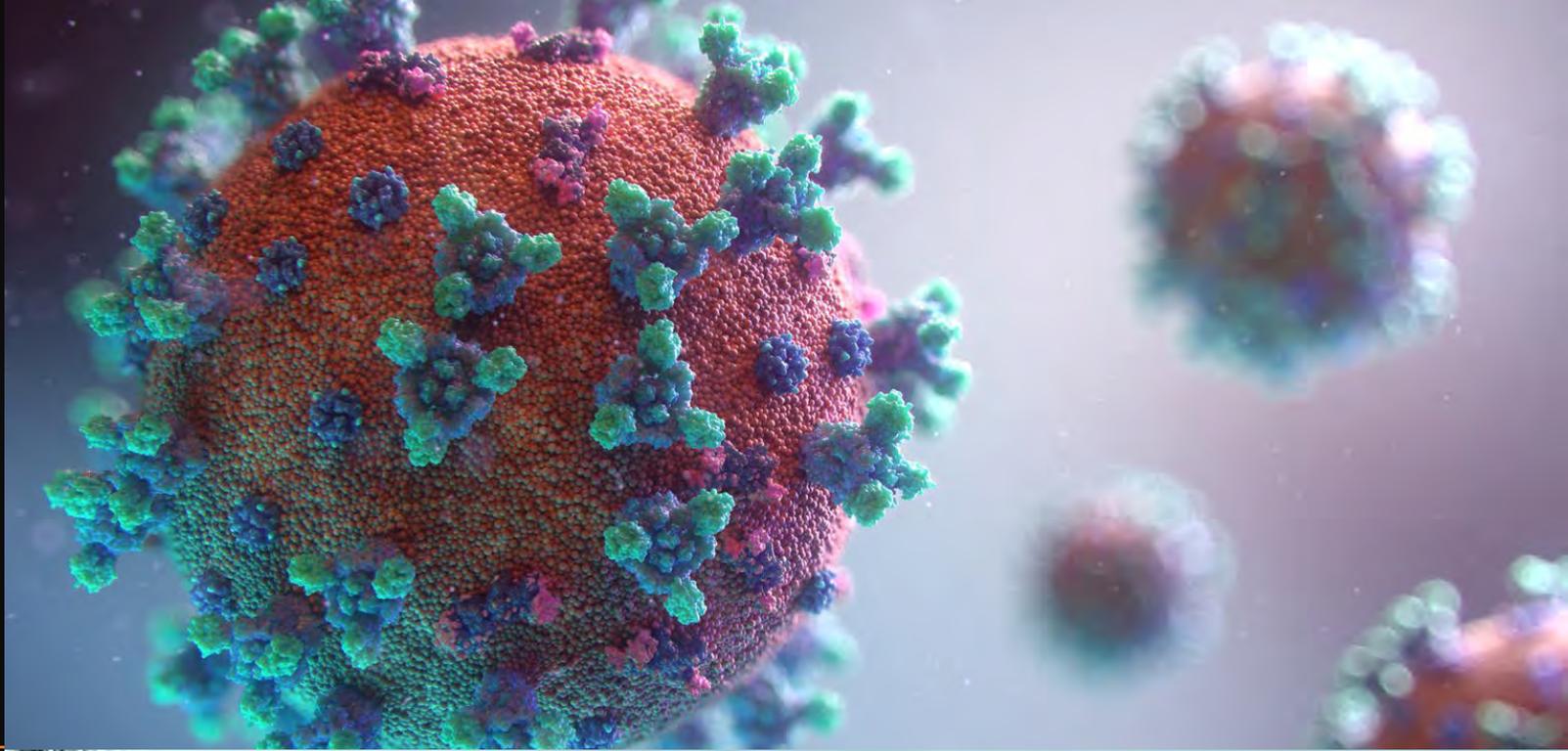


Interventions to Address Job Loss and Food Security in Rural Communities During COVID

