomes

Shopper Profile			Fresh/Local Food Evaluation			Food Preparation			Food Economics		
Majority of Groceries Purchased			Importance of Buying Fresh Food			# Times Typically Eat Per Day			How Often Out of Grocery Money		
Locally	69	69	%Extremely important	71	71	One or less	7	6	Weekly	10	3
Outside the county	10	13				Two	38	37	Monthly	41	34
Outside of CA	22	18	Why Buying Fresh Food Challenging			Three	44	36	Rarely / Never	49	64
Grocery Channel Shopped			Too expensive	59	56	Four or more	12	11	Had to Skip to Afford Groceries		
Grocery chain	50	55	Difficult to find	11	12	Typically Includes Fresh Fruit / Veg			Heat	35	17
Locally owned	17	6	Not present where I shop	7	6	% No	37	20	Medication / prescriptions	20	19
Mass retailer	18	18	Confusing to know what's fresh	4	0	Frequently Cooks or Eats...			Health Care	18	14
Natural store	8	10	What Makes Fresh Food Expensive			Canned foods	32	27	Dental Care	13	9
Discount store	6	10	Too costly w/other options	39	33	Frozen foods	26	24	Your own car	12	9
Times Per Month Groceries Shopped			Monthly expenses too high	24	30	Foods made from scratch	48	56	Have Used In Past 3 Years		
Mean	4.54	4.52	Do not think it's expensive	22	24	Packaged foods	33	27	CalFresh	30	8
Distance Traveled to Shop			Under employment	5	5	Fast food	6	7	Family Resource Center Food Giveaway	25	9
Mean	9.14	10.20	Recent employment	5	1	Fast casual dining	5	4	Emergency food pantries	23	8
How Typically Travel to Shop			% Can't Afford Fresh Foods During :			Dine in or take out	6	2	USDA commodities	25	5
Your own car	74	90	Spring	37	22	Would Like To Learn To:			WIC	14	7
Ask for a ride	10	8	Summer	29	13	Cook simple meals	20	17	How Long CalFresh Last in a Month		
Walk	9	1	Fall	40	23	Cook from scratch	26	20	Less than 1 week	9	20
Borrow a car	4	1	Winter	54	36	Choose healthy foods	25	20	Less than 2 weeks	24	20
Difficulties in Travel to Shop			"Local Food"			Make healthy snacks	29	24	Less than 3 weeks	48	40
Cost of gas	49	50	Awareness of	82	81	Stretch your food budget	33	25	All month	18	20
Bad weather/roads	29	29	Buying it is important	71	69	Interested in Grocery Donations from an Org			Have extra at end of month	2	0
Do not have a vehicle	18	3	Can afford to buy it	49	64	% Yes	82	64			
Store is very far away	13	15	Can buy where live	69	79						
			Shop at farmers market	46	48						

%s listed in red font are significantly higher than the County average

Segment Snapshots

High Incomes

Shopper Profile			Fresh/Local Food Evaluation			Food Preparation			Food Economics		
Majority of Groceries Purchased			Importance of Buying Fresh Food			# Times Typically Eat Per Day			How Often Out of Grocery Money		
Locally			%Extremely important			One or less			Weekly		
Outside the county			71			Two			Monthly		
Outside of CA			48			Three			Rarely / Never		
Grocery Channel Shopped			Why Buying Fresh Food Challenging			Four or more			Had to Skip to Afford Groceries		
Grocery chain			Too expensive			Typically Includes Fresh Fruit / Veg			Heat		
Locally owned			Difficult to find			% No			Medication / prescriptions		
Mass retailer			Not present where I shop			Frequently Cooks or Eats...			Health Care		
Natural store			Confusing to know what's fresh			Canned foods			Dental Care		
Discount store			What Makes Fresh Food Expensive			Frozen foods			Your own car		
Times Per Month Groceries Shopped			Too costly w/other options			Foods made from scratch			Have Used In Past 3 Years		
Mean			Monthly expenses too high			Packaged foods			CalFresh		
Distance Traveled to Shop			Do not think it's expensive			Fast food			Family Resource Center Food Giveaway		
Mean			Under employment			Fast casual dining			Emergency food pantries		
How Typically Travel to Shop			Recent employment			Dine in or take out			USDA commodities		
Your own car			% Can't Afford Fresh Foods During :			Would Like To Learn To:			WIC		
Ask for a ride			Spring			Cook simple meals			How Long CalFresh Last in a Month		
Walk			Summer			Cook from scratch			Less than 1 week		
Borrow a car			Fall			Choose healthy foods			Less than 2 weeks		
Difficulties in Travel to Shop			Winter			Make healthy snacks			Less than 3 weeks		
Cost of gas			"Local Food"			Stretch your food budget			All month		
Bad weather/roads			Awareness of			Interested in Grocery Donations from an Org			Have extra at end of month		
Do not have a vehicle			Buying it is important			% Yes					
Store is very far away			Can afford to buy it								
			Can buy where live								
			Shop at farmers market								

