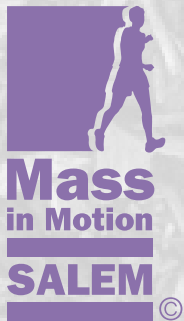


SALEM COMMUNITY FOOD ASSESSMENT



Kerry Murphy, RDN
Healthy Living Coordinator

Russell Findley
Built Environment Coordinator



Mayor
Kimberley Driscoll

Kerry Murphy, RDN

Healthy Living Coordinator

A registered dietitian, Kerry recently completed her Masters in Dietetics. She also works with the Salem Backpack Program and is a personal trainer at the Salem YMCA.

Russell Findley

Built Environment Coordinator

Received a Masters in Landscape Architecture with a focus on Urban Design and Planning. While in school, he worked as a GIS intern for Mass in Motion. Prior to grad school, Russell worked as an account manager for Coca-Cola.

WHAT IS MASS IN MOTION?



Mass
in Motion
SALEM



The **Mass in Motion Municipal Wellness and Leadership Initiative** is a movement to lower the risk of chronic disease by supporting **equitable food access** and **active living opportunities** in cities and towns throughout Massachusetts.

Working with a diverse network of partners, Mass in Motion Communities implement proven policies and practices to create environments that support healthy living.



MIM PRIORITIES 2018



Mass
in Motion
SALEM



- Food Planning
- Community Agriculture
 - Healthy Aging
 - Community Use
- Active Transportation



WHAT IS A COMMUNITY FOOD ASSESSMENT?

- Evaluation of specific components of a community's food system
- Process is collaborative, interactive, examines a broad scope of community food assets and needed improvements
- Purpose is to create goals, action plans and policy recommendations to reduce and potentially eliminate barriers to accessing healthy foods

SALEM FOOD POLICY COUNCIL (SFPC)

- Collaboration with community partners is key to conducting a food assessment
- SFPC was created as a way to have an ongoing dialogue about Salem's food system
- Members are residents and representatives of various organizations, not all food-related
- All are committed to the idea of creating an equitable food system
- Will be ongoing for implementation of the Salem Community Food Assessment

SFPC MEMBERS

Sara Moore, PhD

Kylie Sullivan

Deborah Jeffers

Patrice Toomey

Patricia Zaido

Katina Polemenako

Lynda Fairbanks Atkins

Beth Alaimo

Matt Buchanan

Kate Benashki

Kelley Annese

Julie Pottier-Brown

Rachel Lutts

Sara Woolfenden

David Woolfenden

Salem State University

Salem Main Streets/Salem Farmers' Market

Salem Public Schools/Food & Nutrition Services

Salem Public Schools/Food & Nutrition Services

Salem for All Ages

Salvation Army

Salem resident

Root

Salem YMCA GreenSpace

Haven from Hunger

Jewish Children & Family Services

Farm Direct Coop

Tabernacle Church

Tabernacle Church

Tabernacle Church

MISSION STATEMENT

The Salem Food Policy Council assesses the city's food landscape by identifying how and where residents are able to access nutritious and affordable food, and makes evidence-based recommendations to promote food justice and health equity in the Salem community.

OBJECTIVES

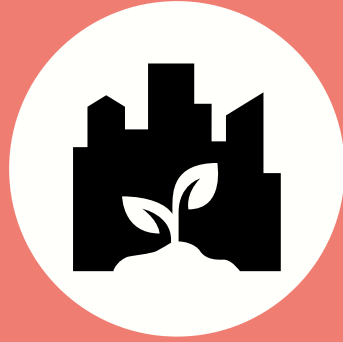
- Identify how and where Salem residents currently access food
- Identify barriers to accessing nutritious, affordable foods at both the city and neighborhood level
- Assess community resources in place that improve food access
- Describe residents' satisfaction with food available in their neighborhood
- Gauge residents' awareness of the relationship between diet and health

AREAS OF FOCUS



Food Security

A condition in which all community residents obtain a safe, culturally acceptable, nutritionally adequate diet through a sustainable food system that maximizes community self-reliance and social justice.



Community Agriculture

The practice of cultivating, processing and/or distributing food within an urban setting. Community agriculture can be creative, such as rooftop gardening, raised beds or vertical gardening.



Food Waste

“Wasted, surplus or excess food” refers to any food that is lost or sent for disposal. It may include unsold food from stores, untouched prepared food or food scraps from restaurants, grocery stores or cafeterias.



Food Access

Determined by a variety of factors. The income of people experiencing hunger, the background of certain populations, and the distance between people and food markets.

PRIMARY SOURCES

- **Resident Food Survey (RFS)**
- **Emergency Food Provider Survey (EFP)**
- **Convenience Store Survey (CSS)**
- **Restaurant Survey**
- **Key Informant Interviews**
- **Resident Focus Groups**

SECONDARY SOURCES

- **American Community Survey (ACS)**
- **U.S. Census**
- **Behavioral Risk Factor Surveillance System (BRFSS)**
- **North Shore Medical Center 2015 Community Health Needs Assessment**
- **Salem Public School data**
- **Lowell Community Food Assessment**
- **What's Cooking in Your Food System? A Guide to Community Food Assessment**
- **USDA Community Food Security Assessment Toolkit**

Background

The background image is a blue-tinted photograph of a row of historic brick townhouses. The buildings are multi-storied with numerous windows, some featuring shutters. A prominent chimney is visible on the left side. In the foreground, there is a white picket fence and a street with several cars parked. The overall scene is a typical urban residential street.

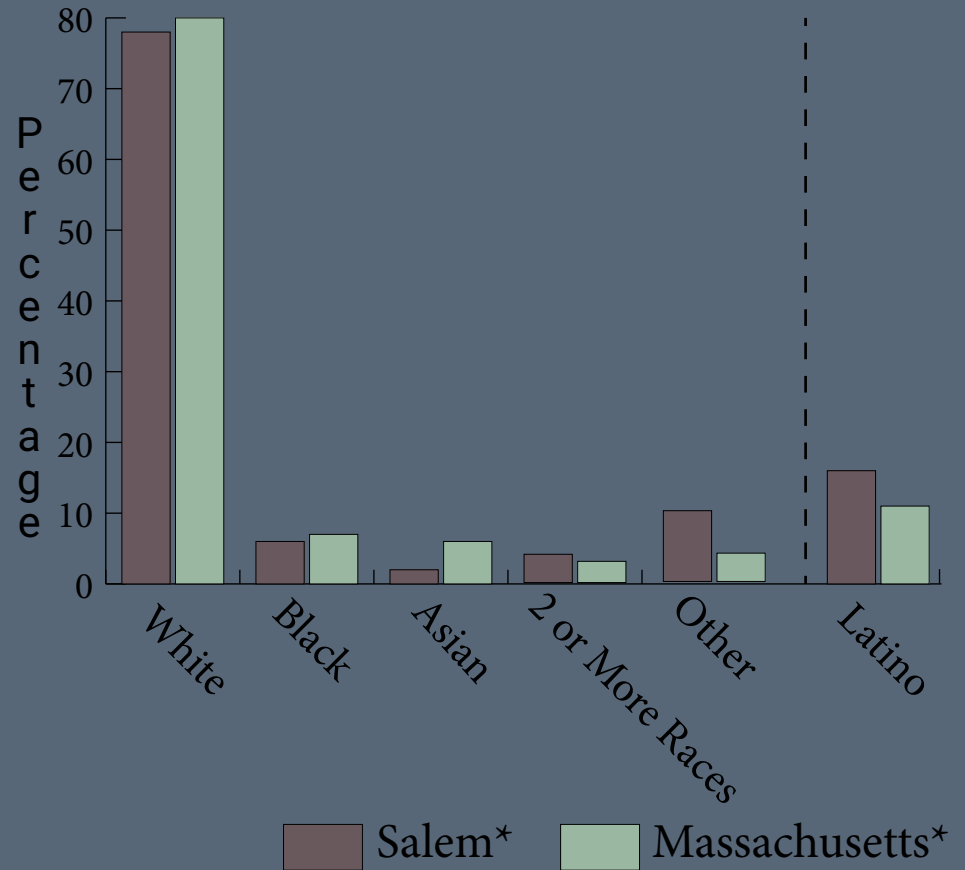
BACKGROUND

Definition of Community

Total Population

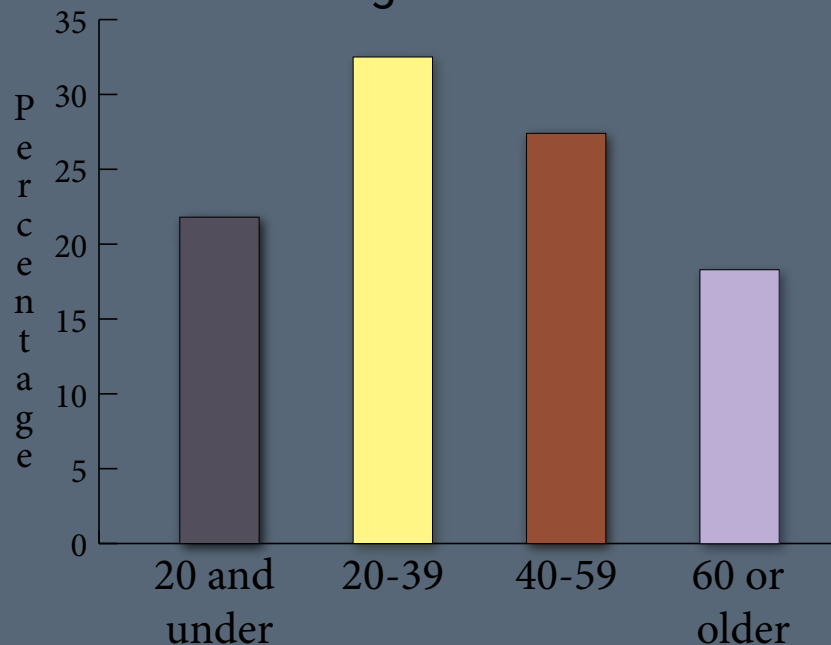


Demographic Breakdown



*2012-2016 American Community Survey 5-Year Estimates

Salem Age Distribution

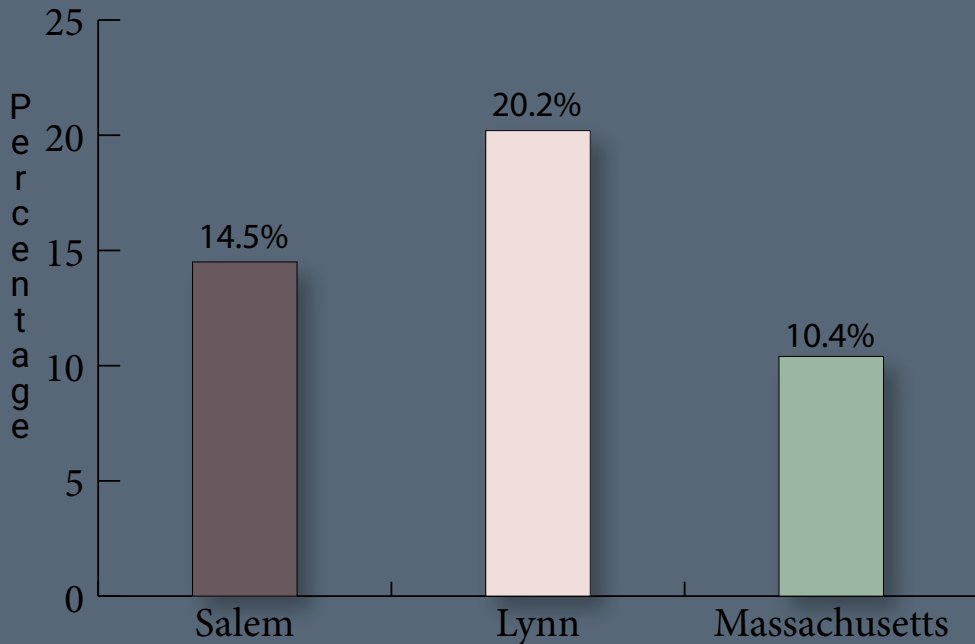


24% of Salem residents speak a language other than English at home.

BACKGROUND

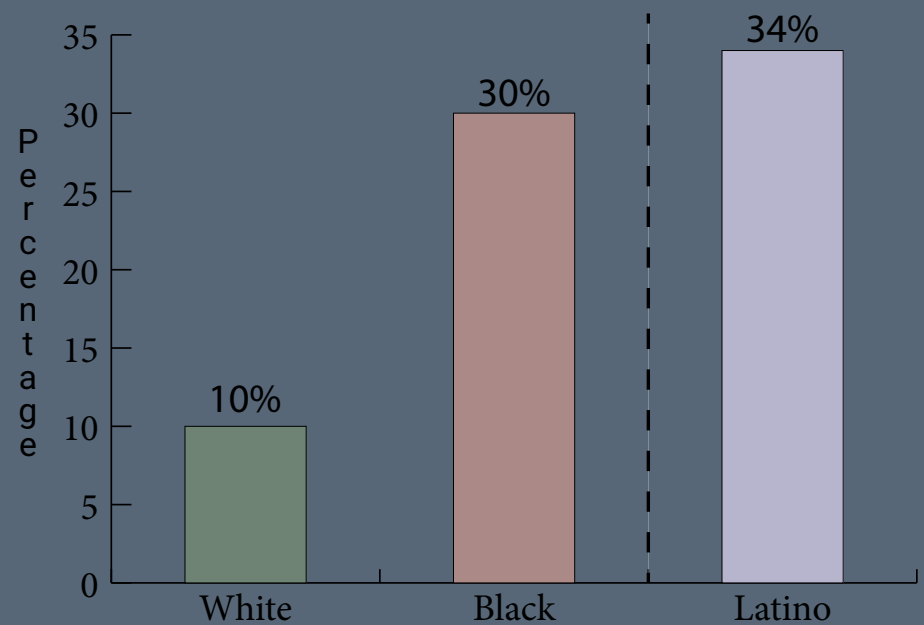
Economic

Poverty Level



Salem has the second highest poverty level of the seven north shore communities.

Salem Poverty Level by Race and Ethnicity



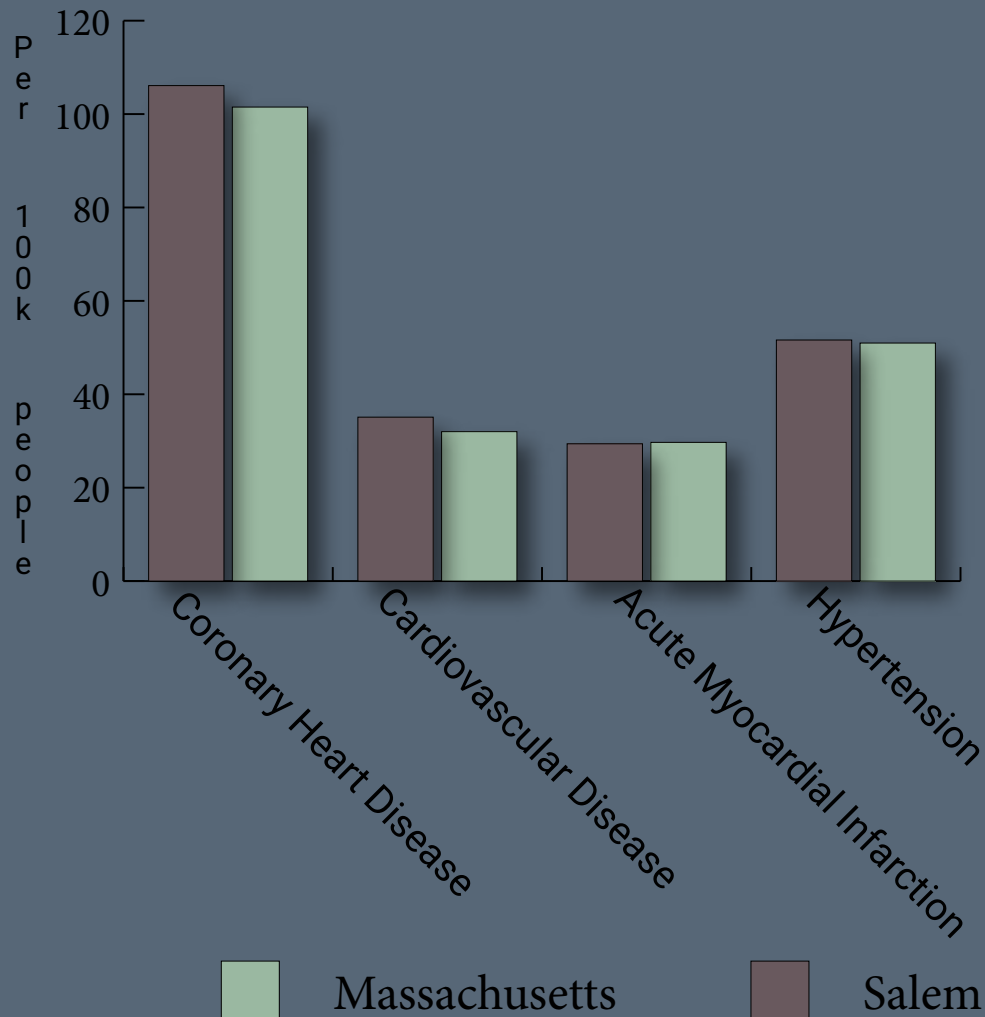
46.6% of Salem Public School students are classified as “economically disadvantaged.”