NIH Rural Health Seminar
November 19, 2020



Alice Ammerman, DrPH

Nutrition/Public Health and Center for
Health Promotion and Disease Prevention

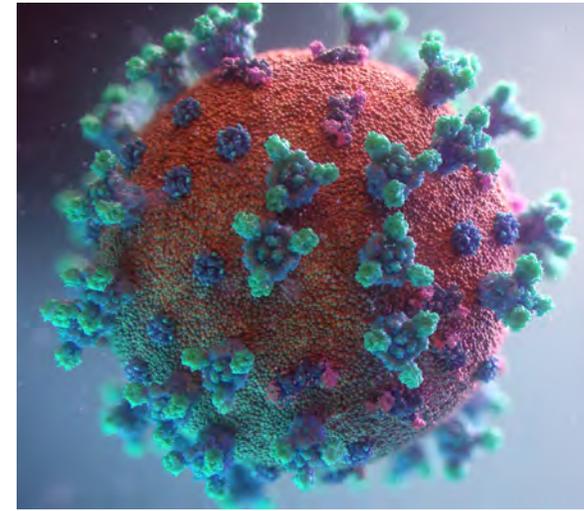
University of North Carolina at Chapel Hill

Carla Norwood, PhD

Executive Director, Working Landscapes
Warrenton, North Carolina



COVID-19 in a Rural County near Chapel Hill



More than 50% of Chatham County's confirmed COVID cases are among Hispanic/Latinx individuals despite this group composing just 12% of the county's population

A County with significant geographic disparities

Overall Health Risk

Social Determinants

- Percent poverty
- Zero vehicle households
- Percent minorities
- Access to healthy food
- Access to parks and trails
- Death rates