%s listed in red font are significantly higher than the County average

Household Count = 1

Shopper Profile			Fresh/Local Food Evaluation			Food Preparation			Food Economics		
Majority of Groceries Purchased			Importance of Buying Fresh Food			# Times Typically Eat Per Day			How Often Out of Grocery Money		
Locally			%Extremely important			One or less			Weekly		
Outside the county			71			Two			Monthly		
Outside of CA			48			Three			Rarely / Never		
Grocery Channel Shopped			Why Buying Fresh Food Challenging			Four or more			Had to Skip to Afford Groceries		
Grocery chain			Too expensive			Typically Includes Fresh Fruit / Veg			Heat		
Locally owned			Difficult to find			% No			Medication / prescriptions		
Mass retailer			Not present where I shop			Frequently Cooks or Eats...			Health Care		
Natural store			Confusing to know what's fresh			Canned foods			Dental Care		
Discount store			What Makes Fresh Food Expensive			Frozen foods			Your own car		
Times Per Month Groceries Shopped			Too costly w/other options			Foods made from scratch			Have Used In Past 3 Years		
Mean			Monthly expenses too high			Packaged foods			CalFresh		
Distance Traveled to Shop			Do not think it's expensive			Fast food			Family Resource Center Food Giveaway		
Mean			Under employment			Fast casual dining			Emergency food pantries		
How Typically Travel to Shop			Recent employment			Dine in or take out			USDA commodities		
Your own car			% Can't Afford Fresh Foods During :			Would Like To Learn To:			WIC		
Ask for a ride			Spring			Cook simple meals			How Long CalFresh Last in a Month		
Walk			Summer			Cook from scratch			Less than 1 week		
Borrow a car			Fall			Choose healthy foods			Less than 2 weeks		
Difficulties in Travel to Shop			Winter			Make healthy snacks			Less than 3 weeks		
Cost of gas			"Local Food"			Stretch your food budget			All month		
Bad weather/roads			Awareness of			Interested in Grocery Donations from an Org			Have extra at end of month		
Do not have a vehicle			Buying it is important			% Yes					
Store is very far away			Can afford to buy it								
			Can buy where live								
			Shop at farmers market								

%s listed in red font are significantly higher than the County average

Segment Snapshots

Household Count = 2

Shopper Profile			Fresh/Local Food Evaluation			Food Preparation			Food Economics		
Majority of Groceries Purchased			Importance of Buying Fresh Food			# Times Typically Eat Per Day			How Often Out of Grocery Money		
Locally	69	72	%Extremely important	71	76	One or less	7	5	Weekly	10	7
Outside the county	10	9				Two	38	36	Monthly	41	35
Outside of CA	22	19	Why Buying Fresh Food Challenging			Floor	44	47	Rarely / Never	49	58
Grocery Channel Shopped			Too expensive	59	51	Four or more	12	13	Had to Skip to Afford Groceries		
Grocery chain	50	45	Difficult to find	11	9	Typically Includes Fresh Fruit / Veg			Heat	35	27
Locally owned	17	18	Not present where I shop	7	6	% No	37	31	Medication / prescriptions	20	19
Mass retailer	18	17	Confusing to know what's fresh	4	4	Frequently Cooks or Eats...			Health Care	18	15
Natural store	8	13	What Makes Fresh Food Expensive			Canned foods	32	28	Dental Care	13	12
Discount store	6	5	Too costly w/other options	39	33	Frozen foods	26	18	Your own car	12	8
Times Per Month Groceries Shopped			Monthly expenses too high	24	24	Foods made from scratch	48	55	Have Used In Past 3 Years		
Mean	4.54	5.21	Do not think it's expensive	22	28	Packaged foods	33	30	CalFresh	30	20
Distance Traveled to Shop			Under employment	5	4	Fast food	6	4	Family Resource Center Food Giveaway	25	22
Mean	9.14	8.73	Recent employment	5	6	Fast casual dining	5	4	Emergency food pantries	23	18
How Typically Travel to Shop			% Can't Afford Fresh Foods During :			Dine in or take out	6	7	USDA commodities	25	21
Your own car	74	81	Spring	37	29	Would Like To Learn To:			WIC	14	4
Ask for a ride	10	8	Summer	29	24	Cook simple meals	20	19	How Long CalFresh Last in a Month		
Walk	9	7	Fall	40	33	Cook from scratch	26	24	Less than 1 week	9	6
Borrow a car	4	1	Winter	54	46	Choose healthy foods	25	22	Less than 2 weeks	24	26
Difficulties in Travel to Shop			"Local Food"			Make healthy snacks	29	30	Less than 3 weeks	48	53
Cost of gas	49	46	Awareness of	82	83	Stretch your food budget	33	29	All month	18	13
Bad weather/roads	29	27	Buying it is important	71	78	Interested in Grocery Donations from an Org			Have extra at end of month	2	2
Do not have a vehicle	18	13	Can afford to buy it	49	57	% Yes	82	71			
Store is very far away	13	11	Can buy where live	69	70						
			Shop at farmers market	46	53						

%s listed in red font are significantly higher than the County average

Household Count = 3

Shopper Profile			Fresh/Local Food Evaluation			Food Preparation			Food Economics		
Majority of Groceries Purchased			Importance of Buying Fresh Food			# Times Typically Eat Per Day			How Often Out of Grocery Money		
Locally	69	57	%Extremely important	71	74	One or less	7	9	Weekly	10	10
Outside the county	10	16				Two	38	31	Monthly	41	43
Outside of CA	22	27	Why Buying Fresh Food Challenging			Three	44	49	Rarely / Never	49	46
Grocery Channel Shopped			Too expensive	59	56	Four or more	12	11	Had to Skip to Afford Groceries		
Grocery chain	50	52	Difficult to find	11	9	Typically Includes Fresh Fruit / Veg			Heat	35	37
Locally owned	17	12	Not present where I shop	7	6	% No	37	30	Medication / prescriptions	20	19
Mass retailer	18	23	Confusing to know what's fresh	4	3	Frequently Cooks or Eats...			Health Care	18	15
Natural store	8	5	What Makes Fresh Food Expensive			Canned foods	32	25	Dental Care	13	11
Discount store	6	5	Too costly w/other options	39	35	Frozen foods	26	21	Your own car	12	13
Times Per Month Groceries Shopped			Monthly expenses too high	24	21	Foods made from scratch	48	45	Have Used In Past 3 Years		
Mean	4.54	4.45	Do not think it's expensive	22	21	Packaged foods	33	33	CalFresh	30	44
Distance Traveled to Shop			Under employment	5	8	Fast food	6	5	Family Resource Center Food Giveaway	25	22
Mean	9.14	13.10	Recent employment	5	7	Fast casual dining	5	5	Emergency food pantries	23	28
How Typically Travel to Shop			% Can't Afford Fresh Foods During :			Dine in or take out	6	5	USDA commodities	25	21
Your own car	74	71	Spring	37	34	Would Like To Learn To:			WIC	14	27
Ask for a ride	10	12	Summer	29	31	Cook simple meals	20	20	How Long CalFresh Last in a Month		
Walk	9	3	Fall	40	37	Cook from scratch	26	33	Less than 1 week	9	2
Borrow a car	4	12	Winter	54	54	Choose healthy foods	25	29	Less than 2 weeks	24	24
Difficulties in Travel to Shop			"Local Food"			Make healthy snacks	29	30	Less than 3 weeks	48	55
Cost of gas	49	50	Awareness of	82	85	Stretch your food budget	33	40	All month	18	17
Bad weather/roads	29	21	Buying it is important	71	78	Interested in Grocery Donations from an Org			Have extra at end of month	2	2
Do not have a vehicle	18	20	Can afford to buy it	49	46	% Yes	82	84			
Store is very far away	13	11	Can buy where live	69	75						
			Shop at farmers market	46	46						