17% of Salem residents use some form of public assistance, as compared to the state average of 13%

BACKGROUND

Nutrition Related Chronic Disease

Cardiovascular-Related Illness



Salem scored a 4 out of 5 on the BRFSS quintile scale for obesity, meaning it had one of the highest reported obesity rates in the state.

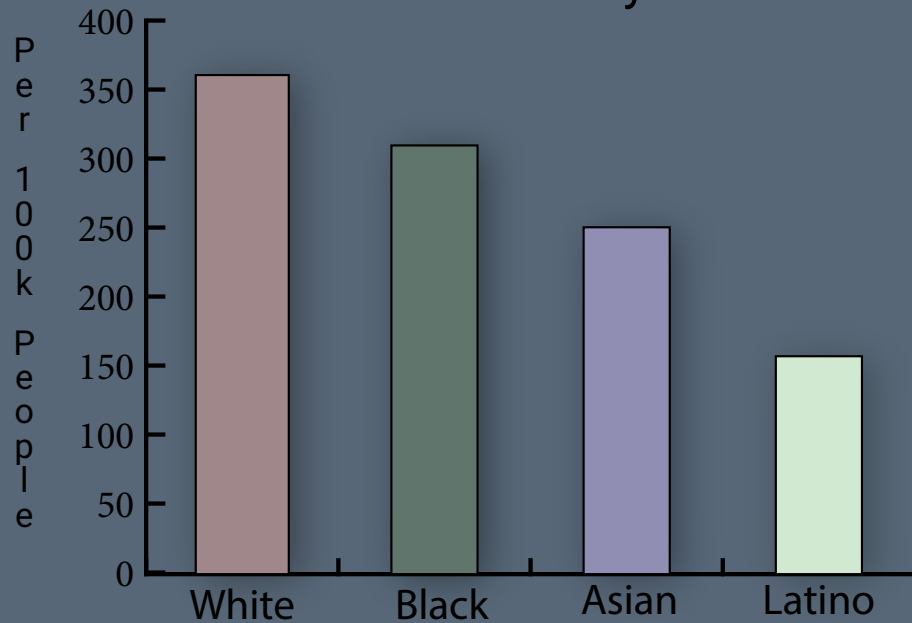
Childhood overweight/obesity in Salem is also higher than the state average at 41%, compared to 33.4% for all of Massachusetts.

Data source: Massachusetts Department of Public Health, MassCHIP, 2008-2010 hospital data

BACKGROUND

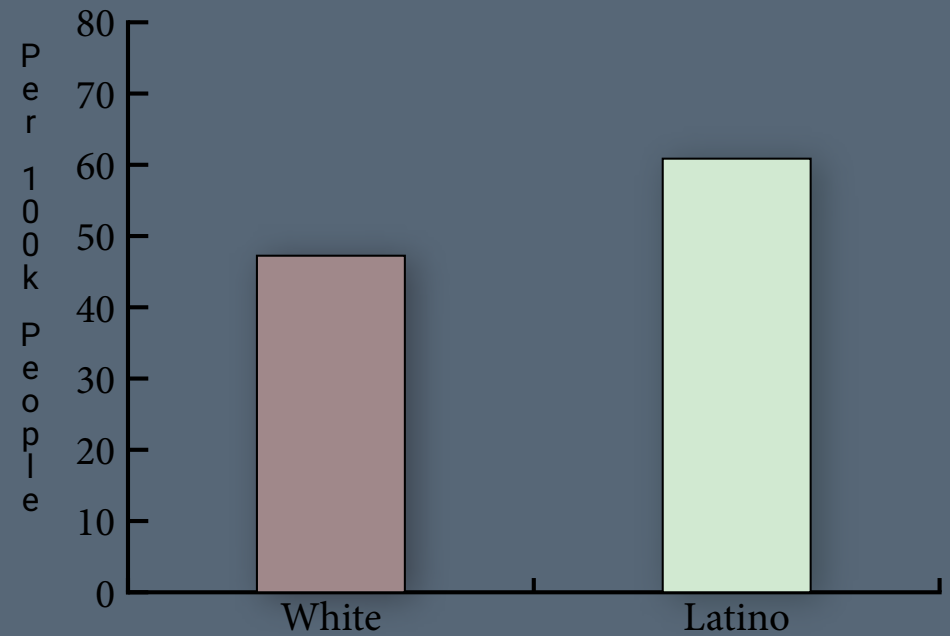
Nutrition Related Chronic Disease

Heart Failure by Race and Ethnicity



* Based on ACS 2008-2012

Hypertension by Race and Ethnicity

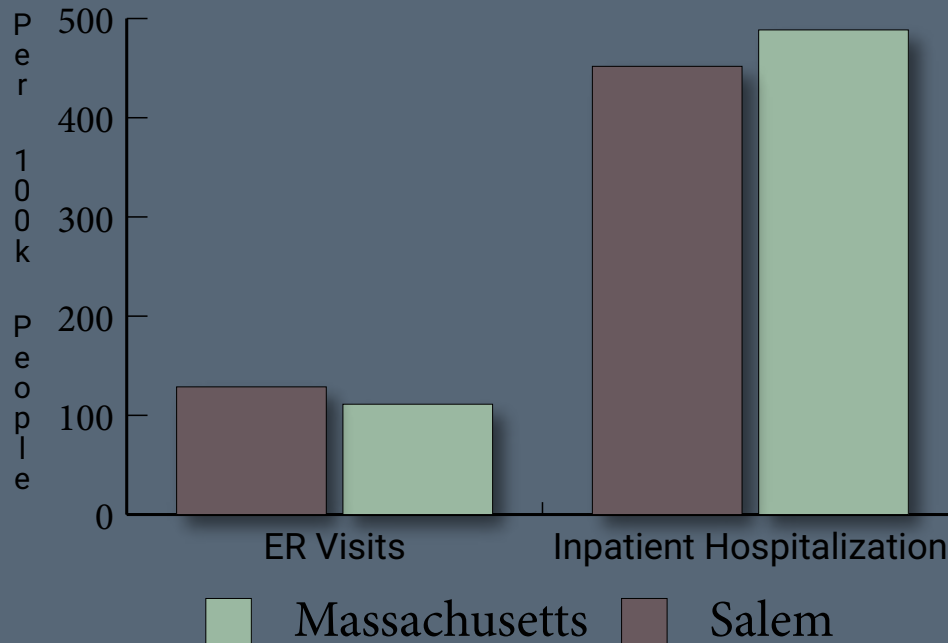


* Based on ACS 2008-2012

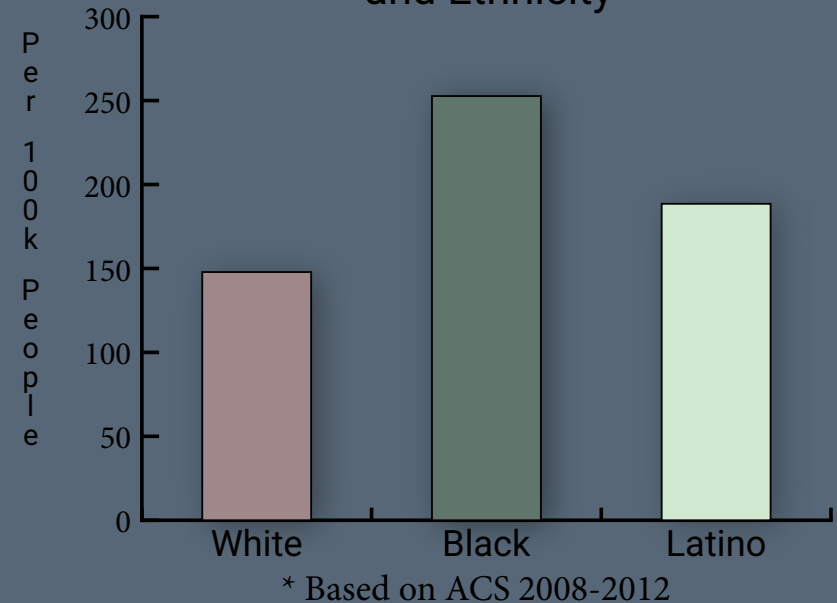
BACKGROUND

Nutrition Related Chronic Disease - Diabetes

Diabetes-Related Hospitalization



Diabetes Hospitalization by Race and Ethnicity



Salem had one of the lowest percentages of residents reporting diabetes in the 2015 BRFSS (1 out of 5 quintile), but had one of the highest percentages of residents reporting pre-diabetes (4 out of 5 quintile)

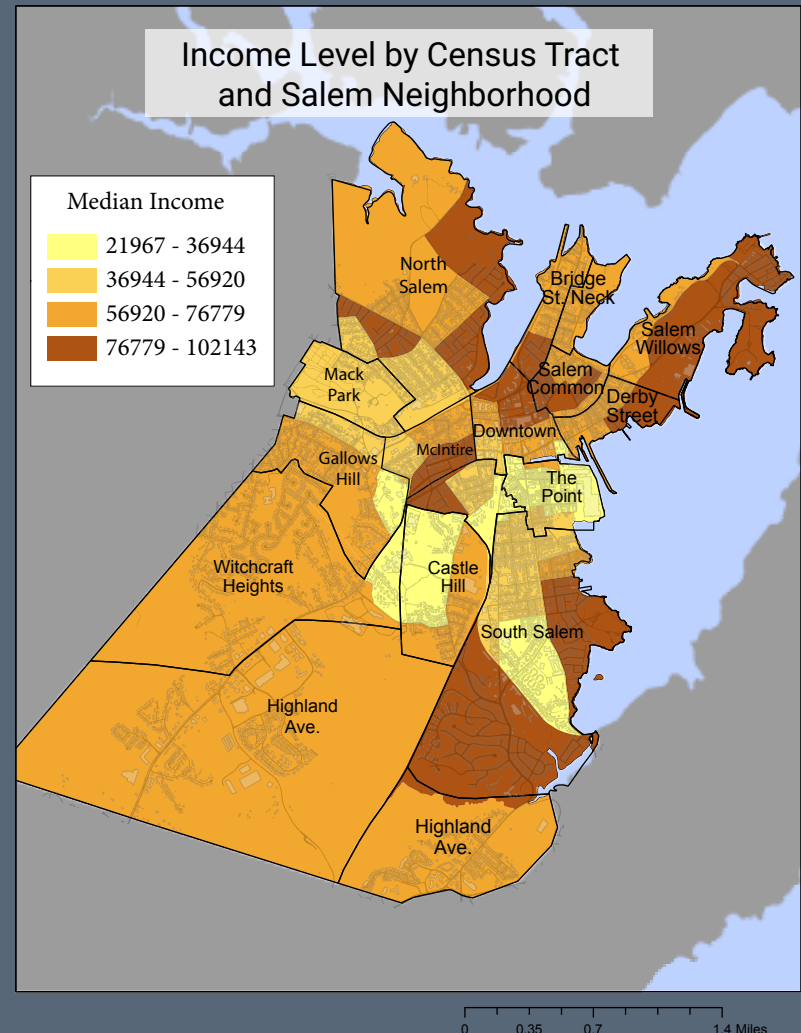
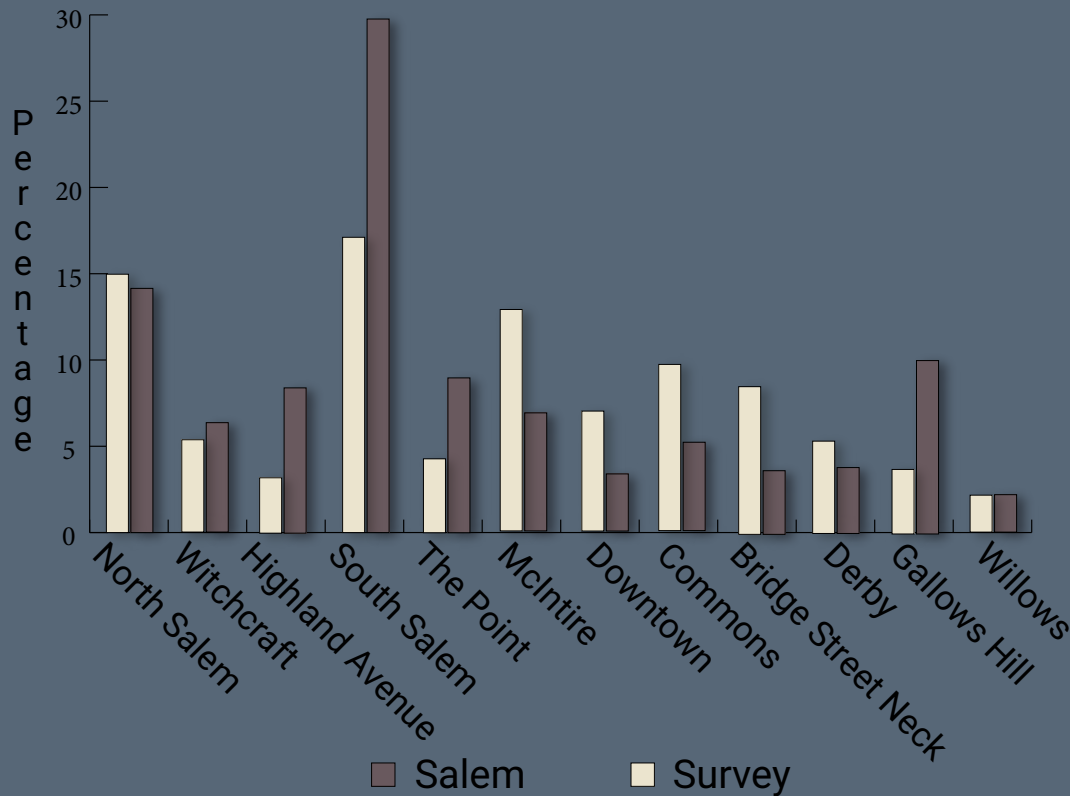
BACKGROUND

Resident Food Survey (RFS)

Evaluated residents' access to healthy, affordable, culturally appropriate foods.

