

West Virginia Food Desert Summit 2019

2019

West Virginia Food Desert Summit Handout

West Virginia University Davis College of Agriculture, Natural Resources and Design

West Virginia University School of Public Health

West Virginia University Extension Service

WVU Foundation

USDA Natural Resources Conservation Service

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WEST VIRGINIA FOOD DESERT SUMMIT 2019

COLLECTIVE ACTION TO ADDRESS
FOOD DESERTS IN WEST VIRGINIA

BRIDGERPORT CONFERENCE CENTER
DECEMBER 10, 2019



WEST VIRGINIA FOOD DESERT SUMMIT 2019

VISION STATEMENT

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

THE 6 LENSES OF FOOD DESERT CONVERSATIONS

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

— **Accommodating**

Are vendors and retailers aware of consumers' needs?

— **Acceptable**

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

— **Available**

Is the food present?

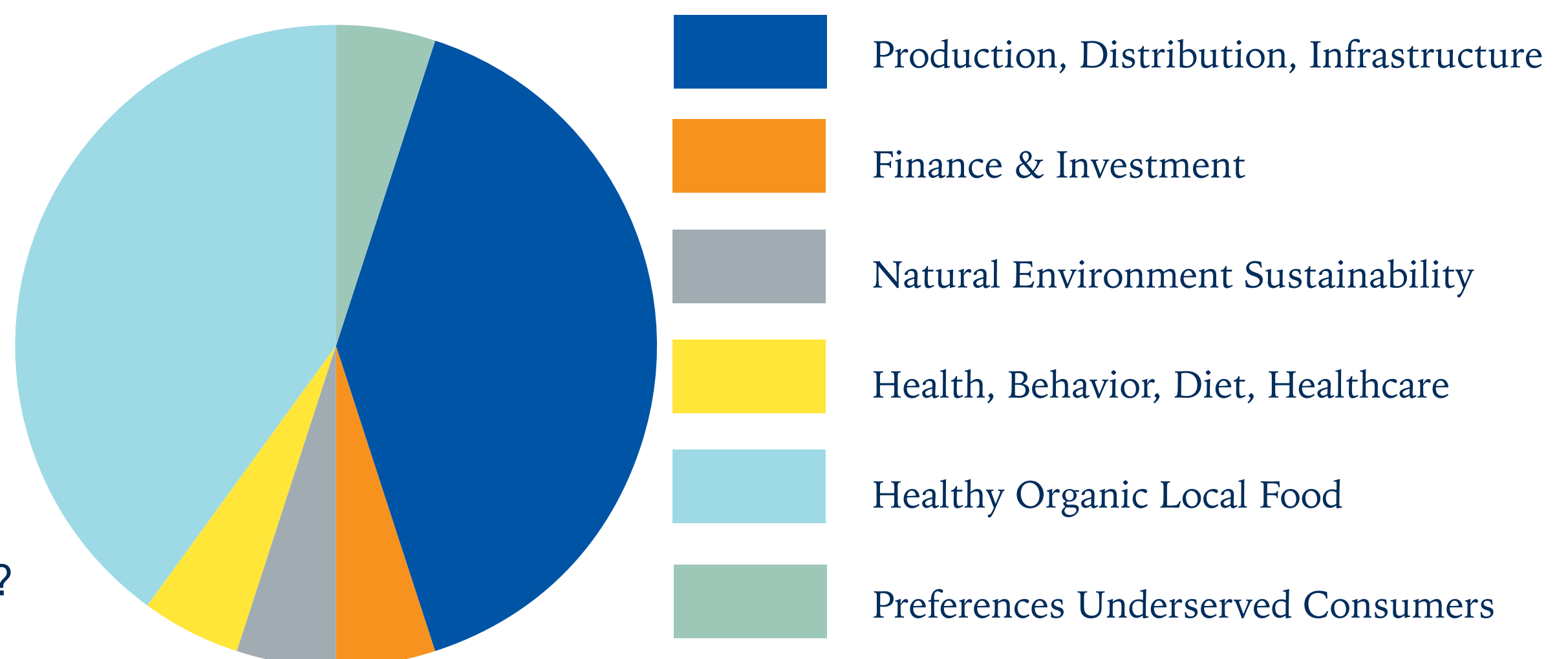
— **Accessible**

Can consumers get to it?

— **Affordable**

Can consumers afford it?

Mapping the Food Desert Conversation in West Virginia



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