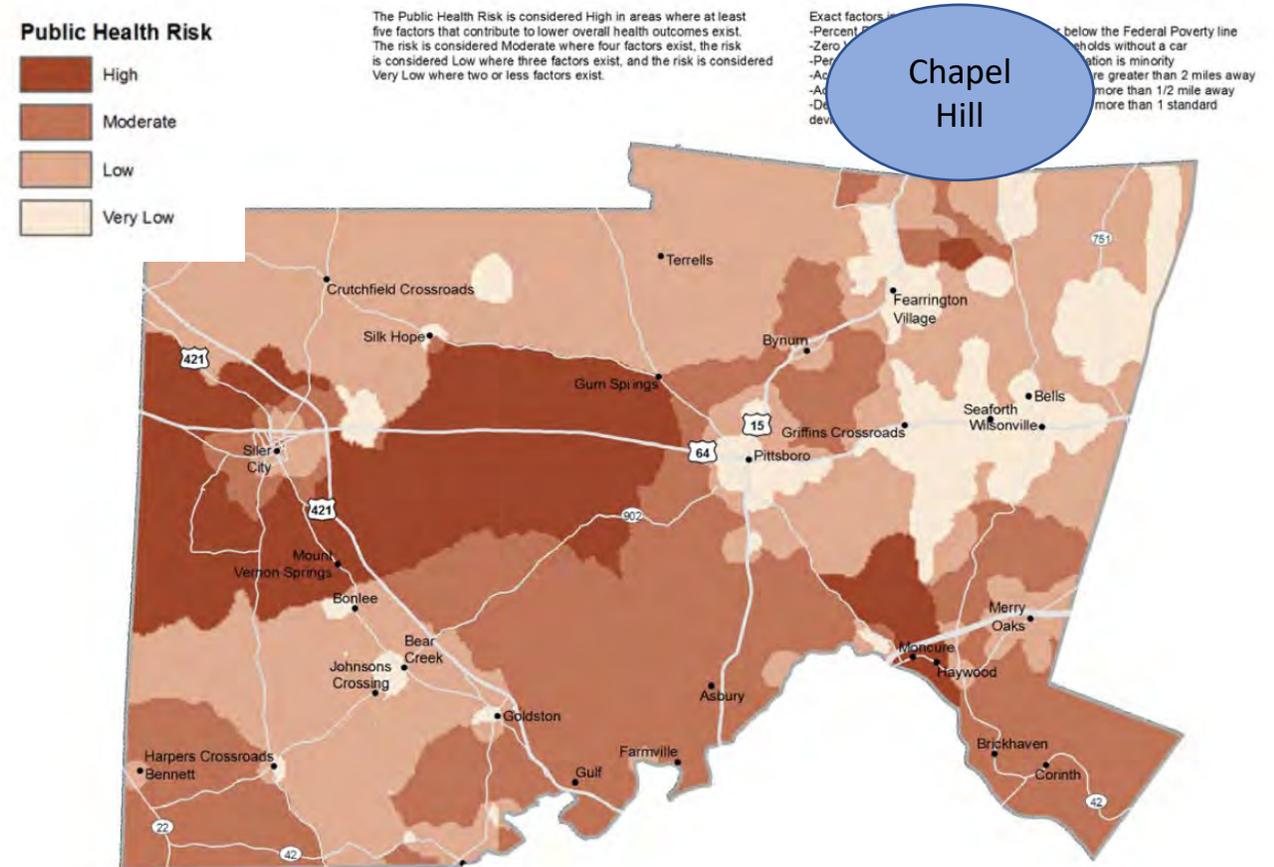