Received 315 responses

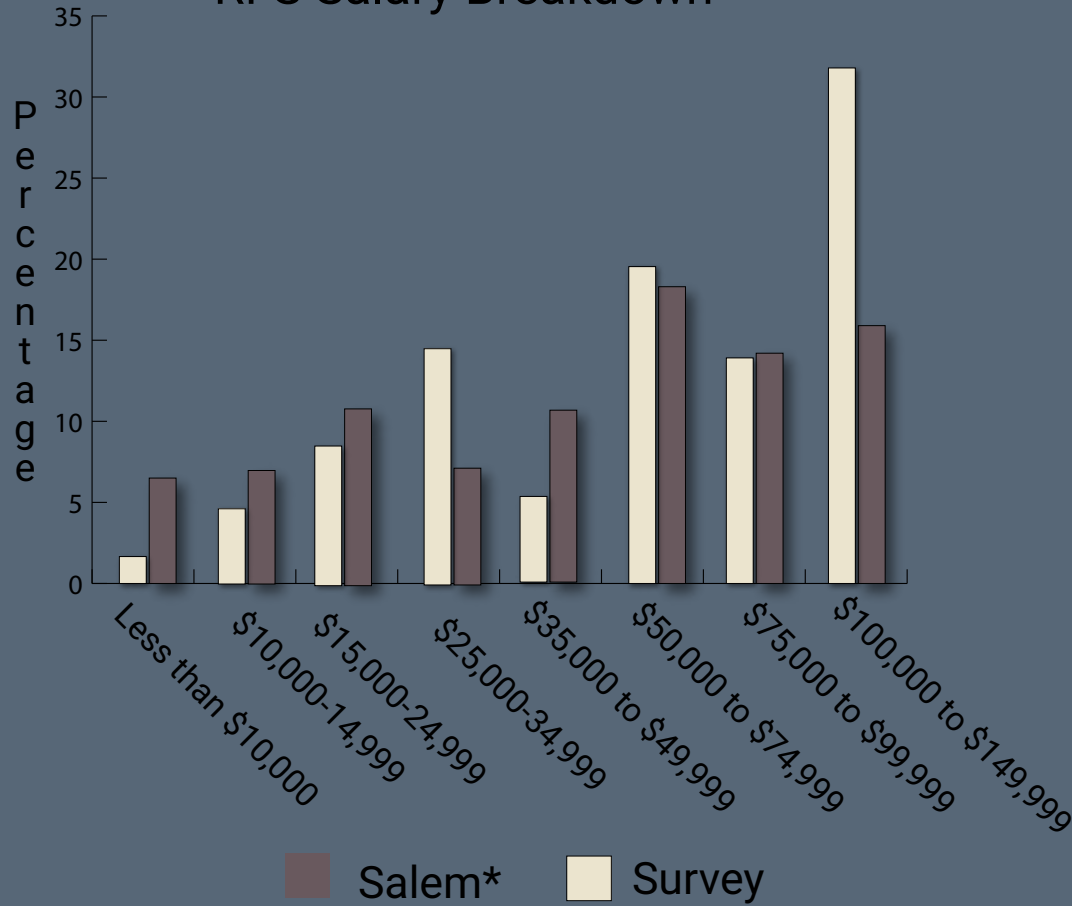
RFS Neighborhood Breakdown



BACKGROUND

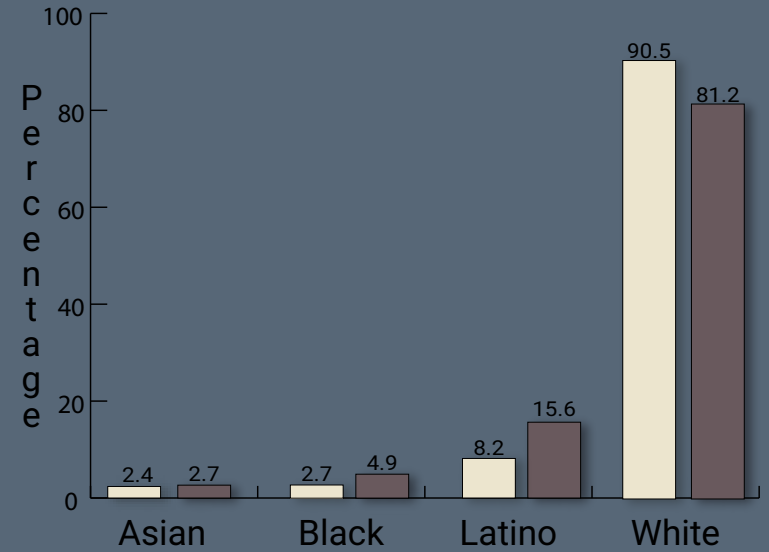
Resident Food Survey (RFS)

RFS Salary Breakdown

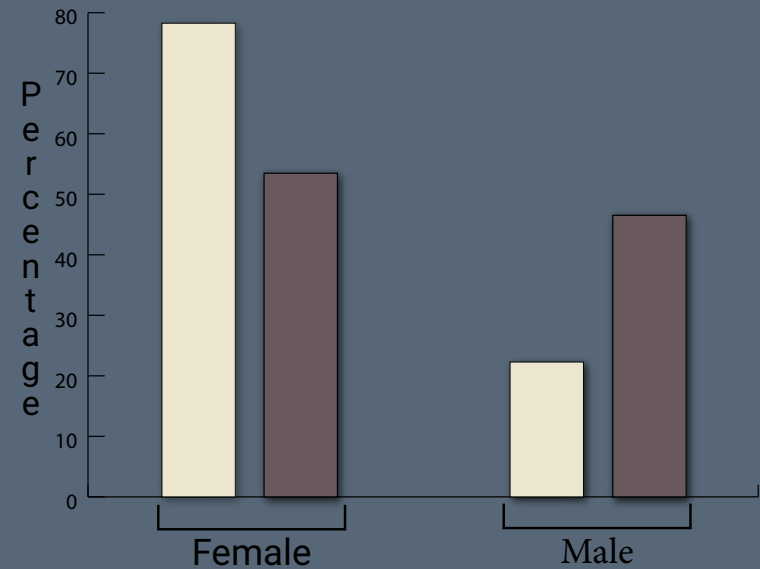


*Based on the ACS Survey- 2008-2012

RFS Demographic Breakdown



RFS Gender Breakdown



Food Security



FOOD SECURITY

Community food security is a condition in which all community residents obtain a safe, culturally acceptable, nutritionally adequate diet through a sustainable food system that maximizes community self-reliance and social justice.

FOOD SECURITY

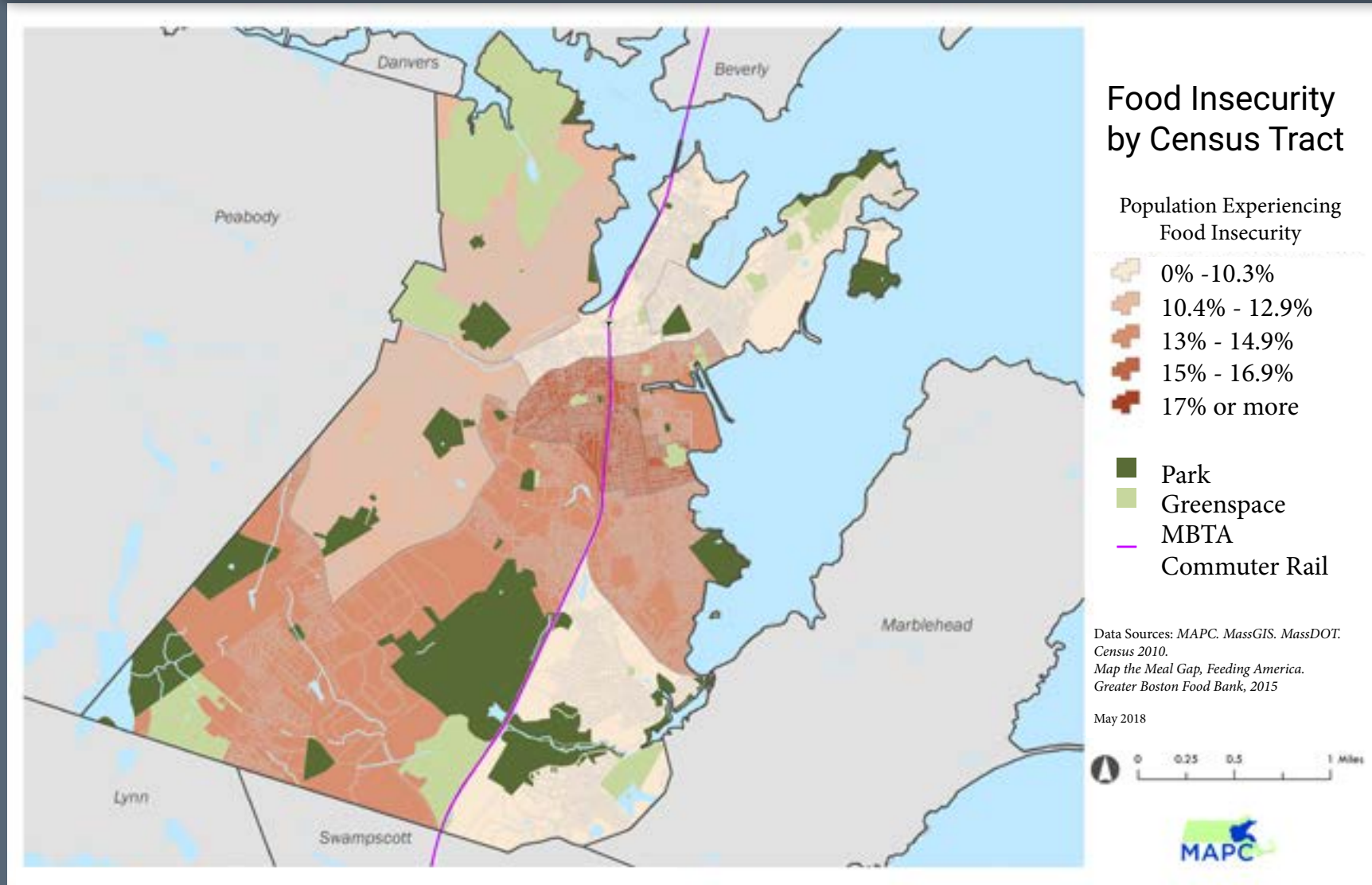
The USDA defines food security according to different levels:

- High food security: no reported indications of food-access problems or limitations
- Marginal food security (old label=Food security): one or two reported indications—typically of anxiety over food sufficiency or shortage of food in the house. Little or no indication of changes in diets or food intake
- Low food security: reports of reduced quality, variety, or desirability of diet. Little or no indication of reduced food intake
- Very low food security: Reports of multiple indications of disrupted eating patterns and reduced food intake

FOOD SECURITY

Food Insecurity in Salem

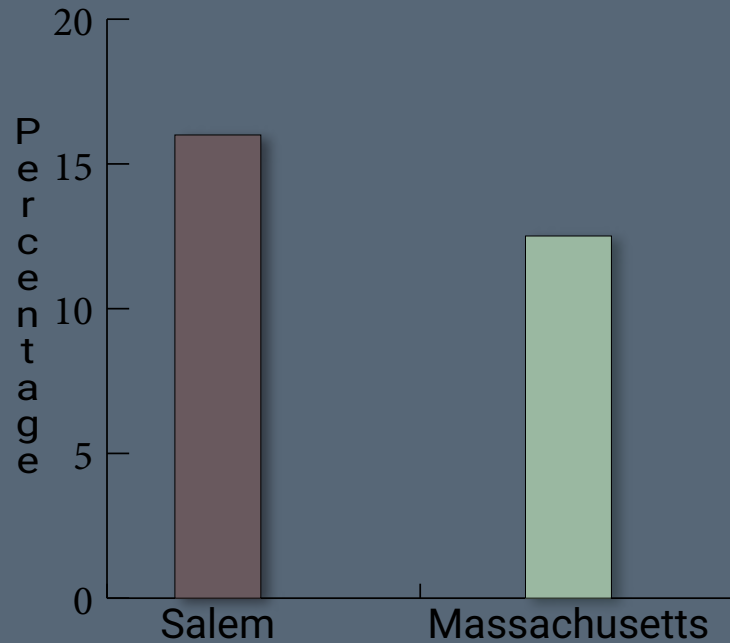
Data from the Greater Boston Food Bank shows Salem has an estimated food insecurity rate of 11%, which is higher than the state, which is at 10.3%.



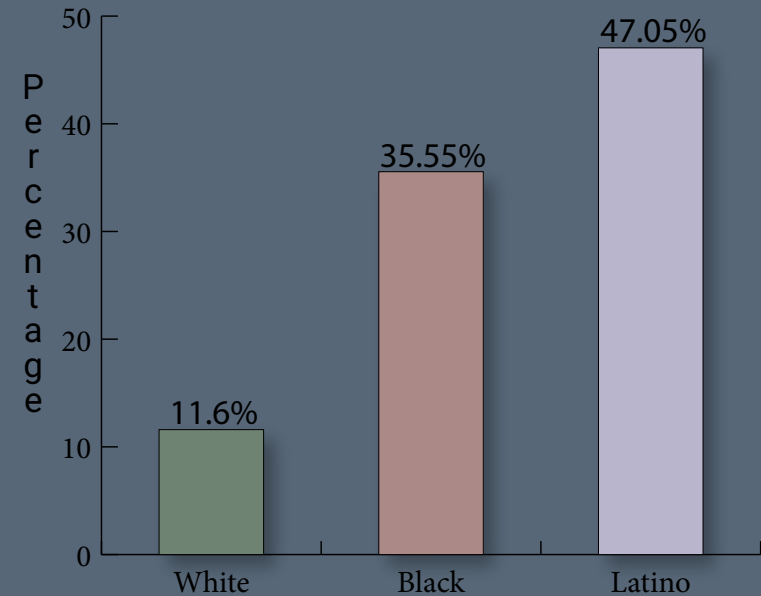
FOOD SECURITY

Supplemental Nutrition Assistance Program (SNAP)

SNAP USAGE*



Salem SNAP Users by Race/Ethnicity



* Based on October 2015.

Total SNAP cases in Salem = 6,733

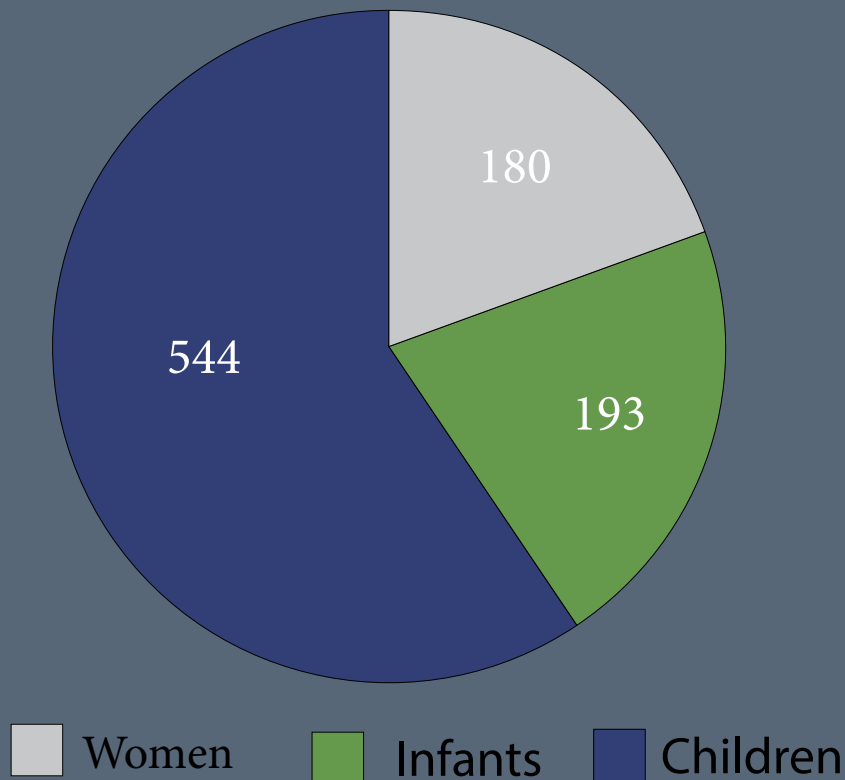
Average SNAP benefit provides about \$1.40 per person per meal

Gross monthly income limits are set at 130% of the poverty level for the household size.

FOOD SECURITY

Women, Infants, and Children (WIC)

WIC Users Salem Office



Supplemental foods, health care referrals, and nutrition education for low-income pregnant, breastfeeding, and non-breastfeeding postpartum women, and to infants and children up to age five who are found to be at nutritional risk.

In 2016, the Salem WIC office had a total caseload of 917 people (about 2% of the population)

Nine out of 47 Salem retail outlets are listed as accepting WIC on the Mass.gov website.

FOOD SECURITY

Healthy Incentives Program (HIP)

- On April 1, 2017, the HIP began matching SNAP recipients' purchases of fruits and vegetables from farmers' markets, mobile markets farm stands and CSA's
- SNAP users receive an instant, dollar-for-dollar match credited to their EBT card from participating retailers.
- The Salem Farmers' Market and the Farm Direct Coop CSA are both SNAP retailers and participate in HIP.