%s listed in red font are significantly higher than the County average

Segment Snapshots

Household Count = 4+

Shopper Profile			Fresh/Local Food Evaluation			Food Preparation			Food Economics		
Majority of Groceries Purchased			Importance of Buying Fresh Food			# Times Typically Eat Per Day			How Often Out of Grocery Money		
Locally			%Extremely important			One or less			Weekly		
Outside the county			Why Buying Fresh Food Challenging			Two			Monthly		
Outside of CA			Too expensive			Three			Rarely / Never		
Grocery Channel Shopped			Difficult to find			Four or more			Had to Skip to Afford Groceries		
Grocery chain			Not present where I shop			Typically Includes Fresh Fruit / Veg			Heat		
Locally owned			Confusing to know what's fresh			% No			Medication / prescriptions		
Mass retailer			What Makes Fresh Food Expensive			Frequently Cooks or Eats...			Health Care		
Natural store			Too costly w/other options			Canned foods			Dental Care		
Discount store			Monthly expenses too high			Frozen foods			Your own car		
Times Per Month Groceries Shopped			Do not think it's expensive			Foods made from scratch			Have Used In Past 3 Years		
Mean			Under employment			Packaged foods			CalFresh		
Distance Traveled to Shop			Recent employment			Fast food			Family Resource Center Food Giveaway		
Mean			% Can't Afford Fresh Foods During :			Fast casual dining			Emergency food pantries		
How Typically Travel to Shop			Spring			Dine in or take out			USDA commodities		
Your own car			Summer			Would Like To Learn To:			WIC		
Ask for a ride			Fall			Cook simple meals			How Long CalFresh Last in a Month		
Walk			Winter			Cook from scratch			Less than 1 week		
Borrow a car			"Local Food"			Choose healthy foods			Less than 2 weeks		
Difficulties in Travel to Shop			Awareness of			Make healthy snacks			Less than 3 weeks		
Cost of gas			Buying it is important			Stretch your food budget			All month		
Bad weather/roads			Can afford to buy it			Interested in Grocery Donations from an Org			Have extra at end of month		
Do not have a vehicle			Can buy where live			% Yes					
Store is very far away			Shop at farmers market								

%s listed in red font are significantly higher than the County average

Children in Household (Under 18)

Shopper Profile			Fresh/Local Food Evaluation			Food Preparation			Food Economics		
			Total	Kid	Total	Kid	Total	Kid	Total	Kid	
Majority of Groceries Purchased			Importance of Buying Fresh Food			# Times Typically Eat Per Day			How Often Out of Grocery Money		
Locally	69	56	%Extremely important	71	72	One or less	7	4	Weekly	10	9
Outside the county	10	12	Why Buying Fresh Food Challenging			Two		33	Monthly	41	44
Outside of CA	22	32				Three		48	Rarely / Never	49	47
Grocery Channel Shopped						Too expensive	59	57	Four or more	12	15
Grocery chain	50	52	Difficult to find	11	12	Typically Includes Fresh Fruit / Veg			Heat	35	38
Locally owned	17	17	Not present where I shop	7	8	% No	37	31	Medication / prescriptions	20	16
Mass retailer	18	18	Confusing to know what's fresh	4	3	Frequently Cooks or Eats...			Health Care	18	17
Natural store	8	4	What Makes Fresh Food Expensive			Canned foods	32	34	Dental Care	13	9
Discount store	6	7	Too costly w/other options	39	38	Frozen foods	26	29	Your own car	12	13
Times Per Month Groceries Shopped			Monthly expenses too high	24	25	Foods made from scratch	48	44	Have Used In Past 3 Years		
Mean	4.54	4.06	Do not think it's expensive	22	20	Packaged foods	33	42	CalFresh	30	52
Distance Traveled to Shop			Under employment	5	9	Fast food	6	5	Family Resource Center Food	25	30
Mean	9.14	11.35	Recent employment	5	5	Fast casual dining	5	6	Giveaway		
How Typically Travel to Shop			% Can't Afford Fresh Foods During :			Dine in or take out	6	4	Emergency food pantries	23	23
Your own car	74	77	Spring	37	35	Would Like To Learn To:			USDA commodities	25	21
Ask for a ride	10	8	Summer	29	25	Cook simple meals	20	23	WIC	14	36
Walk	9	6	Fall	40	39	Cook from scratch	26	30	How Long CalFresh Last in a Month		
Borrow a car	4	7	Winter	54	56	Choose healthy foods	25	27	Less than 1 week	9	6
Difficulties in Travel to Shop			"Local Food"			Make healthy snacks	29	30	Less than 2 weeks	24	22
Cost of gas	49	56	Awareness of	82	84	Stretch your food budget	33	40	Less than 3 weeks	48	50
Bad weather/roads	29	30	Buying it is important	71	71	Interested in Grocery Donations from an Org			All month	18	20
Do not have a vehicle	18	17	Can afford to buy it	49	48	% Yes	82	87	Have extra at end of month	2	1
Store is very far away	13	16	Can buy where live	69	72						
			Shop at farmers market	46	42						