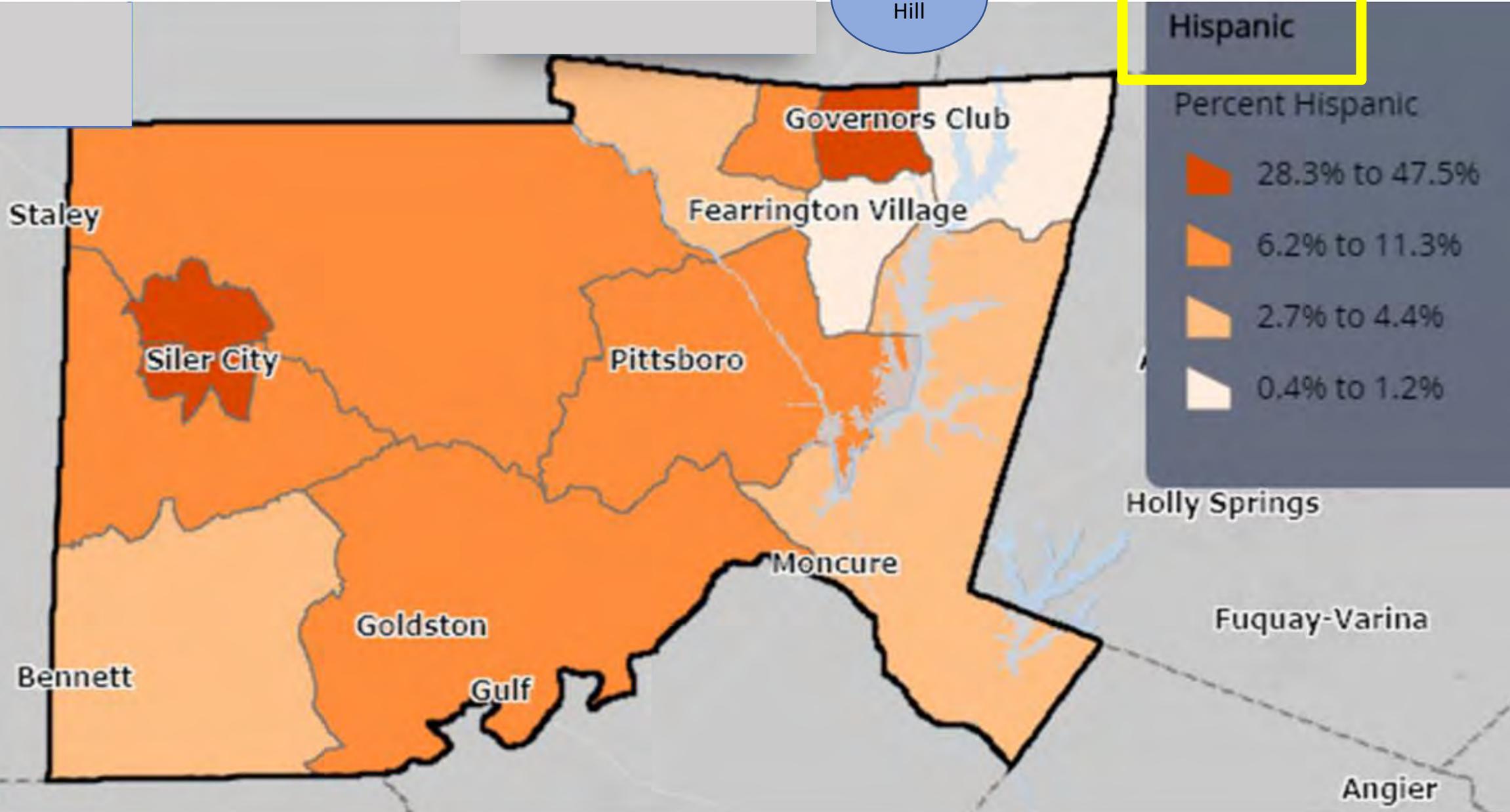