FOOD SECURITY

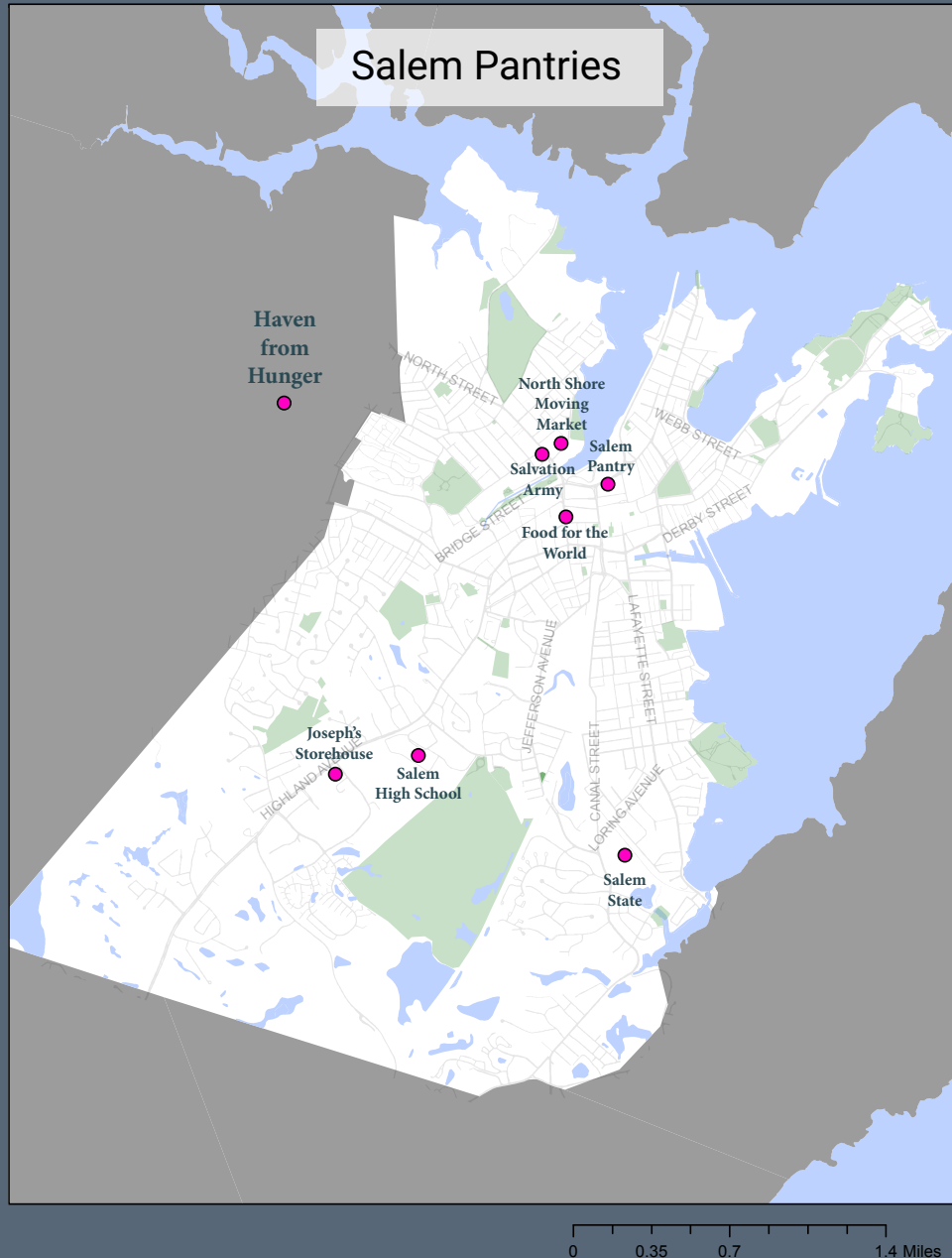
Healthy Incentives Program (HIP)

- Funded by a USDA grant with a state match, HIP was temporarily suspended earlier this year
- Unexpected success of the program caused 3 years worth of funding to be used in 1 year
- Legislators approved to continue funding through June 30, 2019

Household Size	HIP Monthly Cap
1-2 persons	\$40
3-4 persons	\$60
6+ persons	\$80

FOOD SECURITY

Food Pantries and Community Meals



Five food pantries for adult Salem residents:

- Food for the World (2X per month)
- Salem Pantry (monthly)
- Salvation Army (3 days per week)
- Citizens Inn/Haven from Hunger - Peabody (4 days per week)
- Joseph's Storehouse (weekly)

Two pantries for Salem students:

- Salem State University
- Salem High School

Community meals:

- Salvation Army
- Lifebridge
- Haven from Hunger

FOOD SECURITY

Food Assistance

Food assistance for seniors:

- **North Shore Moving Market** - mobile pantry; delivers food monthly to residents in need over the age of 55
- **Senior Farmers Market Nutrition Program** - USDA program providing low-income seniors with coupons that can be exchanged for eligible foods at farmers' markets, roadside stands and CSA's.
- **Food Connection Free Farmers' Market** - Every other week at 5 different locations

FOOD SECURITY

Food Assistance

Food assistance for children:

- **Community Eligibility Provision (CEP)** - All Salem Public School breakfasts and lunches are now free to all students
- **Salem Summer Eats** - part of USDA's Summer Food Service Program, provides free meals to all children ages 0-18 during the summer at various locations in Salem
- **Backpack Programs** - two weekend backpack programs provide food to bring home for the weekend to students in need at all Salem public elementary schools and Collins Middle School.
- **CACFP** - USDA program that reimburses day care operators for healthy meals and snacks served in child and adult day care facilities.

FOOD SECURITY

Map the Meal Gap

The Greater Boston Food Bank compiled data using Feeding America's annual Map the Meal Gap Project to estimate the number of meals needed to provide every food insecure individual in Eastern Massachusetts with three meals per day.

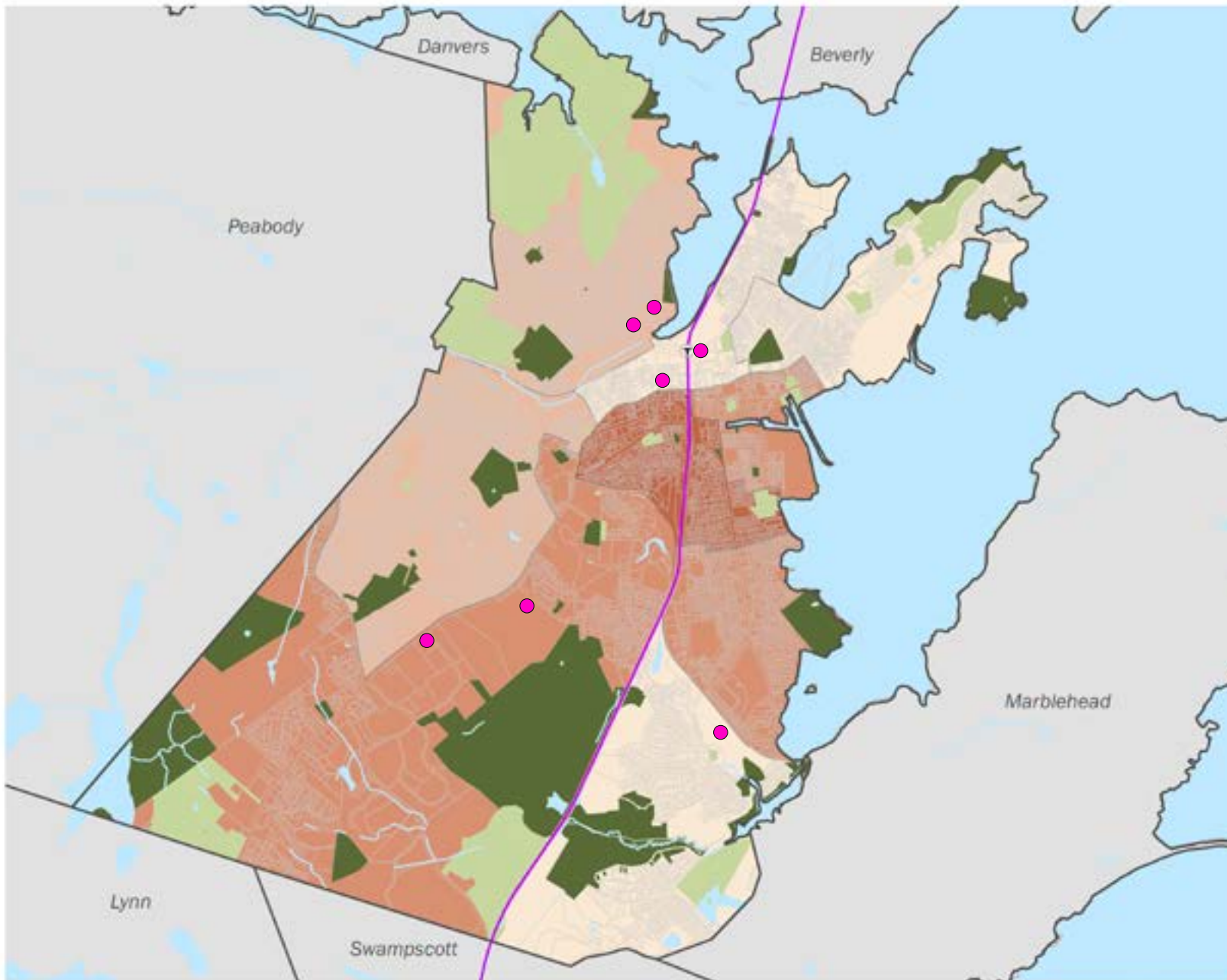
Map the Meal Gap			
	Meal Gap (in meals)	Total Meals provided through GBFB and partners	Remaining Meal Gap
Salem	839,500	1,001,100	0
Beverly	701,200	325,800	375,400
Peabody	841,500	1,042,700	0
Marblehead	218,400	1600	216,800
Danvers	388,700	288,900	99,800
Swampscott	158,800	19,500	139,300
Lynn	1,760,700	2,030,000	0

Map the Meal Gap - Salem Data		
	Meals	Percent of Total
Salem Agencies	491,000	49%
Haven From Hunger	459,600	46%
Other Agencies Outside of Salem	50,600	5%
Total	1,001,100	100%

More than half of these meals (51% between April 1, 2017 and March 31, 2018) come from organizations outside of Salem.

Haven from Hunger in Peabody provides nearly the same amount of food to Salem residents as all of the Salem EFPs combined.

FOOD SECURITY



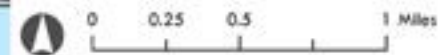
Food Insecurity by Census Tract

Population Experiencing Food Insecurity

- 0% - 10.3%
- 10.4% - 12.9%
- 13% - 14.9%
- 15% - 16.9%
- 17% or more
- Pantry Location
- Park
- Greenspace
- MBTA
- Commuter Rail

Data Sources: MAPC, MassGIS, MassDOT, Census 2010, Map the Meal Gap, Feeding America, Greater Boston Food Bank, 2015

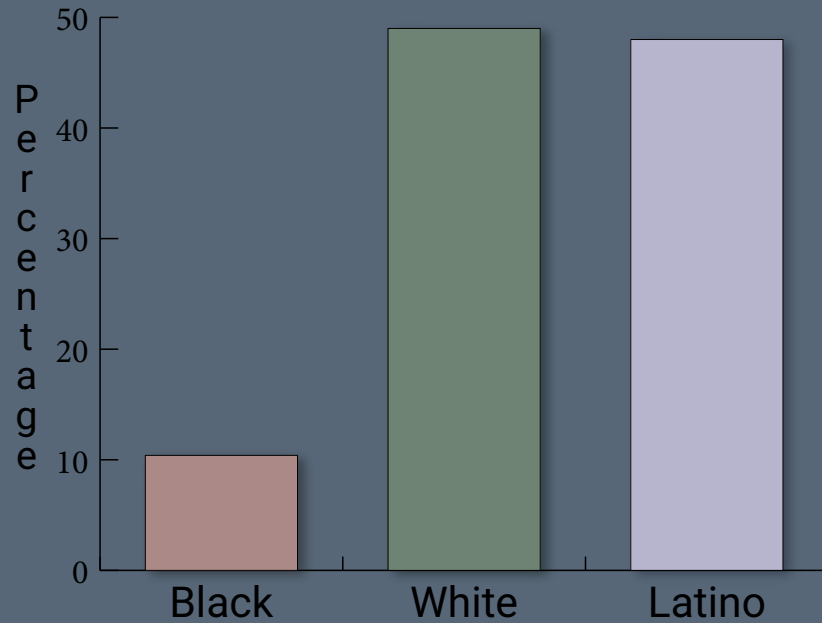
May 2018



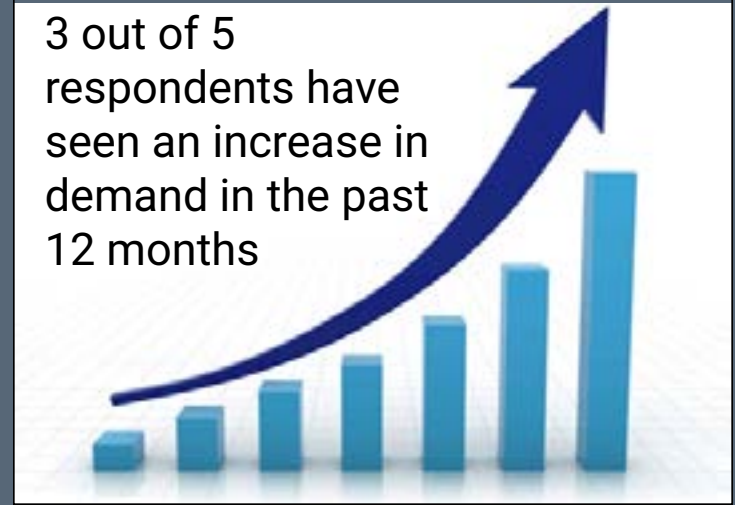
FOOD SECURITY

Emergency Food Provider Survey

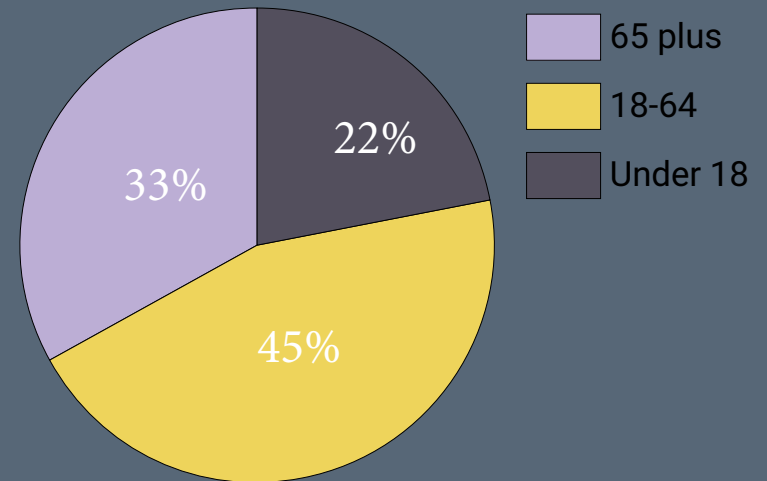
EFP Survey
Racial Breakdown



3 out of 5
respondents have
seen an increase in
demand in the past
12 months



EFP Survey
Age Breakdown



FOOD SECURITY

Emergency Food Provider Assets

- Sunday is the only day of the week where a pantry is not available to all Salem residents.
- Congregate meals are available for Salem residents seven days per week.
- All respondents reported that they never have to turn anyone away because of a lack of food.
- Three out of five respondents said they always have produce available; two said they sometimes have produce.

FOOD SECURITY

Emergency Food Provider Deficits

- Lack of collaboration and consolidation between pantries (i.e. overlap of food bank pickups and deliveries)
- No system in place for emergency food deliveries
- Lack of funding, volunteers, adequate transportation
- More than half of food provided to Salem residents comes from organizations outside of Salem
- Pantries not located in areas of greatest need

FOOD SECURITY

Emergency Food Provider Deficits Continued

- Lack of staff nutritionists (only one respondent reported having a nutritionist on staff)
- Lack of healthier options such as whole grains and produce
- Lack of accommodation for special diets (i.e. diabetic, gluten-free, etc.)
- Inability to consistently provide culturally appropriate foods
- Restrictive eligibility requirements of some local pantries

Community Agriculture



COMMUNITY AGRICULTURE

Community agriculture is the practice of cultivating, processing and/or distributing food within an urban setting. Examples are: community gardens, rooftop gardening, vertical gardening in the small spaces between buildings, also backyard chicken coops and bee-keeping.