%s listed in red font are significantly higher than the County average

Segment Snapshots

Single Senior Household (60+)

Shopper Profile			Fresh/Local Food Evaluation			Food Preparation			Food Economics		
	Total	1Sen		Total	1Sen		Total	1Sen		Total	1Sen
Majority of Groceries Purchased			Importance of Buying Fresh Food			# Times Typically Eat Per Day			How Often Out of Grocery Money		
Locally	69	80	%Extremely important	71	72	One or less	7	6	Weekly	10	8
Outside the county	10	7	Why Buying Fresh Food Challenging			Two	38	49	Monthly	41	42
Outside of CA	22	13	Too expensive	59	65	Three	44	37	Rarely / Never	49	49
Grocery Channel Shopped			Difficult to find	11	12	Four or more	12	9	Had to Skip to Afford Groceries		
Grocery chain	50	55	Not present where I shop	7	3	Typically Includes Fresh Fruit / Veg			Heat	35	39
Locally owned	17	16	Confusing to know what's fresh	4	2	% No	37	47	Medication / prescriptions	20	22
Mass retailer	18	15	What Makes Fresh Food Expensive			Frequently Cooks or Eats...			Health Care	18	23
Natural store	8	8	Too costly w/other options	39	40	Canned foods	32	33	Dental Care	13	20
Discount store	6	5	Monthly expenses too high	24	28	Frozen foods	26	33	Your own car	12	13
Times Per Month Groceries Shopped			Do not think it's expensive	22	21	Foods made from scratch	48	42	Have Used In Past 3 Years		
Mean	4.54	4.21	Under employment	5	3	Packaged foods	33	26	CalFresh	30	13
Distance Traveled to Shop			Recent employment	5	3	Fast food	6	4	Family Resource Center Food	25	22
Mean	9.14	6.93	% Can't Afford Fresh Foods During :			Fast casual dining	5	4	Giveaway	23	22
How Typically Travel to Shop			Spring	37	46	Dine in or take out	6	5	Emergency food pantries	23	22
Your own car	74	76	Summer	29	31	Would Like To Learn To:			USDA commodities	25	33
Ask for a ride	10	10	Fall	40	46	Cook simple meals	20	15	WIC	14	0
Walk	9	7	Winter	54	58	Cook from scratch	26	21	How Long CalFresh Last in a Month		
Borrow a car	4	1	"Local Food"			Choose healthy foods	25	23	Less than 1 week	9	33
Difficulties in Travel to Shop			Awareness of	82	77	Make healthy snacks	29	25	Less than 2 weeks	24	11
Cost of gas	49	46	Buying it is important	71	68	Stretch your food budget	33	23	Less than 3 weeks	48	44
Bad weather/roads	29	33	Can afford to buy it	49	48	Interested in Grocery Donations from an Org			All month	18	11
Do not have a vehicle	18	14	Can buy where live	69	70	% Yes	82	87	Have extra at end of month	2	0
Store is very far away	13	9	Shop at farmers market	46	46						

%s listed in red font are significantly higher than the County average

Two Senior Household (60+)

Shopper Profile			Fresh/Local Food Evaluation			Food Preparation			Food Economics		
	Total	2Sen		Total	2Sen		Total	2Sen		Total	2Sen
Majority of Groceries Purchased			Importance of Buying Fresh Food			# Times Typically Eat Per Day			How Often Out of Grocery Money		
Locally	69	73	%Extremely important	71	76	One or less	7	1	Weekly	10	1
Outside the county	10	10	Why Buying Fresh Food Challenging			Two	38	35	Monthly	41	24
Outside of CA	22	17	Too expensive	59	43	Three	44	51	Rarely / Never	49	74
Grocery Channel Shopped			Difficult to find	11	10	Four or more	12	13	Had to Skip to Afford Groceries		
Grocery chain	50	46	Not present where I shop	7	1	Typically Includes Fresh Fruit / Veg			Heat	35	18
Locally owned	17	15	Confusing to know what's fresh	4	6	% No	37	29	Medication / prescriptions	20	19
Mass retailer	18	15	What Makes Fresh Food Expensive			Frequently Cooks or Eats...			Health Care	18	9
Natural store	8	14	Too costly w/other options	39	32	Canned foods	32	28	Dental Care	13	10
Discount store	6	6	Monthly expenses too high	24	22	Frozen foods	26	17	Your own car	12	9
Times Per Month Groceries Shopped			Do not think it's expensive	22	43	Foods made from scratch	48	48	Have Used In Past 3 Years		
Mean	4.54	6.52	Under employment	5	0	Packaged foods	33	26	CalFresh	30	4
Distance Traveled to Shop			Recent employment	5	0	Fast food	6	5	Family Resource Center Food	25	17
Mean	9.14	8.31	% Can't Afford Fresh Foods During :			Fast casual dining	5	4	Giveaway	23	13
How Typically Travel to Shop			Spring	37	20	Dine in or take out	6	8	Emergency food pantries	23	13
Your own car	74	90	Summer	29	17	Would Like To Learn To:			USDA commodities	25	19
Ask for a ride	10	6	Fall	40	23	Cook simple meals	20	9	WIC	14	1
Walk	9	1	Winter	54	29	Cook from scratch	26	7	How Long CalFresh Last in a Month		
Borrow a car	4	0	"Local Food"			Choose healthy foods	25	14	Less than 1 week	9	67
Difficulties in Travel to Shop			Awareness of	82	78	Make healthy snacks	29	16	Less than 2 weeks	24	33
Cost of gas	49	43	Buying it is important	71	69	Stretch your food budget	33	14	Less than 3 weeks	48	0
Bad weather/roads	29	23	Can afford to buy it	49	71	Interested in Grocery Donations from an Org			All month	18	0
Do not have a vehicle	18	6	Can buy where live	69	63	% Yes	82	63	Have extra at end of month	2	0
Store is very far away	13	7	Shop at farmers market	46	63						