FIGURE 17: MAP OF PUBLIC HEALTH PRIORITY AREAS

Chapel Hill

Hispanic

Percent Hispanic

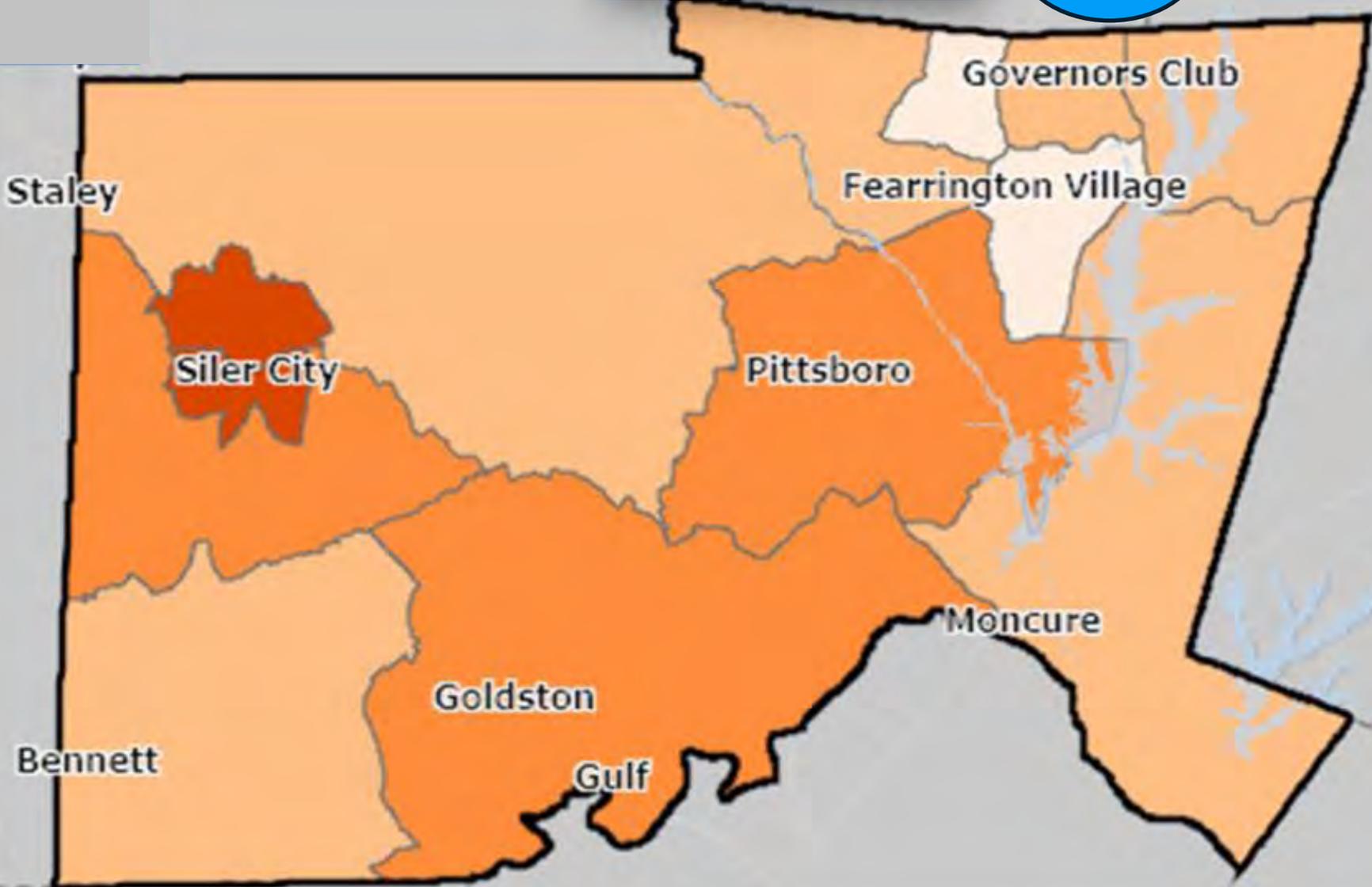


Chapel Hill