COMMUNITY AGRICULTURE

Benefits

- Source of nutritious and affordable foods for city dwellers
- Positive psychological and physiological impact
- Promotes recreation and prevents crime, especially in under-served neighborhoods

COMMUNITY AGRICULTURE

Environmental benefits:

- Protects soil fertility and stability
- Prevents excessive runoff
- Reduces, and removes CO2 emissions
- Reduces the incidence and severity of natural disasters such as floods

COMMUNITY AGRICULTURE

Benefits

Benefits of eating locally grown foods:

- Local foods are fresher: fruits and vegetables begin to lose nutrients as soon as they are picked.
- Less transportation issues, reducing traffic, carbon emissions and noise pollution.
- Promotes food safety: less distance between food's source and your kitchen table leaves less of a chance of contamination.
- Supports the local economy: money spent locally stays local.

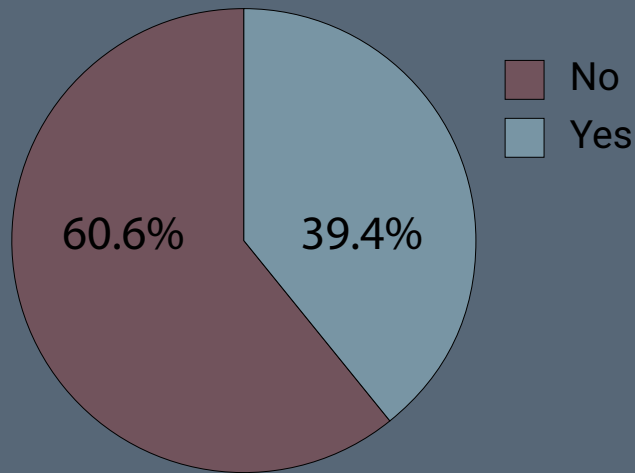
Data from the 2015 BRFSS shows that Salem has one of the lowest estimated fruit and vegetable intakes of reporting MA communities.

2008 study showed adults participating in or living with a participant in a community garden were 3.5 times more likely to consume fruits and vegetables at least five times daily than those who did not.

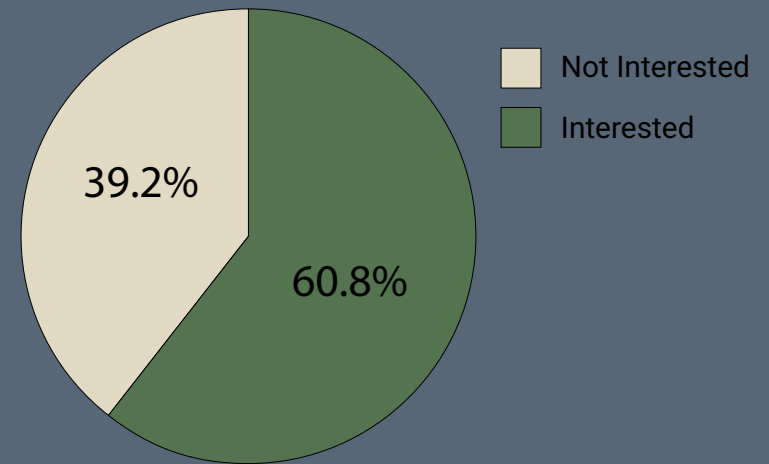
COMMUNITY AGRICULTURE

Resident Food Survey

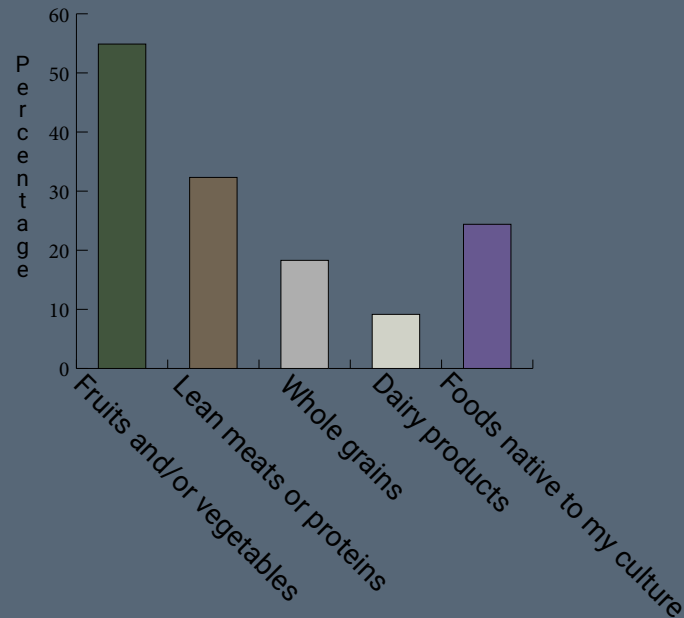
RFS-Percentage of Respondents Who Grow Their Own Food



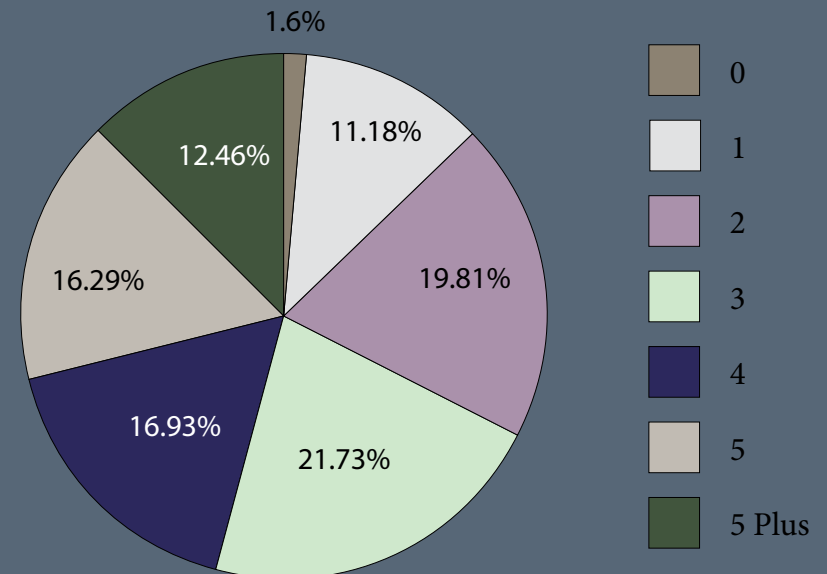
RFS-Interest in Growing Food if They Do Not Already.



RFS-Most Difficult Foods to Find Near Home



RFS-Daily Servings of Fruits and Vegetables



COMMUNITY AGRICULTURE

Salem Community Agriculture Assets

Salem Farmers Market

- Hosted a total of 35 vendors in 2017.
- Thursdays from June through Oct. from 3pm-7pm in Derby Square.
- Participates in SNAP/HIP

Farm Direct Coop CSA

- Multi-farm cooperative that has been in operation for over 20 years
- Salem pickups are Tues/Thurs at Leslie's Dog Retreat from June through October
- Different share options are available
- Participates in SNAP and HIP

COMMUNITY AGRICULTURE

Salem Community Agriculture Assets

Maitland Mountain Farm

- Only commercial farm in Salem
- Located on a 2.34-acre lot off of Loring Avenue.
- Main product is gourmet pickles, which are sold at restaurants and retailers throughout New England and New York

Salem Community Gardens

- 4 gardens with 400 plots
- Fee is \$30 per year
- All operate at or close to capacity

COMMUNITY AGRICULTURE

Salem Community Agriculture Assets

Salem Public Schools

- Gardens at every school, though some are not maintained.
- Freight Farm
 - Refurbished freight car housing a fully sustainable hydroponic garden.
 - Equal to one acre of land and uses about 10 gallons of water each week.
 - Grows food, mainly greens, that is used in school cafeterias

COMMUNITY AGRICULTURE

Salem Community Agriculture Assets

JF&CS Food Connection

- Biweekly free farmers' market for Salem seniors
- As of summer 2018 will be expanded to five locations

Salem YMCA GreenSpace

- Agricultural education program run by teens and community volunteers
- Operates a garden at Palmer Cove Park where it hosts a weekly free farmers' market
- In 2017 GreenSpace gave away over 600 bags of produce to the community

COMMUNITY AGRICULTURE

Salem Community Agriculture Deficits

- Lack of consistent gardening education as part of school curriculum
- Lack of maintenance for school gardens during summer months
- Lack of personnel at the SFM to counsel customers on how to use SNAP and HIP at the market
- Prohibitive zoning regulations for agriculture
- Lack of funding, space and volunteers to expand Salem Community Gardens
- Lack of alternative growing sources; including roof gardens, hydroponics and aquaponics.

Food Waste



FOOD WASTE

What is Food Waste and Where Does it Come From?

Any food that is thrown away and sent to landfills for disposal:

- Unsold food from retail stores
 - Untouched prepared foods
 - Food or food scraps from restaurants, grocery stores, cafeterias or industrial processing.
-
-

FOOD WASTE

- According to the Massachusetts Department of Environmental Protection, food waste and other compostable material make up an estimated 25% of all waste.
- The 2015 Massachusetts Local Food Action Plan calls for food waste reduction as one of its primary goals.
- Food unfit for human consumption may be used to feed animals, composted, or sent to an anaerobic digester.

FOOD WASTE

Commercial Food Material Disposal Ban

- Since October 1, 2014, MassDEP has banned the disposal of commercial organic wastes by businesses and institutions that dispose of one ton or more of these materials per week.
- The ban is one of the agency's initiatives for diverting at least 35% of all food waste from disposal statewide by 2020.

FOOD WASTE

Benefits of Reducing Food Waste

- Organizations might pay less for trash pickup by keeping wasted food out of the garbage
- Tax benefits for donating healthy, safe and edible food to hungry people
- Industrial reuse, and composting strengthens infrastructure and creates jobs
- Reduces methane from landfills

Saves resources:

- Wasted food wastes the water, gasoline, energy, labor, pesticides, land, and fertilizers used to make the food
- Composting returns nutrients to the soil

FOOD WASTE

Salem Restaurant Survey

Mass in Motion surveyed Salem restaurants to find out how much, if any, food waste is generated at our local eating establishments.

17 restaurants responded:

- 76% of respondents said food waste is not an issue.
- 46% said they don't usually have leftover food.
- 41% send leftovers home with employees
- 29% compost.
- 18% donate.
- 18% work with food rescue programs.

FOOD WASTE

Reducing Food Waste in Grocery Stores

Stop & Shop

- Diverts 88% of all food waste by composting, recycling and donations to regional food banks
- Goal is to increase that number to 90% by 2020

Shaw's

- Store policy of 100% recycling
- All inedible foods other than meats are picked up by a nearby farm and used to feed livestock.

Crosby's

- Donates food weekly to two local nonprofits
- Each organization picks up the donated food twice per week.

FOOD WASTE

Reducing Food Waste in Grocery Stores

Market Basket

- Virtually no edible food waste due to high turnover rate
- Instituted organic recycling program where 100% of their inedible food waste is composted or fed to livestock

Steve's Quality Market

- Reports minimal food waste
- Edible food is donated to Lifebridge; mostly produce
- Unsold bread is re-purposed and used in other foods, such as breadcrumbs for meatloaf or meatballs.

FOOD WASTE

Other Food Waste Initiatives

Haven from Hunger

- Rescues between 30,000-40,000 pounds of food per month
- One truck, one driver, one volunteer assistant pick up food 4 days per week
- Food rescue from many locations including: BJ's, Costco, Target, Shaw's, Whole Foods, D'Orsi's Bakery & Deli and Olive Garden
- Food is distributed the same day in their food pantry
- Rescues mostly perishable foods including frozen meats
- Leftover food is used for their community meals program

FOOD WASTE

Other Food Waste Initiatives

Salem State University

- Sets goals each year to reduce and reuse food waste
- Track efforts and compile data to measure and evaluate progress
- Composting program that operates in 2 dining halls and 3 other dining locations on campus.
- Awarded with the EPA Food Recovery Challenge Award in 2015 and a Certificate of Achievement in 2016

Lifebridge

- Receives prepared foods from Whole Foods, Crosby's and Panera Bread
- Use mainly fresh produce for their meals
- Use of canned fruits and vegetables is limited.

FOOD WASTE

Other Food Waste Initiatives

Farm Direct Coop (CSA)

- Offers leftovers to members first at the end of the service hours.
- Any remaining food in Salem is donated to the Council on Aging.
- Residential composting

Gloucester-based Black Earth Compost

- Provides compost pickup services to about 450 Salem residents
- Averages about 10.5 lbs each week per household
- Fee for this service is \$49.00 for a six-month period



Food For Free

A Cambridge organization that addresses not only short-term hunger, but also the long-term health effects of food insecurity and poor nutrition.

In the last year, Food For Free:

- Distributed 2 million pounds of food
- Diverted 1.8 million pounds of food from the waste stream
- Partnered with more than 100 programs in 12 Greater Boston cities
- Helped to feed 30,000 people



Food For Free

Services Provided:

- Food Rescue
- Home deliveries
- Farming
- Cambridge Weekend Backpack Program
- Free Farmers' Markets at schools
- Transportation Partnership
- Collaborates with other pantries on food pickups from the GBFB

FOOD WASTE

Assets:

- MassDEP regulations ensure larger organizations such as supermarkets are reducing food waste
- Restaurants report minimal food waste
- Food rescue and donation programs at Haven from Hunger, Lifebridge, and Farm Direct Coop
- Affordable, convenient composting through Black Earth

More research needed as to potential for expanding food rescue and composting and funding sources:

- Hospitals
- Public Schools
- SSU

Food Access



FOOD ACCESS

What is Food Access?

Consumer choices about food spending and diet are likely to be influenced by the accessibility and affordability of food retailers:

- Travel time to shopping
 - Availability of healthy foods
 - Food prices
 - Quality of produce
 - Appearance of food stores
-
-

FOOD ACCESS

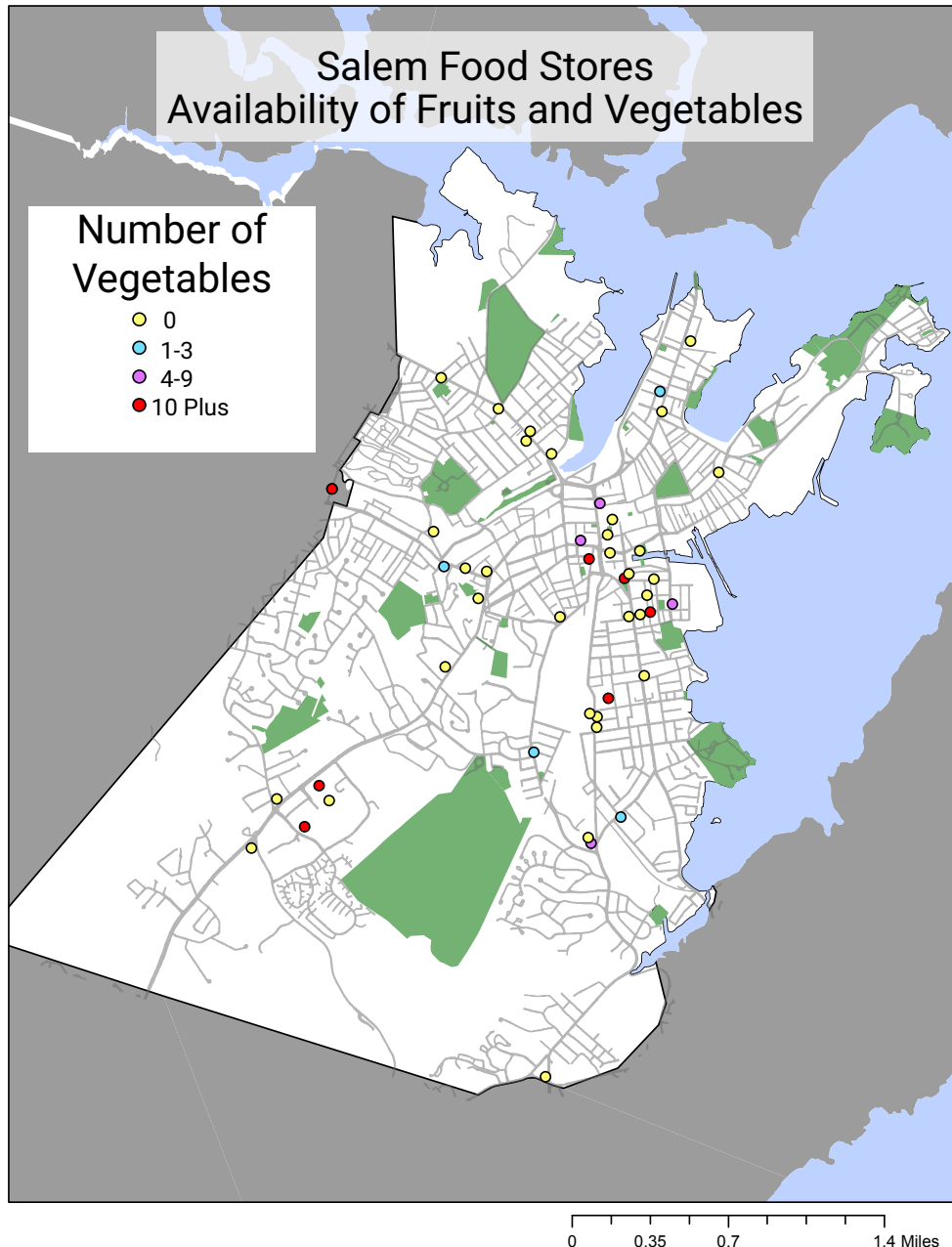
Convenience Store Survey (CSS)

At the time of writing this assessment, there were 47 food stores in Salem, including Stop & Shop in Peabody. The CSS stores include grocery stores, bodegas, convenience stores, discount and drug stores.