%s listed in red font are significantly higher than the County average

Community Conversations

South County Region

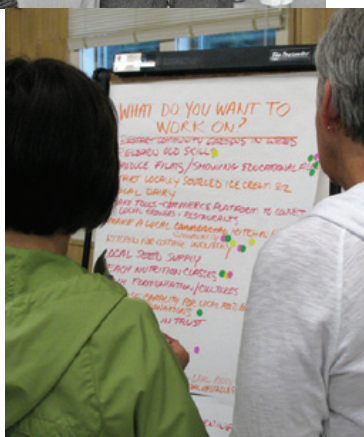
The towns of Weed, Dunsmuir, McCloud and Mount Shasta

On May 13, 2013, 17 people met in Mount Shasta

The South County region had a lively discussion about existing resources as well as skills and resources from the past that are no longer available or used. The need for those resources informed the discussion of opportunities, unmet needs and the list of projects. Resources were listed by town, which provided a unique characterization for the South County. Assets included specific people and groups active in growing and distributing food, backyard and alleyway food resources like blackberries and grapes, and food-producing equipment for use at the community level, such as apple cider presses. When the South County participants selected their priority projects, one group outlined a community food facility, another discussed legal issues and the third educational opportunities with a strong interest in showing food related films.



Working together to create a list of resources and opportunities.



PRIORITY PROJECTS

1. Community Kitchen

Goal and supporting activities

Establish a location in Mt. Shasta and interest in South county communities

- Build a business plan
- Identify existing and potential locations
- Fundraise – grants, memberships, food revenues

Potential Partners

Jefferson Economic Development Institute (JEDI), College of the Siskiyous (COS), Local Grub Club, Shasta Commons, Hunter Orchards, Great Northern, Siskiyou Land Trust, Schools, Churches, McCloud Healthcare Clinic, Ford Foundation, McConnell, Shasta Regional Foundation

Next, most do-able steps

Business Plan – Mission and Vision Statements
Research worker owned cooperative business model

2. Education films, curriculum, working farm

Goal and supporting activities

Offer education re: food, growing, preparation, nutrition
Set up film series – find venue, identify films
Offer hands on gardening classes
Offer nutrition and healthy food choices classes

Potential Partners

Weed City Hall/Mayor Bob Hall, COS, Mt. Shasta Library
Invite County Supervisors to participate

Next, most do-able steps

Meet again to review contacts made
Use e-mail to report progress before meeting

3. Legal Policy Issues

Goal and supporting activities

Find a unifying issue (i.e. raw milk, food processing etc.)
Community Education – Awareness of issue and limitations and cost to be legal
Support food policy group
Share alternative models

Potential Partners

Food Policy Group, Local churches (7th Day Adventist), law enforcement, Mt. Shasta Commons, Tea Party, Farm to Consumer Legal Defense Fund

Next, most do-able steps

Community Education

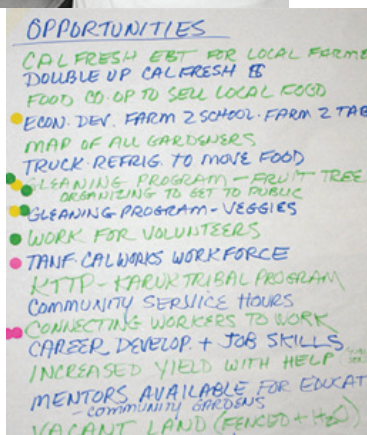
Shasta Valley Region

The region includes the towns of Yreka, Montague, Grenada, Gazelle, Big Springs, and Hornbrook. On May 20, 2013, 16 people met in Yreka

The group came together to share their knowledge of community assets and the need to connect certain resources, challenges and unmet needs. Participants generated a significant list of food-related assets in Yreka, the Shasta Valley and Montague that ranged from specific farmers to emergency food resources to agency resources to community gardens. In discussing challenges and unmet needs, the need for a centralized food network facility and the coordination of volunteers with projects was touched upon repeatedly. Additionally, participants pointed out questions related to food regulations and the need to improve access to healthy food throughout the communities of the region. After exploring assets, opportunities and challenges, participants selected three projects to brainstorm. Those projects were a community food networking facility, the creation of a fruit and vegetable gleaning group and the creation of a gardening mentoring group.



Group members discussing a priority project.



PRIORITY PROJECTS

1. Community Food Networking Facility

Activities to move forward:

Identify location – visit successful programs (ACCESS OREGON)
Develop facility or append to existing facility
Develop distribution logistics
Greenhouses for year round food growing

Potential partners:

Great Northern, Siskiyou County Economic Development Council (SCEDC), College of the Siskiyous (COS), Senior Center, Family Resource Centers (FRC), Food Pantry, Gleaners, Churches, Schools

Next, most do-able steps:

Discuss and identify three potential locations
Look for funding
Connect with partners

2. Create a fruit and veggie gleaning group

Description of the activity:

A Gleaning Organization for information distribution; pooling workforce sources (liability issues)

Things to consider:

Scheduling
Thinning – Gleaner Training
Transportation – People – Product
Like “Plates for People” in Mt. Shasta
Food Providers for hungry people

Potential Partners:

Community Gardens, Farmers, Orchardists, Individuals

Next, most do-able steps:

Interest assessment in community

3. Create a mentoring group

Description of the activity:

Main Theme – gardening
Basics – preparing ground, designing and planting garden, seed production, growing plants for seed

Potential Partners:

Snap-Ed program, County Health & Human Services, Senior Programs, Schools, COS, FRCs, Faith based orgs

Next, most do-able steps:

Monthly workshops

Community Conversations

Scott Valley Region

The towns of Fort Jones, Etna, Greenview, and Callahan
On May 22, 2013, 11 people met in Fort Jones

The folks in Scott Valley came up with an extensive list of community food assets. Ranches, farms, orchards, pumpkin patches, a flour mill, community gardens and farmers' markets were among the assets listed that connect residents to local food. The long list of assets reflects the agricultural nature of the Scott Valley and the existing community groups and agencies that create community resiliency. As the priority projects emerged, one group talked about developing a network of Scott Valley farmers and ranchers. Another group looked at how to strengthen involvement in community gardens in the Valley and classes (canning and gardening, etc.) to share knowledge of how to grow and preserve your own food.



Reading over
the lists of
community
food resources.



PRIORITY PROJECTS

1. Further Develop the Community Garden

Priority goal and supporting activities:

Education about home gardening and preserving
Gardening classes
Information about the community garden
Classes for preserving food

Potential Partners

Family Resource Centers, City of Fort Jones, Women's Club, Friends of Fort Jones

Next, most do-able step

Get more Information about the existing community garden

2. Coordinate a network of growers

Priority goal and supporting activities

Usable directory, make the directory, get names,
Meeting place for growers
Distribute document hard copy and online

Potential Partners

Chamber of Commerce, Etna Farmers' Market, Fort Jones Farmers' Market, Rockside Ranch Community Supported Agriculture (CSA)

Next, most do-able step

Talk to Kyle (regarding previous food summit)
Communicate with growers to gain interest

3. Seed Production program

Priority goal and supporting activities:

Organic and veganic seed production
Local "pedigree", open pollinated GMO free, pesticide-free, chem-free
Find growers willing to grow specific seed crops

Potential Partners

Community based Non-profits, Faith based groups, College, Schools

Next, most do-able steps

Workshop on growing plants for seed
Local seed growing alliance

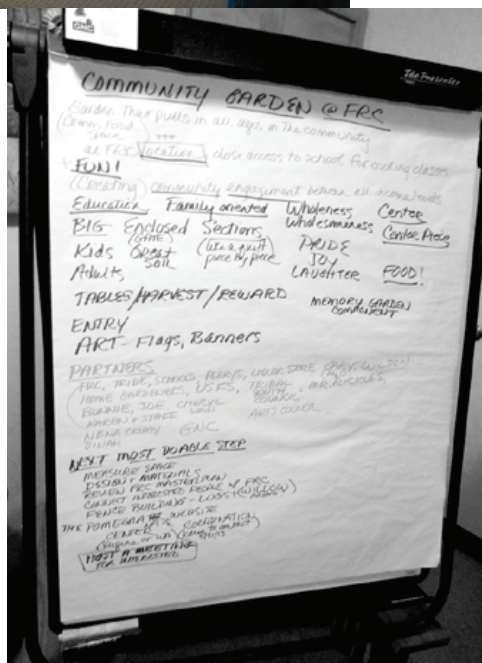
Downriver Region

The towns of Happy Camp, Klamath River, Horsecreek, Seiad Valley
On May 29, 2013, 10 people met in Happy Camp

The meeting in Happy Camp saw people come together around a single idea: create a community garden. The group of residents shared their ideas and dreams, and then found that the primary resource - land - was available at the Family Resource Center, which was looking for volunteers to create the garden. The vision of the community garden included many of the assets community members had listed – skilled gardeners, a long growing season, homestead level distribution of foods grown both in gardens and harvested from wild fruit trees and bushes. The group spent a good portion of the evening mapping out what the garden will look like and the next steps to get the project moving forward.



Working together to create a list of resources and opportunities.



PRIORITY PROJECT

1. Create a community garden at the Family Resource Center (FRC)

Goal and supporting activities

Community food space that pulls in all ages in the community at FRC location with close access to school for cooking classes.

Creating community engagement between all income levels

FUN! Education, Family oriented, Wholeness, Wholesomeness, Center, Centerpiece, Big, Enclosed (Gate), Sections (like a quilt, piece by piece), Pride, Joy, Laughter, FOOD!, Tables for eating and working, Harvest, Reward, Entry, Art (flags, banners,) Memory garden component

Potential Partners

FRC, Karuk Tribe, Schools, Perry's Market, Great Northern, Liquor Store, Home gardeners, U.S. Forest Service, Tribal Youth Council, Arts Council

Next, most do-able steps

Host a meeting for those interested, measure space, design and materials, review FRC Master Plan, connect interested people with FRC, fence building, logs and willow (good or bad), Contact The Pomegranate Center Website for opportunities

Community Food Opportunities

Based on the Community Food Conversations in the spring and the informal interviews conducted in August at the Siskiyou Golden Fair, the final Community Food Opportunities meeting was held November 7, 2013 to respond to interest in small food-based businesses, share information about community food projects and summarize results from the survey.

Community Food Projects

Several speakers came from around the county to share about new and existing community food projects. Residents spoke about the gardenshare in Mt. Shasta, a Farm Girls club in the Scott Valley, a new health and nutrition partnership in McCloud, the Earth Heart Farm School in Dunsmuir, and the Siskiyou Classic Canners group on Facebook. These activities provided a broad view of various ways that community members come together to share knowledge and resources relating to food. A networking session provided the opportunity for people to connect.



Community members share about a local food cooperative project.

Community Food Projects Shared by Community Members

Health and Nutrition Project in McCloud, presented by Angelina Cook

Underlying key to nutrition is fresh food, so this program is working to connect participants to healthy food, sourcing locally when possible.