Black alone

Percent black alone

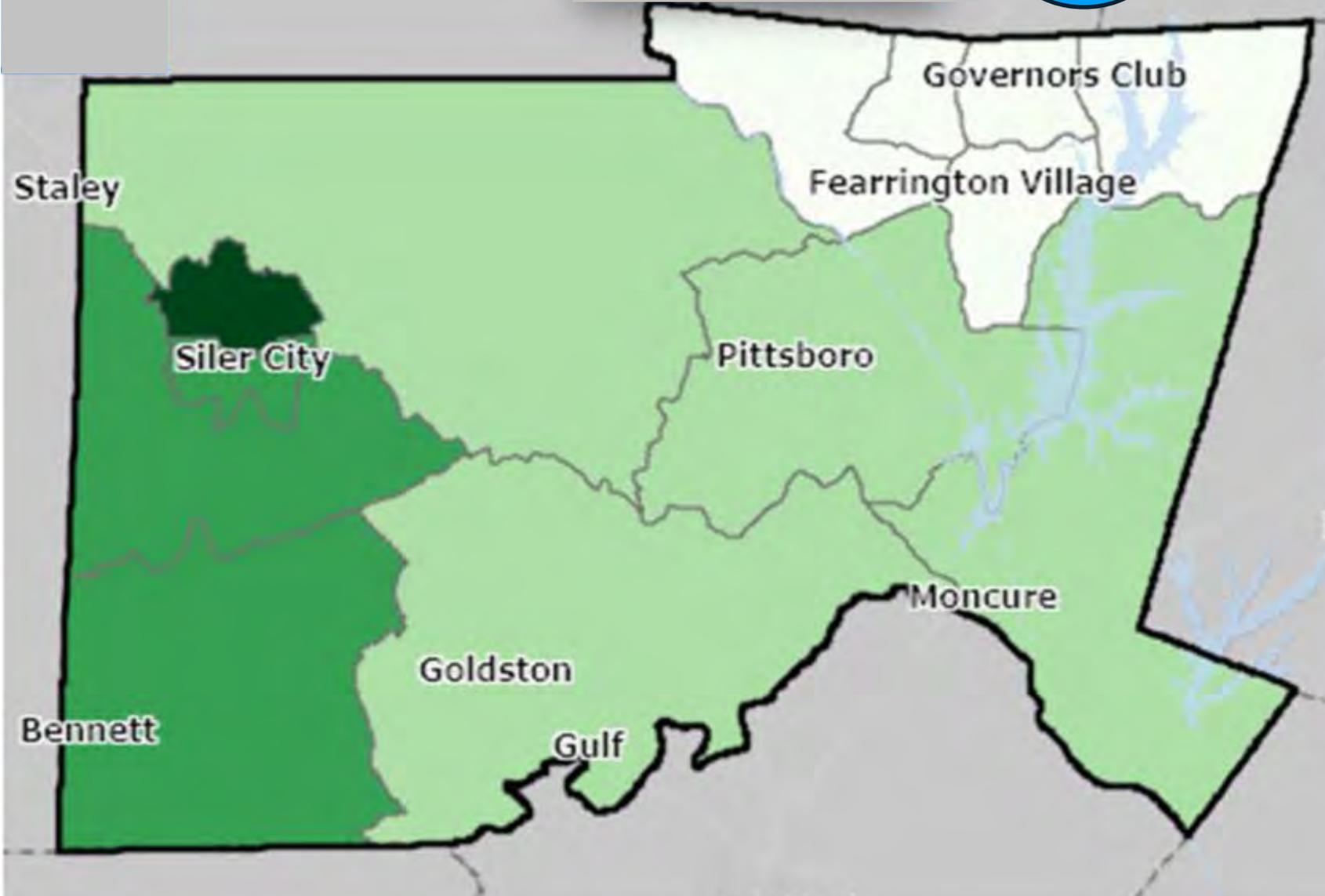
- 22.2% to 27.5%
- 15.3% to 19.3%
- 5.2% to 10.3%
- 2.6%