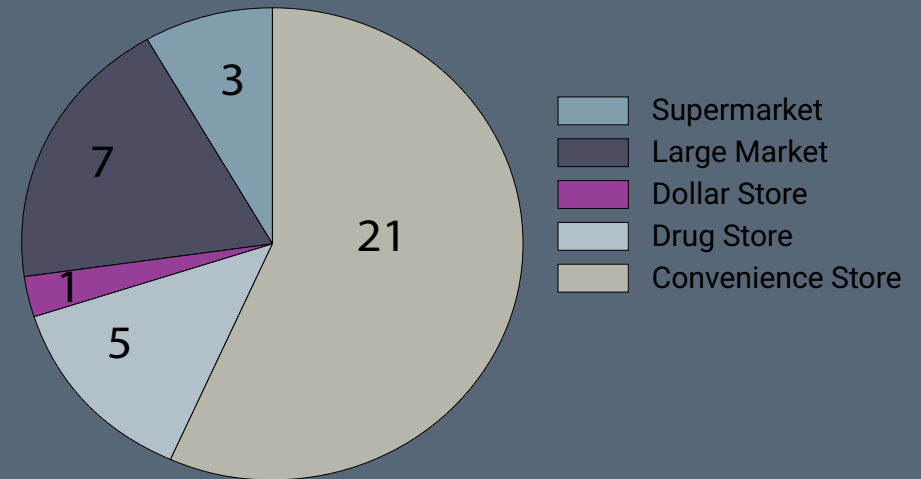
The survey looked into several factors, including:

- Availability and price of produce and staples
- Quality of produce
- Cleanliness of interior and exterior of the store
- Signage (what type, quality of appearance and language)
- Type of food prominently placed in the front of the store
- Store access (car and bike parking, crosswalks and sidewalks)
- Availability of SNAP, WIC and other discounts

FOOD ACCESS



Salem Stores by Type

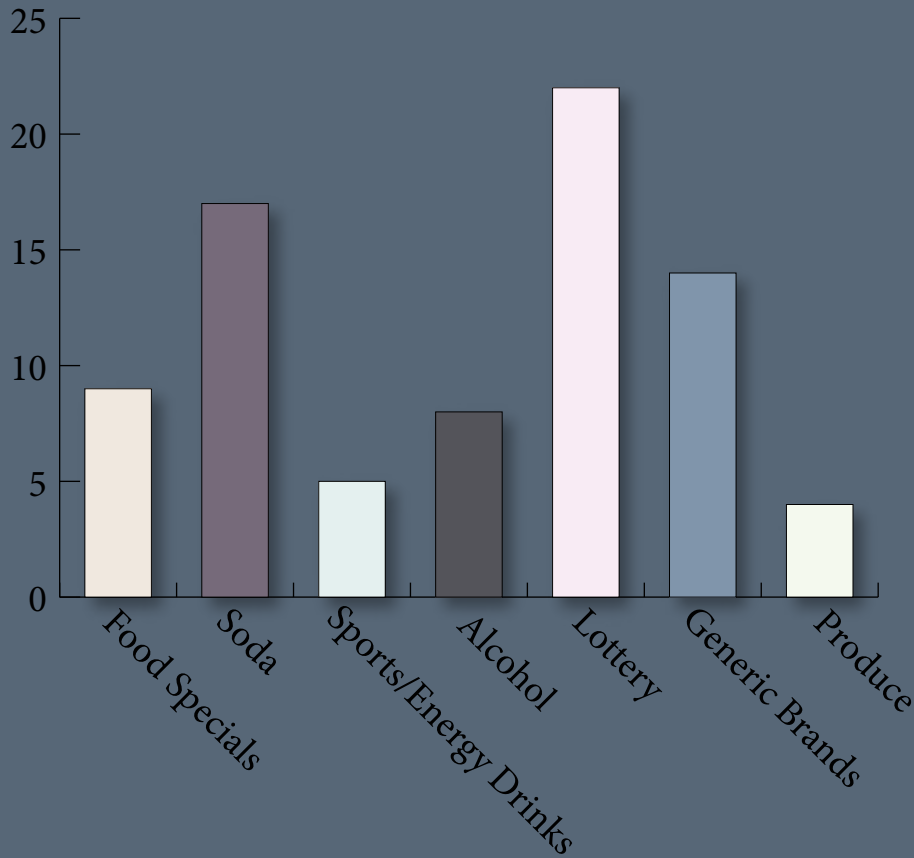


Of the 47 stores, 32 had no fruits or vegetables, five had between three and nine, and ten stores had more than 10 fruits and vegetables.

FOOD ACCESS

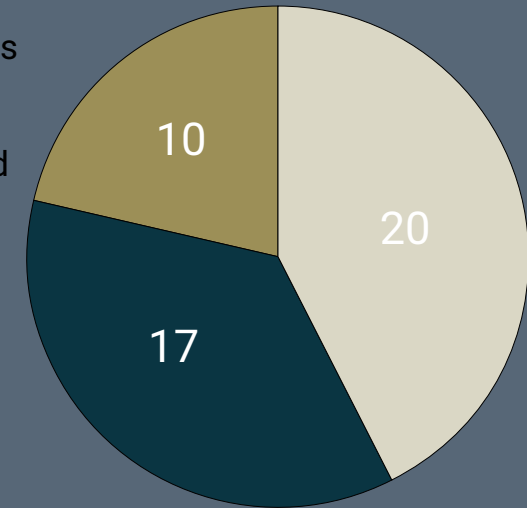
CSS – Exterior Appearance

Salem Stores
Outdoor Signage



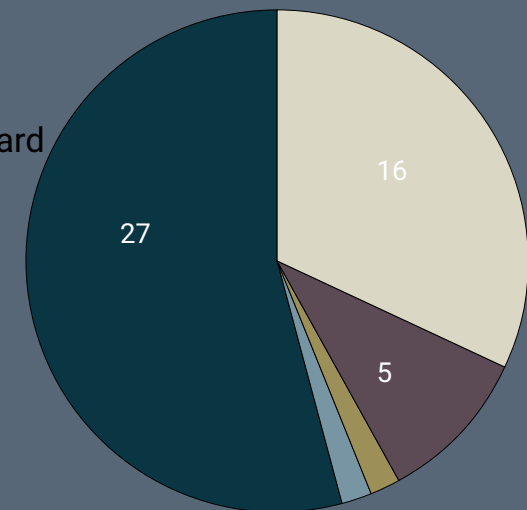
Salem Stores
Outdoor Sign Appearance

- No Signs
- Older
- Updated



Salem Stores
Public Assistance and Discount Signage

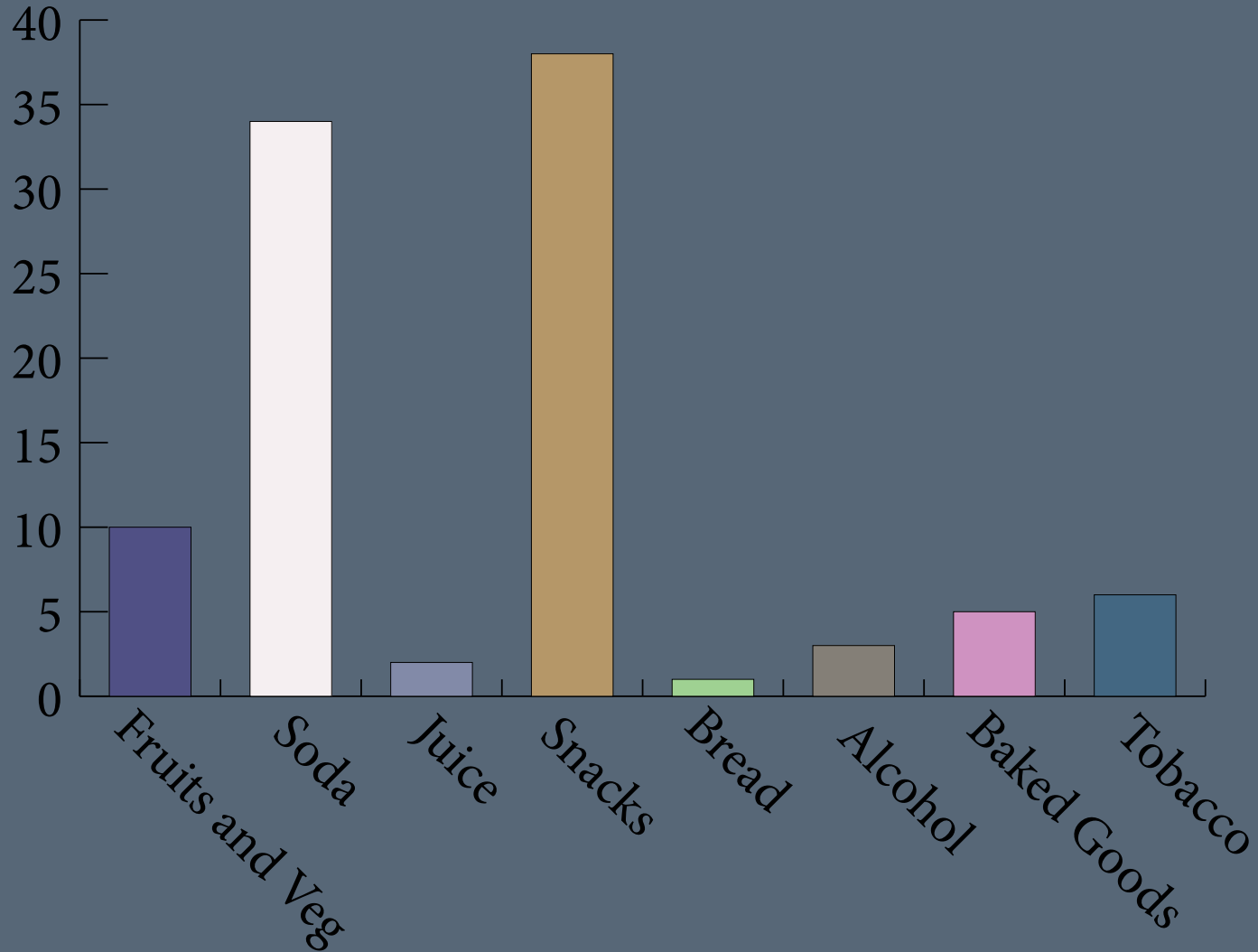
- None
- Discount Card
- Checks
- WIC
- SNAP



Based on 37 stores with store-front signage
All 37 with signs in English,
4 with both Spanish and English

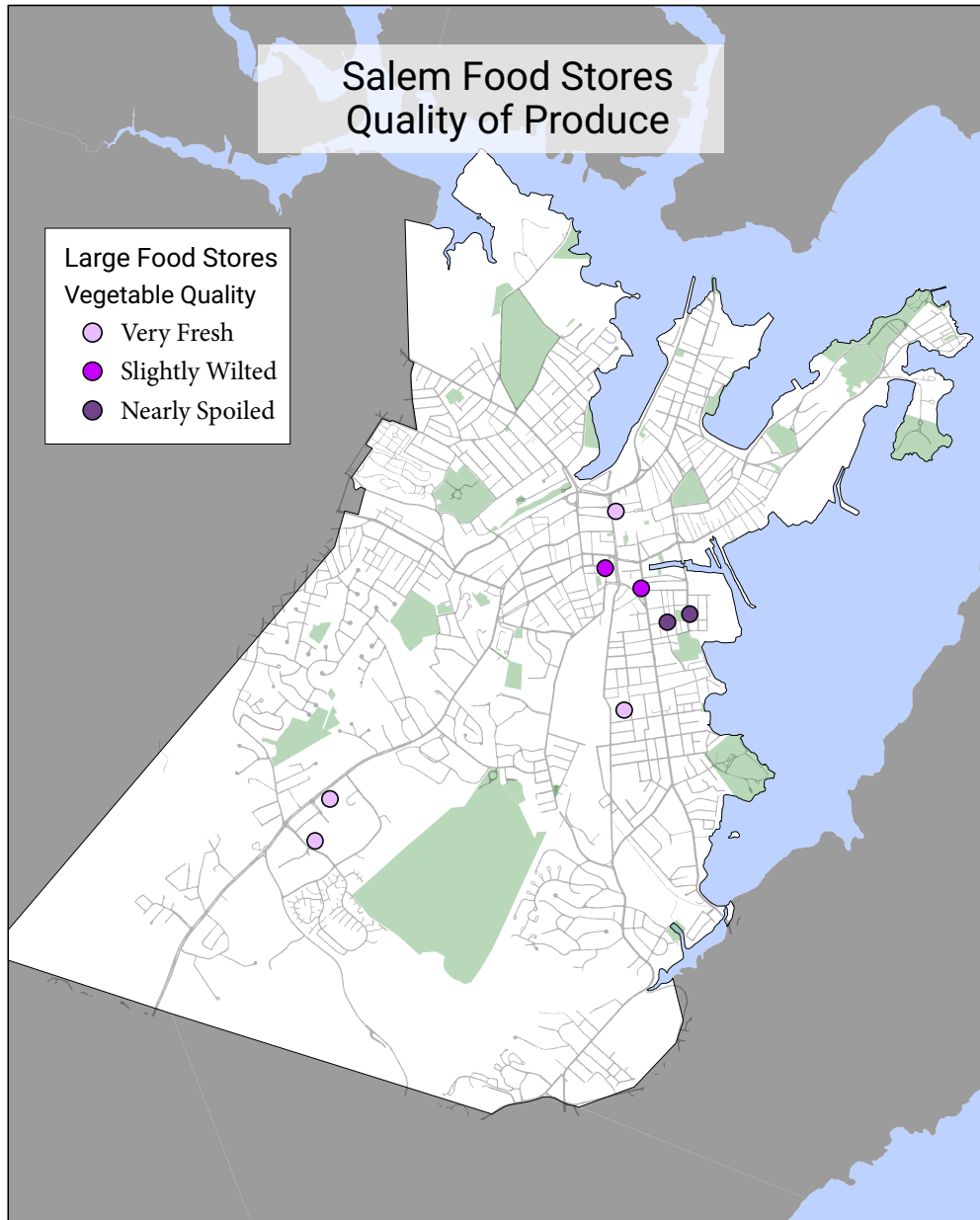
FOOD ACCESS

Salem Stores
Prominently Displayed in Front of Store



FOOD ACCESS

Salem Food Stores
Quality of Produce



Large Food Stores
Vegetable Quality

- Very Fresh
- Slightly Wilted
- Nearly Spoiled

A more in-depth analysis was done on stores that had 10 or more fruits and vegetables. Stores were then selected that had the following items:

- apples
- oranges
- bananas
- eggs
- chicken
- tuna
- canned beans
- tomatoes
- potatoes
- onions
- wheat bread
- white bread
- brown rice
- white rice
- oatmeal
- skim milk
- whole milk