Earth Heart Farm School in Dunsmuir, owner Wendy Crist

The farm has been operating on the old hospital property for 4 years of farming with 5-10 interns for physical help on a regular basis. Recently a high tunnel was purchased to grow during winter months.

Siskiyou Land Trust (SLT) Garden Share Model, presented by Kathleen Hitt

The Land Trust linked with Shasta Commons group (volunteers) and are using a consensus model to garden, meaning the group shares labor and responsibilities, rather than having individual plots.

Scott Valley Community Projects, presented by Vicki Krueger

In the Scott Valley, a Farm Girls Group meets monthly for support, sharing, potluck and to generate and help each other with garden and farm related projects.

Siskiyou Classic Canners and Food Preservation Group – A Facebook group

A group that shares recipes, advice, and sources of food. It also shares information on growing unusual crops, like sweet potatoes, and connects people with heirloom seeds.

Cottage Food Opportunities

There was much excitement at the final Community Food Conversation about California's new Homemade Food Act (generally referred to as Cottage Food). Speakers included Siskiyou County's first permitted Cottage Food law business, Diane Gularte, owner of Dolce Fiore. Following Diane, Dina Ellinson of Siskiyou County Public Health spoke about administering the law and the process for the two different types of permits. Meeting participants were highly engaged, with much question and answer between the speakers and attendees, which included people from around the county.

The final speakers look at business related aspects, speaking about business training classes and local marketing opportunities. Nancy Swift and Paj Kane of Jefferson Economic Development Institute (JEDI) spoke about existing business education resources. Leslie Ellorin, former Mt. Shasta Farmers' Market manager, spoke about marketing opportunities for food-based businesses and opportunities to create a strong client base.

Throughout the year of this community food security assessment, Great Northern staff have heard of the interest in strengthening our local food network, in providing food to those in need, in connecting resources and the desire to build livelihoods of residents. This final meeting spoke to those interests and brought people together to make connections and learn from each other.

As the final Community Food Conversation wrapped up, we collected a list of things the participants want to learn more about and examined the common themes to this year's activity. Commonalities across the community food conversations were: strong interest in community-based food facilities, desire to learn more about regulations that affect local food production and interest in educational activities. At the final meeting, interest in more information about business classes and specific regulations regarding the sale of food products, asset mapping of the county's food related opportunities and a desire for a food business support group were expressed. People also spoke of the need to connect food growers with available land and additional means of connecting consumers to locally produced products.

The California Homemade Food Act, Assembly Bill (AB) 1616, became effective on January 1, 2013. The bill allows individuals to prepare and/or package certain non-potentially hazardous foods in private-home kitchens referred to as "cottage food operations" (CFOs).

AB 1616 creates a two-tier cottage food operator registration and permitting system to be enforced by local county or city environmental health agencies: 1) "Class A" cottage food operators are those operations that sell CFO prepared foods directly to the public (at the home where the cottage food operation is located or at a community event), and 2) "Class B" cottage food operators are those operations that sell CFO prepared foods either indirectly through restaurants and stores or both directly to the public as well as indirectly to the public via sale to retail food facilities such as restaurants and markets. There are different requirements for "Class A" and "Class B" cottage food operations.



Lessons Learned

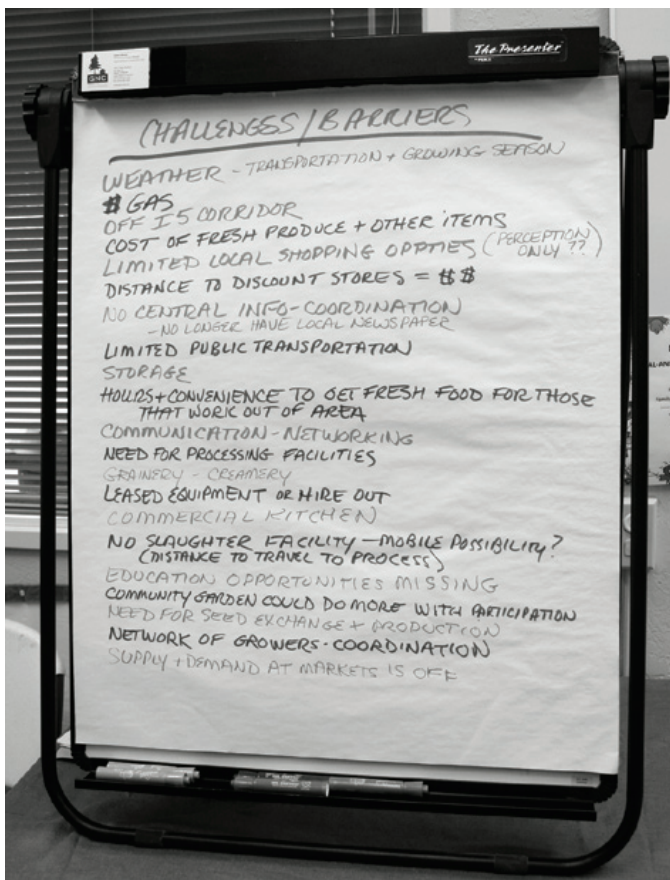
The goal of this report is to share information that will inspire individuals, agencies, community service groups and organizations to continue to grow our food network and improve the quality of life of our Siskiyou County residents.

What did we learn from the Community Food Security Assessment?

First, we learned that there is a high interest in food related issues, whether it be questions of accessibility, making use and expanding on existing community food based projects or creating new partnerships and infrastructure to support our food system.

The survey shows the characteristics of residents in five regions of the county: how their shopping habits are influenced by location, what assistance programs and informal food supplies they access and how transportation factors influence how they buy food. It all points to the issue that our neighbors are in need of quality, nutritious food, and they're struggling and often failing to get it. The data collected shows that each region has its own trends based on the resources available, such as in the case of grocery stores, and community characteristics.