Holly Springs
Fuquay-Varina
Angier

Chapel Hill

Median household income



Attempting to replicate a successful entrepreneurial model
but in a very different environment



**YOUR ONE-STOP SHOP FOR
NUTRITIOUS FOOD
FROM LOCAL CHEFS AND ARTISANS.**

Pick up prepared meals, quality meats, groceries and fresh produce three times a week in the heart of Carrboro. **Feed your family while putting money back into the local economy.**

Siler City

Large Latinx population
High poverty
High COVID rates



UNC Rural Health COVID-19 Rapid Response Grant

Objective: Design and implement an innovative, sustainable food hub model that combines successful elements of models elsewhere in NC with unique entrepreneurial innovations.

- stimulate and coordinate food system (restaurant and farm) purchasing and donations
- help food supply/distribution systems adapt to COVID-19
- Provide free meals for people in need.



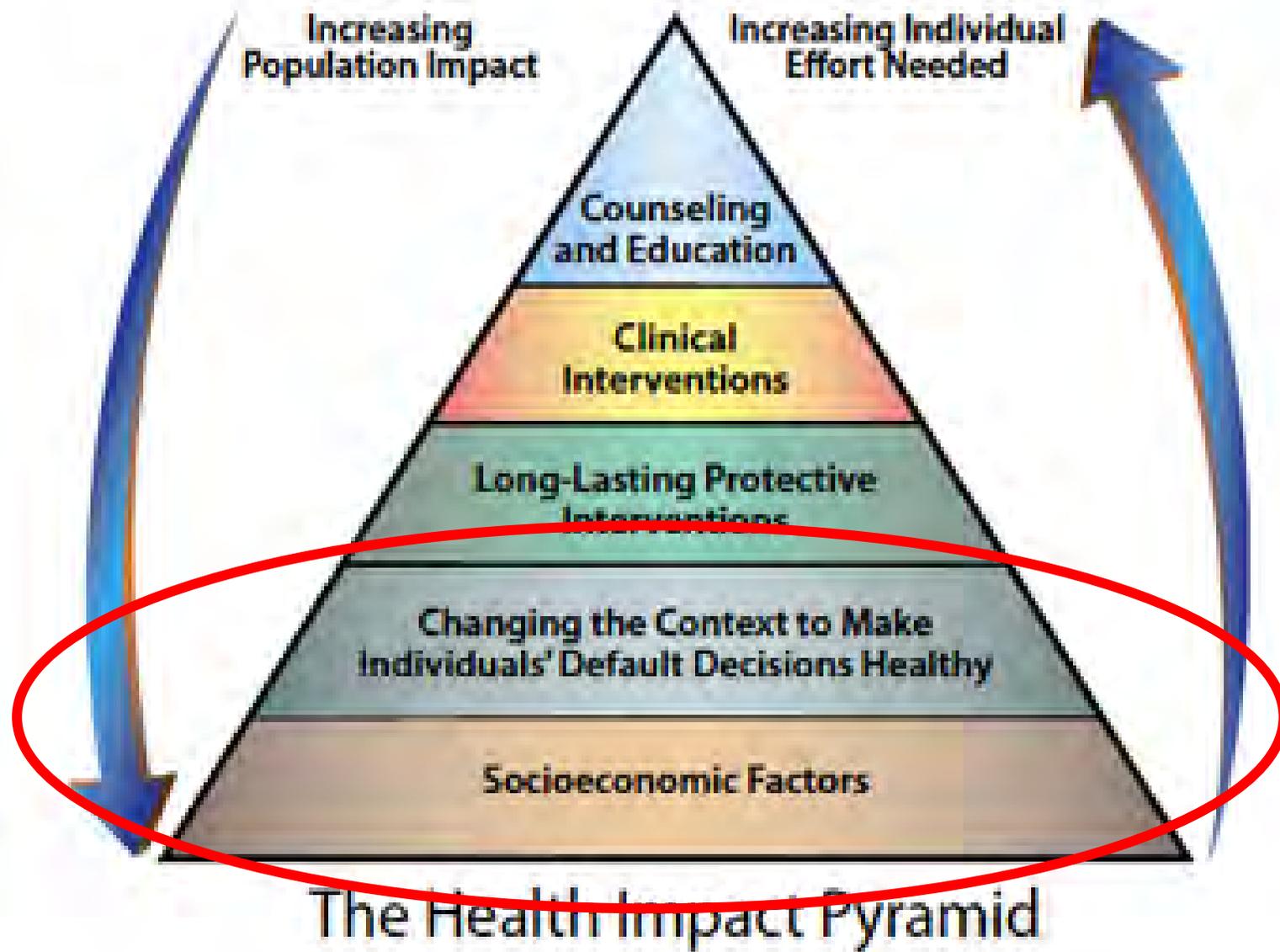
Chatham

FOOD HUB

New Chatham Food Hub
connects communities with
access to local food during
COVID-19 pandemic



Another Approach to Addressing Rural Challenges (Health and Economic)



Thomas Frieden, Former Director of CDC

Challenges

Lack of Access to
Healthy Affordable
Food ->
Obesity, Heart
Disease, Diabetes

Rural Poverty
-> Limited market
opportunities for
Small
Farmers/Businesses

Food Waste from
Farms, Value Chain,
Retail Outlets
Missed opportunity
for
Nutrition/Earnings



Potential Solution – Good Bowls

- A healthy meal product based on the Mediterranean diet
Adapted for southern taste preferences (“Med-South”)
- Frozen
 - > eligible for SNAP (Food Stamp) purchase
 - > longer shelf life
- Made from locally grown food
 - > recipes adapted to the seasons
 - > uses “cosmetically challenged” food often wasted
- Dual price point (cost offset)
 - > subsidized price at blue collar worksites, affordable housing sites
 - > higher price in higher end stores/Co-ops/Retirement communities
- ALL consumers get same high quality product





Good Bowls

Do Good while Eating Well
Equiti Foods



*A social venture to improve healthy
food access*

Small Business Technology Transfer Grant - Phase I – NIMHD
(must be a for-profit company)

*Empowering Communities to Achieve Good Food Access and
Health Equity*

Disclosure – Founder and equity owner, Chief Nutrition Officer

Initial idea to work with local commercial kitchens that would make and sell Good Bowls to corner stores with our help re recipes, packaging, marketing (social franchise model)



BUT, we have learned that:

- Small scale food manufacturing for retail is nearly impossible if products include meat.
- Direct to consumer allows more flexibility.



PIVOT! - to frozen vending machines in rural worksites



Hamilton Martin County, NC



Near Princeville – Oldest town incorporated by African Americans in the United States

Population Demographics by Race

Race	Population	% of Total
Total Population	408	100
<u>Black or African American</u>	243	59
<u>White</u>	154	37