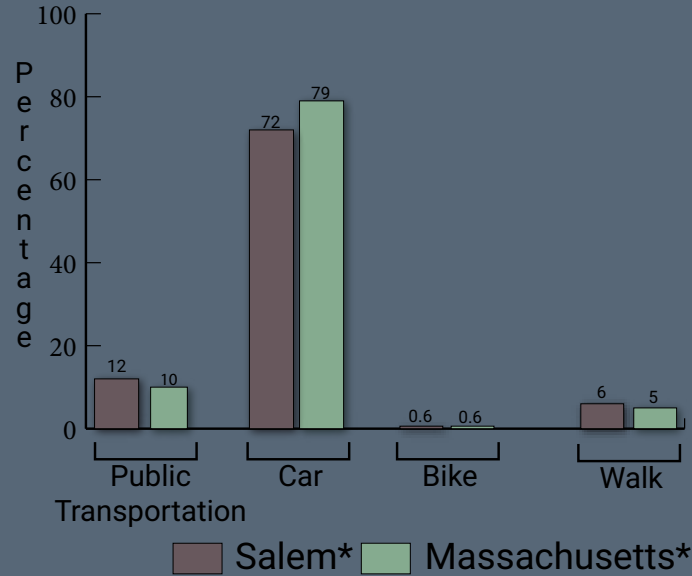
CSS Large Store Cost Breakdown

Name	Total Cost of All Selected Foods
Market Basket	\$10.91
Stop & Shop Peabody	\$12.15
Shaw's	\$26.99
Local 1	\$28.73
Crosby's Marketplace	\$33.65
Local 2	\$35.63
Local 3	\$40.45
Local 4	\$43.69
Local 5	\$90.28

FOOD ACCESS

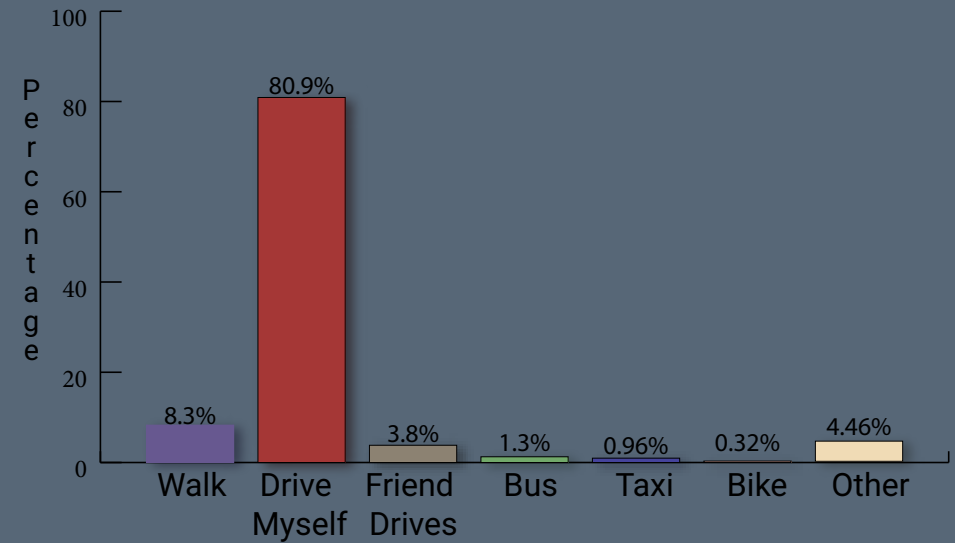
Transportation Data

Mode of Transportation to Work



* Based on mode of transportation from the American Community Survey (ACS) 2015

RFS-Mode of Transport to Food Stores

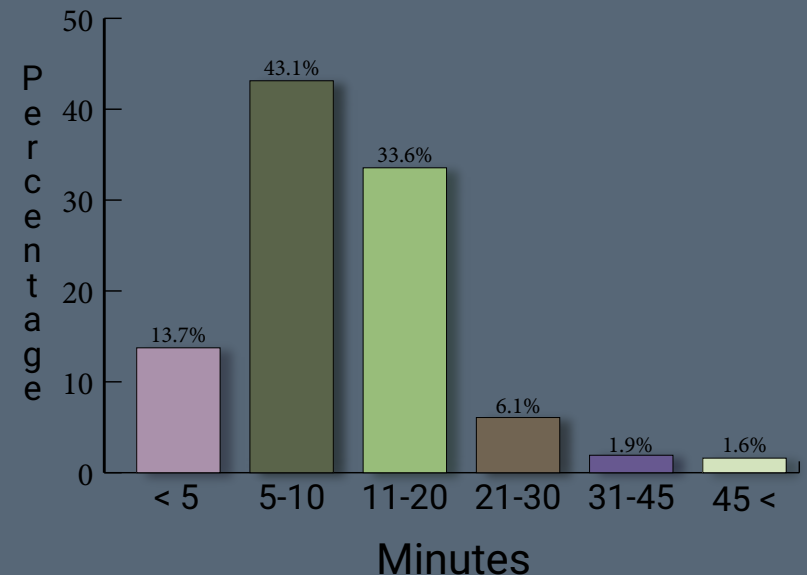


RFS - Store Preference

- 200 responses were in Salem
- 135 chose stores outside of Salem

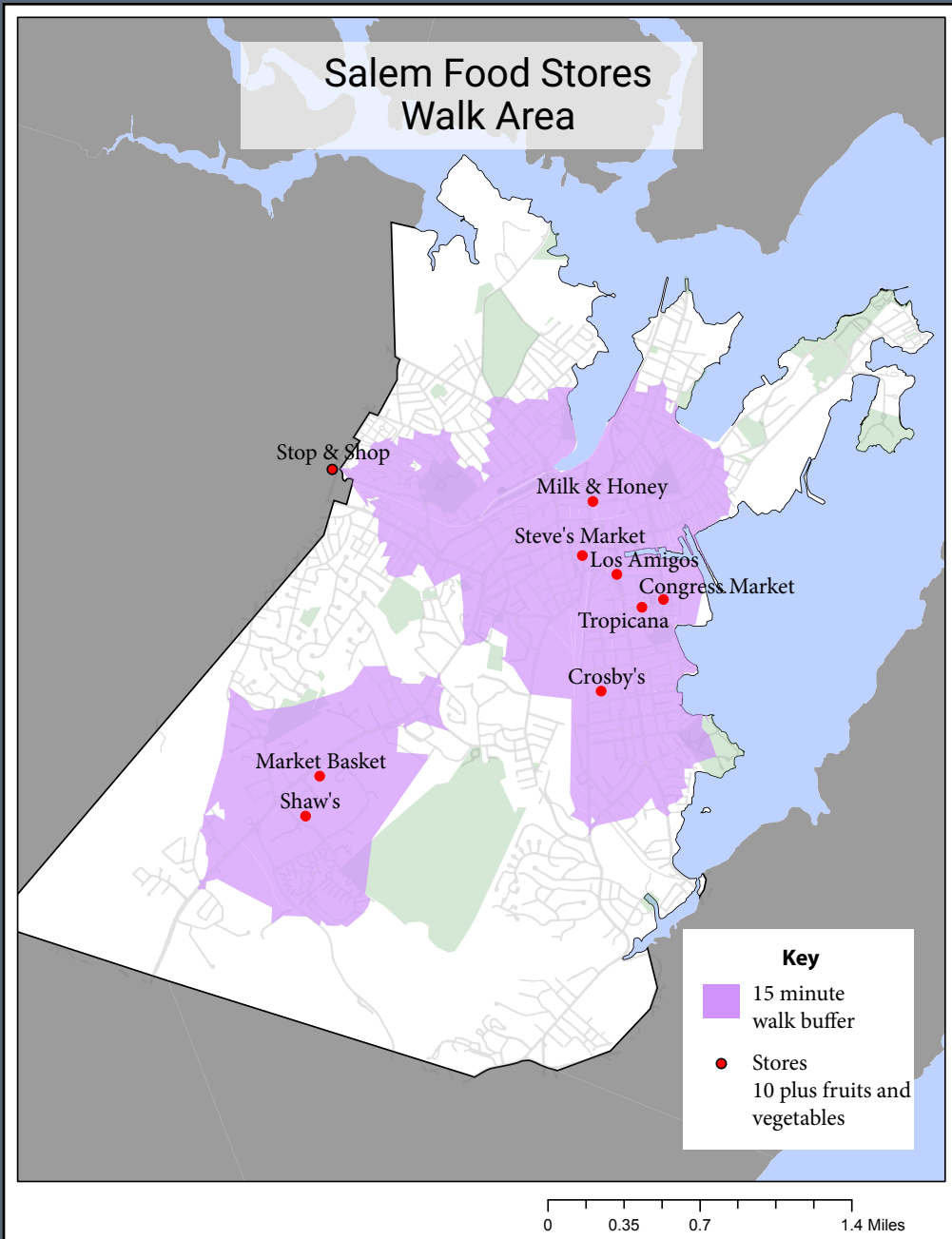
Store	Responses
Market Basket	146
Stop & Shop Peabody	27
Shaws	22
Crosby's Market	16
Steves Quality Market	15

RFS-Time to Food Stores



FOOD ACCESS

Walkability



68% of Salem residents live within a 15-minute walk of a store that carries 10 or more fruits and vegetables.

20% of Salem residents live within a 15-minute walk of the 3 most visited and least expensive grocery stores.



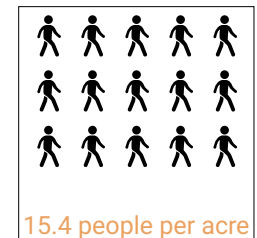
Population Density of Walking Areas for Major Salem Food Stores



Total Salem



Market Basket, Shaw's and Stop & Shop

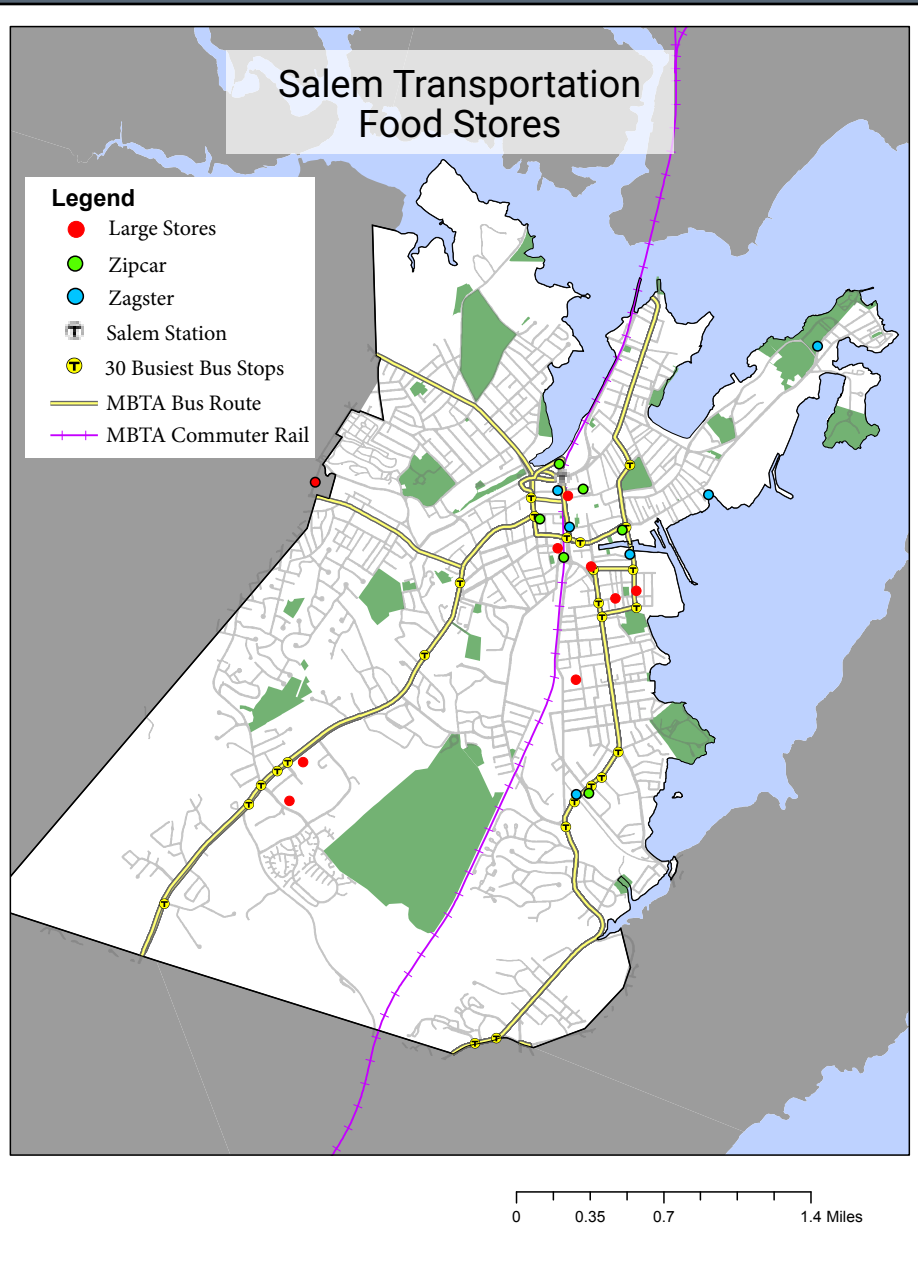


Other 7 Major Salem Stores

* Each square represents 1 acre of land

FOOD ACCESS

Transit Options – Public Transportation



Bus	Average Week Day (Minutes)	Average Weekend (Minutes)	Food Stores	Time to (Minutes)
450	48	64	Market Basket Shaws	9
455	52	43	Market Basket Shaws	9
459	61	No Week-end	Los Amigos Tropicana Market Congress Street	
465*	62	120 (No Sunday)	Stop & Shop Peabody	7

* The 465 bus does not stop at Stop & Shop after 4:44 pm

FOOD ACCESS

Transit Options – Zagster and Zipcar

Zagster

- At the time of writing there were 6 Zagster locations with 30 bikes. Each bike includes a basket on the front to carry small amounts of groceries.
- Bikes cost \$3 an hour or \$25 annually (1 hour free, \$3 each additional hour)
- Difficult to access larger stores because of lack of proper bike infrastructure.
- According to the CSS, only 1 store out of 47 offer bike racks.

Zipcar

- As of 2017, there were six Zipcar locations in Salem. Five lots are located near downtown with one at Salem State.
- Cars cost between \$10.99 and \$12.99 per hour, including gas and insurance.