At the Community Food Conversations we asked people across four regions of the county about assets, challenges and opportunities relating to their local food network. People hunger for a community food center—the description varied a little by region, but by and large people want a gathering place where they can make and preserve food together, learn with and from each other and have the opportunity to make products for food-based businesses. Some also want a community garden, a place to save and share seeds and tools, and a place to cook and eat together. Some are also concerned and want to learn more about how regulations affect their ability to access, produce and provide local food to others in their communities.



What's Next?

Great Northern is exploring projects that are a natural extension of this assessment to be a strong partner in contributing to community vitality and resiliency through food. The staff at Great Northern is committed to creating lasting partnerships, strengthening resource connections and providing assistance to those in need. While we remain dedicated to giving supplemental food to individuals and food banks, we are also growing our capacity to partner in nutrition education, resource coordination and local food partnerships to improve lives and strengthen our communities.

Some examples of these projects and partnerships include:

- Increasing awareness of the face of hunger in our communities by hosting a film screening of "A Place at the Table" and providing resources for those who want to become involved in addressing the issue in rural Siskiyou County.



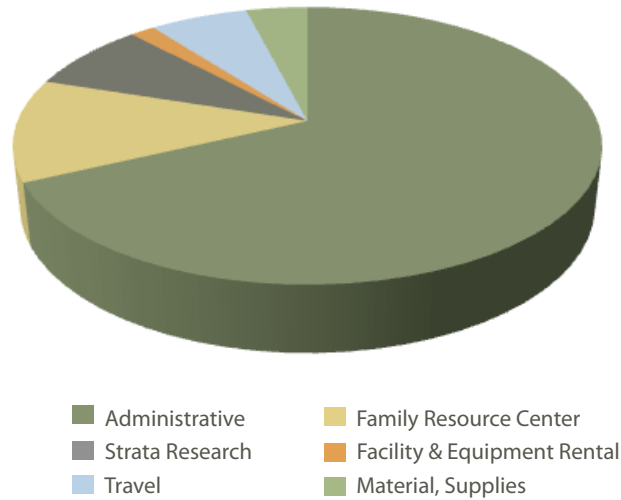
- Surveying interest and building an advisory committee to move forward the vision of a community commercial kitchen facility for the south county as identified by the assessment results.
- Working to reduce childhood obesity and improve nutrition education by partnering with local schools, corporate giving, Head Start and CalFresh programs with a fun model to learn portion control.
- Networking and coordinating with local food producers and wholesalers to improve the quantity and quality of fresh foods in the USDA Commodities and Emergency Food Banks throughout the County.
- Collecting recycled paper grocery bags and manual can openers from residents around the county to use in emergency food deliveries.
- Pairing grant money with community donations to provide emergency snack food to elementary school students in need.
- Focusing on bringing fresh produce and frozen meat to USDA commodities recipients, with a 79% increase of produce and 40% increase in meat in 2013 from 2012 numbers.

We share these results in order to lay the groundwork for community involvement at a deeper level. In our work, we know that the need for food exceeds what is being provided and that the desire to help our neighbors is strong here in Siskiyou County. Great Northern is committed to building stronger communities and healthy individuals and we welcome partners in this work. If the results of this Community Food Assessment and Great Northern's projects piqued your interest, please contact us.

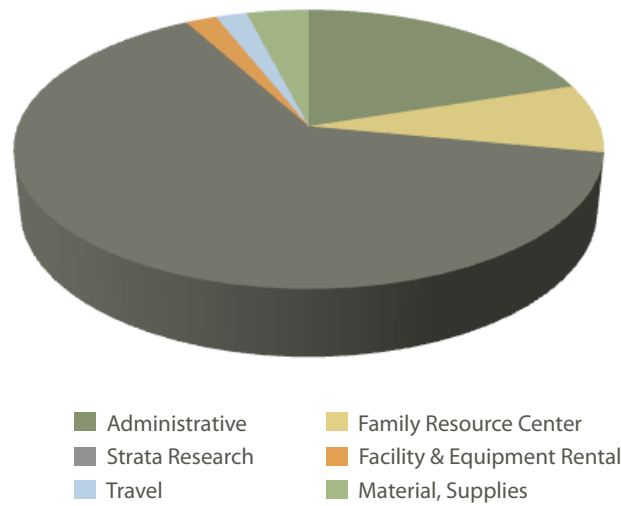
Budget

Great Northern applied for and received a \$25,000 grant through USDA National Institute of Food and Agriculture (NIFA) and arranged for matching non-federal in-kind services in the amount of \$25,000.

Federal Funds \$25,000



In-Kind Non-Federal Match \$25,000



Thank you

A project like this takes a high level of commitment and cooperation. We would like to thank everyone who worked to insure that this project took a genuine, in depth look at current Siskiyou County food security issues. Thank you to all who took the time to fill out the survey. We especially want to thank First 5 Siskiyou and the many volunteers and staff at the Family Resource Centers who helped with survey distribution and time intensive data entry. We at Great Northern could not have done Phase One of the assessment if it were not for their generous support.

Much gratitude to Gretchen Ponts and her staff at Strata Research who were extremely generous with their time and support. As a full service market research firm executing quantitative and qualitative research, we are blessed to have had such a high level of expertise involved in our project.

The following entities and their staff provided invaluable support:

McCloud Healthcare Clinic
Cross Petroleum
Siskiyou County Economic Development Council
Mercy Medical Center Mt. Shasta (now Dignity Health)
Fairchild Medical Center
Siskiyou County's Health and Human Services Department
Siskiyou County Office of Education
The College of the Siskiyous
Homeward Bounty/Kate O'Brien
Alpine Business Equipment
Mt. Shasta Recreation and Parks District





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