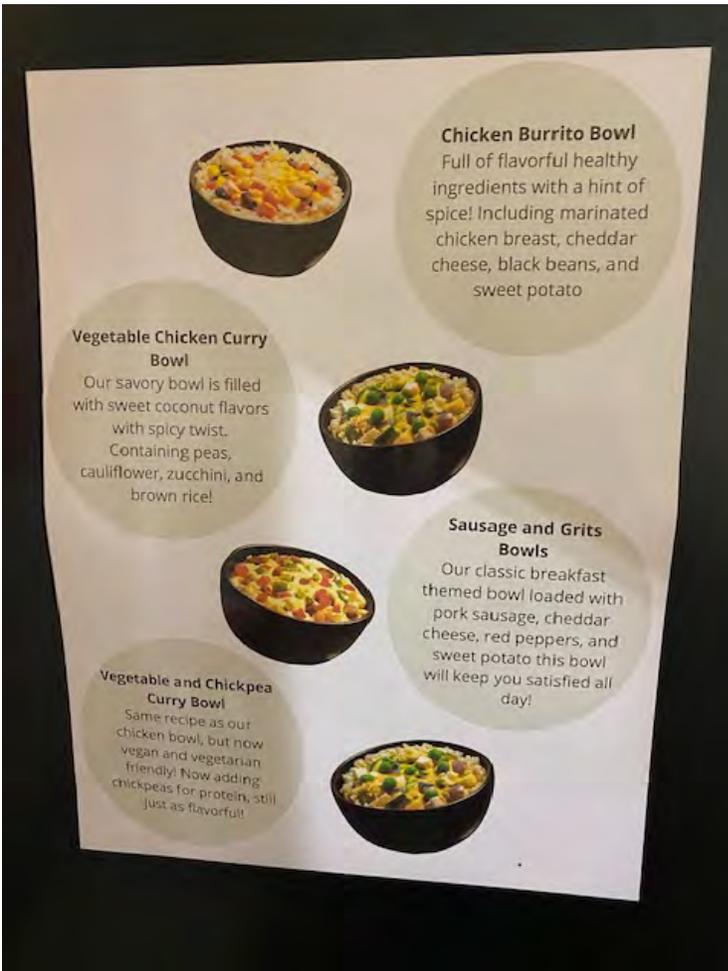
Manufacturing plant in Eastern North Carolina - Hamilton



The Lunchroom – only food in the plant for 160 workers. Average “meal” cost \$7.50



Good Bowls \$4.50 for a 12 oz. bowl Frozen Food Vending Machine



Chicken Burrito Bowl
Full of flavorful healthy ingredients with a hint of spice! Including marinated chicken breast, cheddar cheese, black beans, and sweet potato

Vegetable Chicken Curry Bowl
Our savory bowl is filled with sweet coconut flavors with spicy twist. Containing peas, cauliflower, zucchini, and brown rice!

Sausage and Grits Bowls
Our classic breakfast themed bowl loaded with pork sausage, cheddar cheese, red peppers, and sweet potato this bowl will keep you satisfied all day!

Vegetable and Chickpea Curry Bowl
Same recipe as our chicken bowl, but now vegan and vegetarian friendly! Now adding chickpeas for protein, still just as flavorful!



Just completed a “micro RCT” – 30 people, delayed intervention control, “dose” of 2 bowls a day for 5 days
Pre-post diet assessment, attitudes, carotenoids





COVID Supplement (NIMHD):

To address rising rates of food insecurity as well as job loss in restaurant and catering businesses

1. Work with three restaurants/caterers in rural economically distressed communities to test the Good Bowls cost offset model through direct-to-consumer sales
2. Assess nutrition impact on customers in communities adversely affected by COVID-19
3. Assess economic impact on restaurants/caterers, local farmers, and commercial kitchens

Warren County

Long term partnership with Working Landscapes Good Bowls pilot study:

- Sourced sweet potatoes from local farmers
- Tested Good Bowls in rural corner stores
- Used recipes for senior meals



Provide markets for local farmers and jobs for people in the community



[WHO WE ARE](#)

[WHAT WE DO](#)

[CONTACT](#)





Main Street Kitchen

A shared-use commercial kitchen for rent by the hour.



ByWay Foods

Produce from local farms, chopped and bagged in Warrenton for convenient preparation in cafeterias; healthy food on kid's lunch plates.

**Working Landscapes
will coordinate efforts
with local caterers
using their shared use
commercial kitchen**

**Provide food for
senior centers and
other federally funded
programs**

Restaurants in Chatham
County supporting Latinx
community- for
(participate
Chatham Fo

[Order Online ▾](#)[Menu](#)[Photos](#)[Contact Us](#)[Directions](#)

COMPADRES MEXICAN RESTAURANTS



In Eastern Chatham County –
Reaching higher income
customers to support the
cost-offset business model



COPELAND SPRINGS *Farm & Kitchen*

WE STEWARD THE
LAND AT COPELAND
SPRINGS FARM IN
BEAUTIFUL
PITTSBORO, NC.
WE PREPARE
DELICIOUS FARM-
FRESH MEALS AT
COPELAND SPRINGS
KITCHEN TO NOURISH
OUR COMMUNITY.





Questions, Discussion, Ideas, Suggestions