FOOD ACCESS

Transit Options – Council on Aging Shuttle

Council on Aging Shuttle - Food Stores

	July	August	September	October	November	Average per Month
Walmart	18	21	19	12	11	16.2
Trader Joe's	4	0	10	0	5	3.8
Steves	5	11	6	6	1	5.8
Market Basket	107	83	69	74	87	84
Crosby's	40	42	34	35	37	37.6
Shaw's	22	23	14	12	11	16.4

Council on Aging Food Store Shuttle Schedule

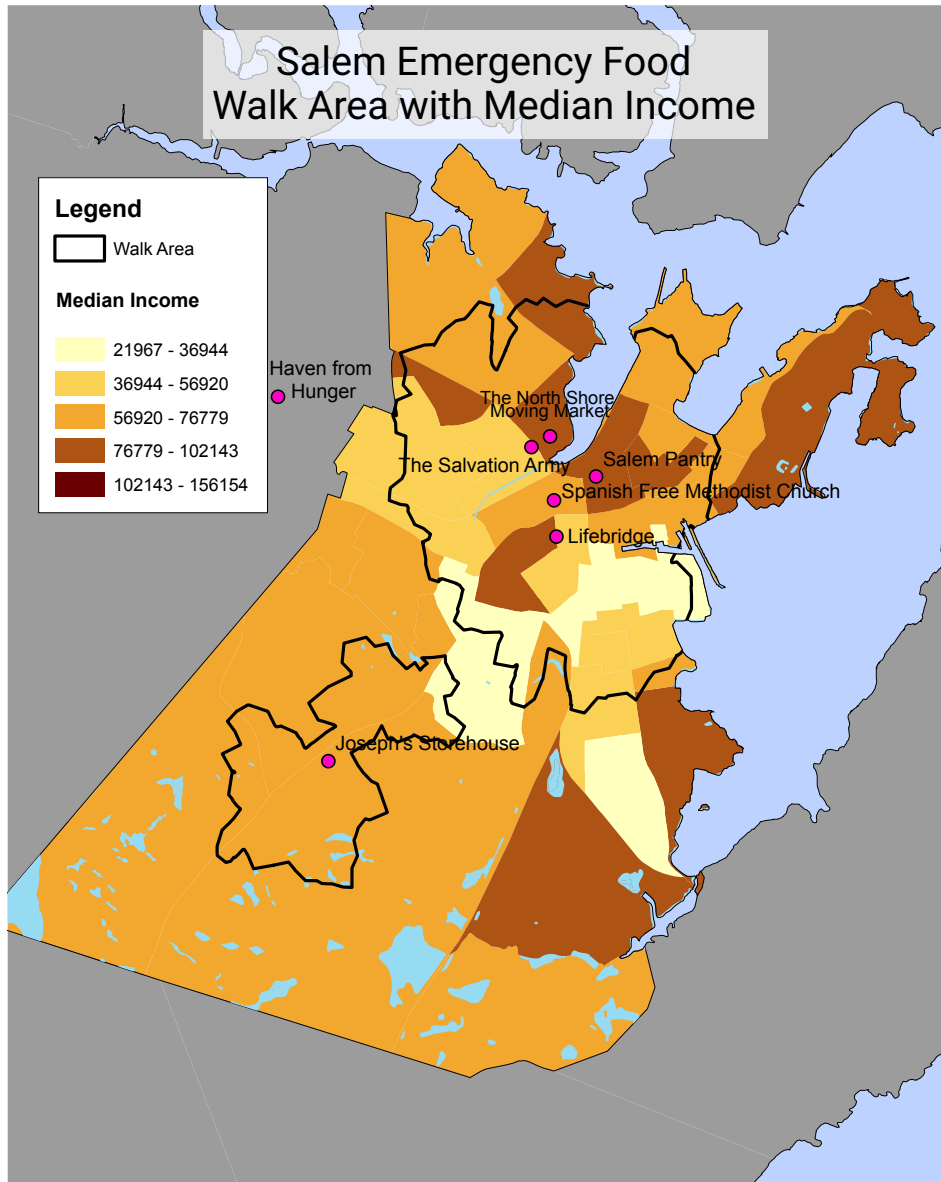
Monday	Tuesday	Wednesday	Thursday	Friday
Market Basket	Crosby's Market	Market Basket	Walmart	Market Basket
Pickup: 10:30 am	Pickup: 10:30 am	Pickup: 10:30 am	Pickup: 10:30 am	Pickup: 10:30 am
Drop Off: 12:30 pm	Drop Off: 12:30 pm	Drop Off: 12:30 pm	Drop Off: 12:30 pm	Drop Off: 12:30 pm

- The Council on Aging (COA) offers free shuttles for Salem residents over 60 years old. The shuttle is a call service that does not run on a fixed route or schedule, except for scheduled trips to local grocery stores.
- The COA vans accounted for 16,553 rides last year. 3,639 of the rides were to stores, including food shopping.
- The shuttle made very few stops at emergency food locations. Over the six months, they made three stops, one at Lifebridge and two at the Salvation Army.
- Riders are only allowed two bags of groceries in the van due to lack of space.

FOOD ACCESS

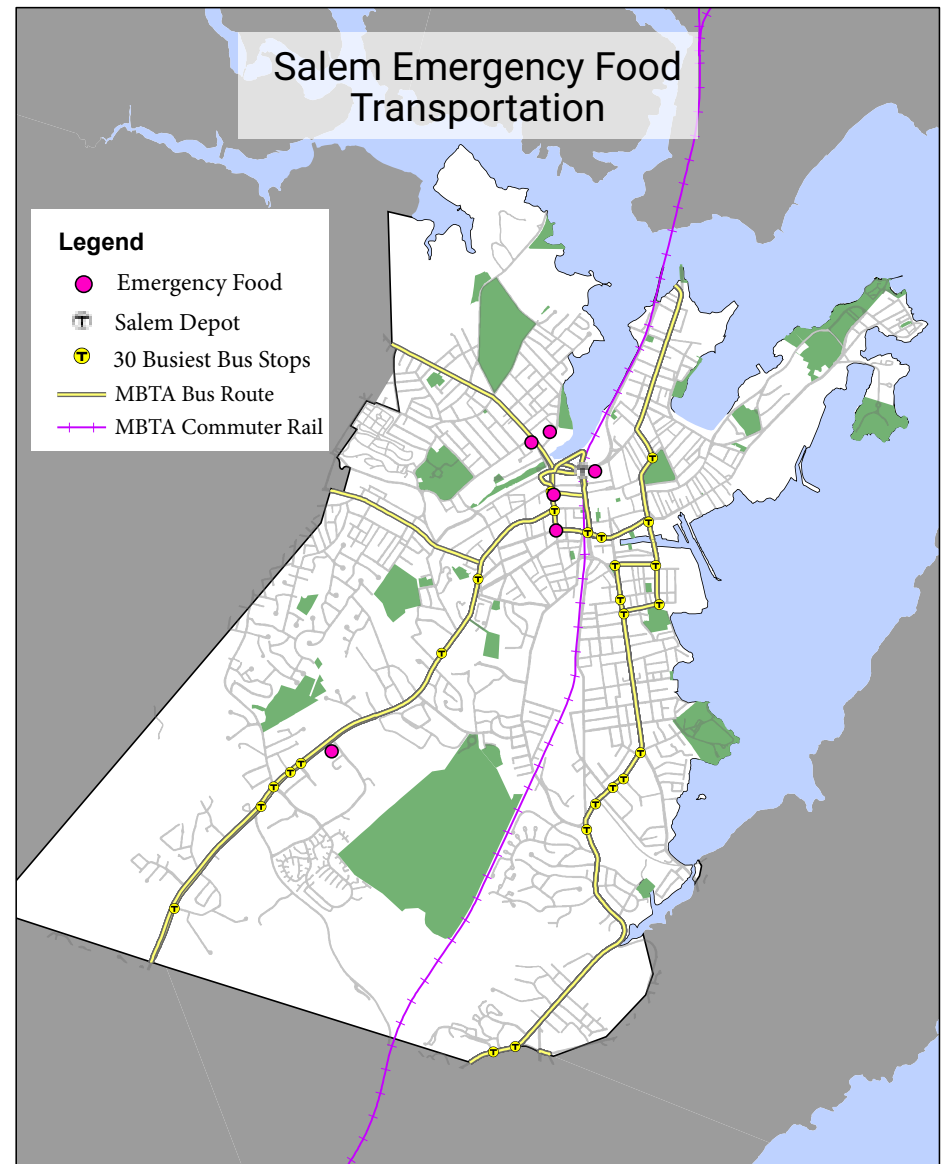
Emergency Food

Salem Emergency Food Walk Area with Median Income



0 0.35 0.7 1.4 Miles

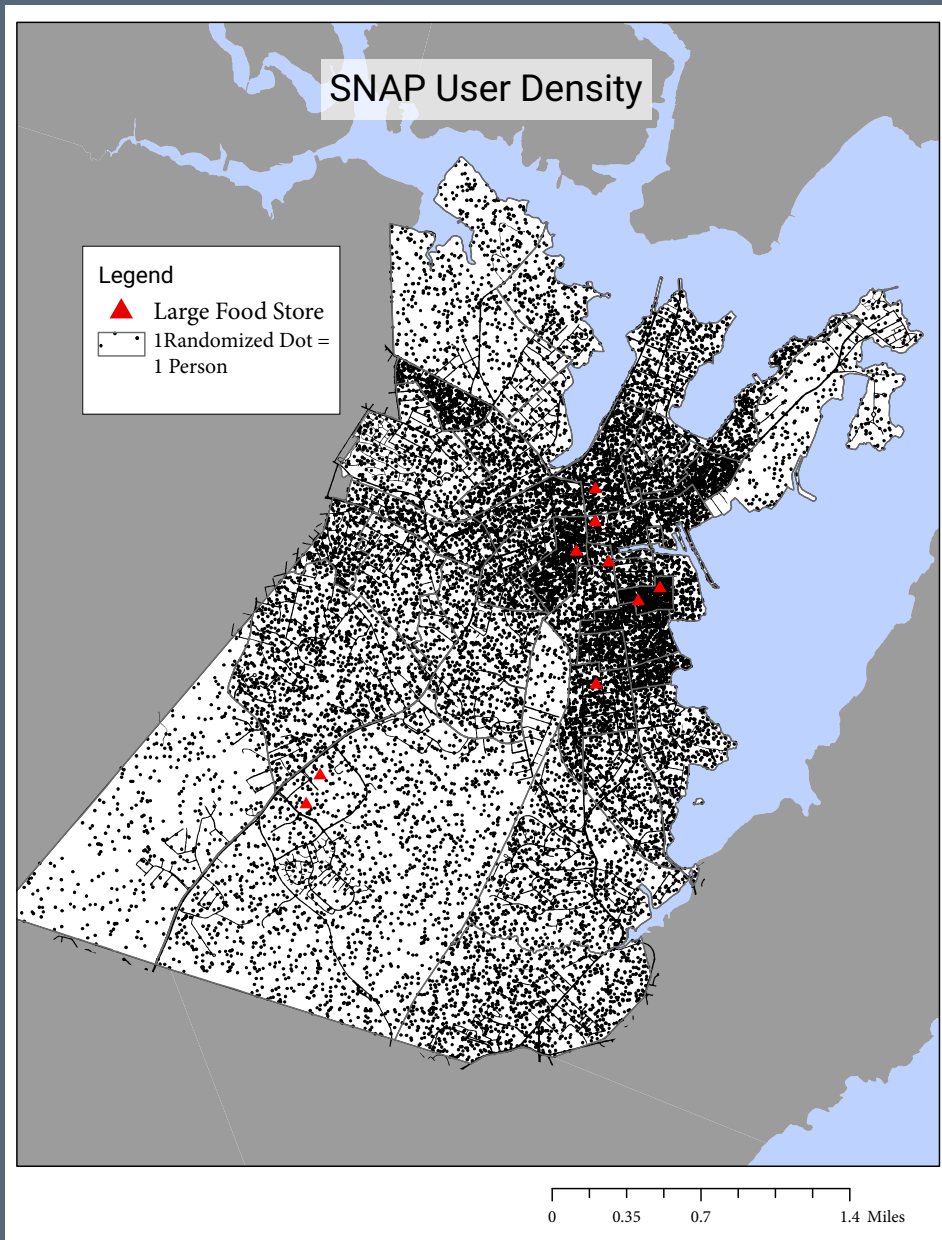
Salem Emergency Food Transportation



0 0.35 0.7 1.4 Miles

FOOD ACCESS

SNAP



89% of SNAP users in Salem live within a 15-minute walk of a store that carries 10 or more fruits and vegetables.

36% of SNAP users in Salem live within a 15-minute walk of the 3 most visited and least expensive grocery stores.



FOOD ACCESS

Site Analysis – Salem Pantry

Access

- The Salem Pantry is located at the crossroads of several of Salem entrance corridors, making it a central location for car access.
- The pantry is within a block of the commuter rail station, which is the start and end point for all of Salem's buses.
- The surrounding sidewalks and paths are largely ADA compliant.
- The pantry is located in an area of Salem on the upper end of the economic scale.
- There is no public parking directly adjacent, but there are several options within a 5 minute walk.

FOOD ACCESS

The pantry receives one truck of food each month from the Greater Boston Food Bank containing around 8,000 pounds of food.



FOOD ACCESS

Wish list for a potential new pantry site:

- A facility with a loading dock
- A parking lot or off-street parking
- A location closer to the Point neighborhood
- Exclusive space allowing for the ability to operate more frequently

FOOD ACCESS

Assets

- The majority of Salem residents (68%) are within walking distance to stores with a variety of fresh fruits and vegetables.
- The majority of SNAP users (89%) are within walking distance to stores with a variety of fresh fruits and vegetables.
- MBTA buses allow access to various food stores.
- Council on Aging vans gave 3,639 free rides to stores in 2017.

FOOD ACCESS

Deficits

- Stores with the least expensive, highest quality produce are outside large density areas and are difficult to access on foot or bike.
- Difficult access to major stores on the MBTA buses because of large gaps in service
- Little to no bike parking at stores

FOOD ACCESS

Deficits

- Unhealthy food options are prominent in the front of most stores.
- Advertising skews heavily towards unhealthy foods.
- Many food retailers do not advertise that they participate in SNAP/WIC

CONCLUSIONS & RECOMMENDATIONS

Results

- Residents find it difficult to access fresh, affordable foods in their neighborhoods
- Public transportation to large supermarkets is often unreliable
- EFPs are often limited in the types of fresh foods they can offer
- Aren't always able to provide culturally appropriate foods for Salem's diverse community
- Restrictive eligibility requirements at some local pantries

CONCLUSIONS & RECOMMENDATIONS

Results

- Locations of Salem's pantries are not easily accessible to many of Salem's highest need populations
- Strong interest in community agriculture, but space restrictions and lack of volunteers inhibit the expansion of the Salem Community Gardens
- Salem's agricultural zoning ordinance is more restrictive than the state, preventing urban farmers from earning a living in Salem
- More research is needed regarding food waste and funding opportunities to expand food rescue and community composting programs

CONCLUSIONS & RECOMMENDATIONS

Organization and Implementation

Goal:

The Salem Community Food Assessment and Plan is implemented strategically.

- Convene the Salem Food Policy Council as the leading coalition for implementing the Salem Community Food Assessment and Plan.
- Include food system goals in municipal plans. These may include comprehensive; open space; and transportation plans, among others.

CONCLUSIONS & RECOMMENDATIONS

Food Security

Goal:

Salem promotes food security, health, and equity.

- Create an Emergency Food Provider (EFP) Collaborative to coordinate and improve services.
- Work with EFPs to reduce restrictions on residents for obtaining food assistance, such as requiring birth certificates of dependents and SNAP/EBT cards.
- Prioritize providing nutritious food options at food pantries, improve infrastructure, systems and capacity to ensure this can happen sustainably.
- Increase nutrition education at food pantries through cooking demonstrations, recipes for clientele, assistance choosing foods for special diets

CONCLUSIONS & RECOMMENDATIONS

Food Security - Continued

- Expand upon existing bilingual community outreach strategies promoting food assistance including SNAP, WIC, pantries, community meal programs, HIP
- Improve transportation access to the farmers market for older adults.
- Implement a mobile food pantry to provide food assistance to residents in areas without access to a traditional food pantry. Priority areas for mobile food pantry operation include: the Point and Castle Hill neighborhoods, SHA properties such as Rainbow Terrace.
- Recruit additional sponsors for the Salem Summer Meals Program to increase food access for children during the summer months.

CONCLUSIONS & RECOMMENDATIONS

Community Agriculture

Goal:

Salem promotes increased production of locally grown foods.

- Amend agricultural ordinance requiring that use of land for the primary purpose of agriculture, horticulture, floriculture, or viticulture must be on a parcel of more than five acres to reflect the less restrictive requirements set by the state
- Amend zoning and/or building codes to allow for green roofs and rooftop gardens.
- Assess suitability of vacant municipal land and buildings for potential expansion of community gardens, and allow the use of these for such activities.
- Include gardening and nutrition education in the curriculum of all Salem Public Schools.
- Partner community agriculture outlets with corner stores to provide stores with excess produce to sell at reduced prices.

CONCLUSIONS & RECOMMENDATIONS

Food Waste

Goal:

Salem ensures the greatest amount of nutritious food is eaten, and less food is wasted.

- Collaborate with RecyclingWorks to assess opportunities that ensure food surplus is distributed to people for consumption, and inedible foods are composted or anaerobically digested
- Research Best Management Practices and implement strategies to distribute nutritious and reclaimable food from commercial and other large institutions to EFPs and residents.
- Evaluate the feasibility of creating a district-wide composting program for Salem Public Schools.

CONCLUSIONS & RECOMMENDATIONS

Food Access

Goal:

All Salem residents have access to nutritious, affordable foods.

- Support the creation and expansion of healthy food retail through programs such as Mass in Motion's Healthy Market Program.
- Ensure public transportation routes increase access to healthy foods.
- Improve pedestrian and bicycle access to food retail, farmers' market and pantries.
- Amend zoning regulations to allow mobile food vendors to sell fresh produce.
- Leverage Storefront Improvement Program as a way for food retailers to make exterior improvements in order to attract customers.
- Explore the possibility of new, low cost grocery stores in areas lacking healthy food options. Including neighborhoods such as North Salem, Bridge Street Neck and South Salem.

Download the Full Assessment:

<https://www.salem.com/mass-motion-salem/files/salem-community-food-assessment>

THANK YOU!!!

The SCFA also would not have been possible without the support of the following City of Salem departments:

Planning Department

Health Department

Mayor's Office