

Healthy Food Access Report



Source: Fondy Food Market



In 2017, the USDA estimated that **11.8 percent of American households were food insecure at least some time during the year in 2017**, meaning they lacked access to enough food for an active, healthy life for all household members

Population (2017 5 YR ACS): 599,086

**Est. Population outside of a
grocery service area:**

A background graphic consisting of a grid of small, stylized human icons in a light gray color, arranged in rows and columns across the middle section of the slide.

**124,000
(21%)**

Poverty Rate

City of Milwaukee

Individuals	29.4%
Families	25.3%
Families with children under 18	36.7%

Cities with highest household poverty rates

Detroit	39.3%
Cleveland	39.2%
Fresno	30.5%
Memphis	29.8%
Milwaukee	29.4%
St. Louis	28.5%

Vehicle Availability

Percent of households with no vehicle available	18.4%
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Cities with lowest levels of vehicle availability

New York, NY	55.7%
Washington, DC	37.9%
Boston, MA	35.8%
Philadelphia, PA	33.1%
San Francisco, CA	31.0%
Baltimore, MD	31.0%
Buffalo, NY	30.2%
Syracuse, NY	29.8%
Chicago, IL	28.0%
Detroit, MI	24.6%

Obesity Rate

City of Milwaukee obesity rate	37.2%
Milwaukee MSA obesity rate	26.4%
MSAs with highest obesity rates	
Baton Rouge, LA	35.9%
Harrisburg, PA	35.3%
Little Rock, AR	34.1%
Dayton, OH	33.5%
Tulsa, OK	33.5%
Memphis, TN	33.2%

Diabetes Rate

Milwaukee County rate of diagnosed diabetes	10.1%
County rates of diagnosed diabetes	
St. Louis (city)	13.5%
Baltimore (city)	12.3%
Shelby County (Memphis, TN)	12.2%
Wayne County (Detroit, MI)	12.0%
Cuyahoga County (Cleveland, OH)	12.0%
Orleans Parish (New Orleans, LA)	11.9%
Philadelphia County (Phila., PA)	11.5%
Marion County (Indianapolis, IN)	10.5%
Milwaukee County (Milwaukee, WI)	10.1%
Franklin County (Columbus, OH)	9.9%
Allegheny County (Pittsburgh, PA)	9.7%
Fulton County (Atlanta, GA)	8.7%
Cook County (Chicago, IL)	8.5%
Hennepin County (Minneapolis, MN)	6.8%

Fresh Food Access Report



Fresh Food Access Report Goals

1. Identify location of local food access areas
2. Identify food access initiatives and market trends
3. Identify retail food facility financing programs
4. Identify initiatives to better connect neighborhoods to healthy food sources
5. Improve the access of local residents to affordable fresh, healthy food

Community Partners



GROWING POWER INC.



LISC



Other City Departments:

License Division

Department of City Development

Commercial Corridors Team/Planning

Milwaukee Health Department

Environmental Collaboration Office



ReFresh Milwaukee



FRESH COAST. FRESH IDEAS.

A Vision for Community Sustainability

City of Milwaukee Sustainability Plan 2013-2023

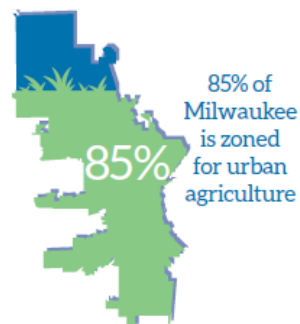


Food Systems

69% of Milwaukeeans do not consume the recommended servings of fruits and vegetables



Milwaukee is home to 177 community gardens



85% of Milwaukee is zoned for urban agriculture

Current Baseline and Need for Action

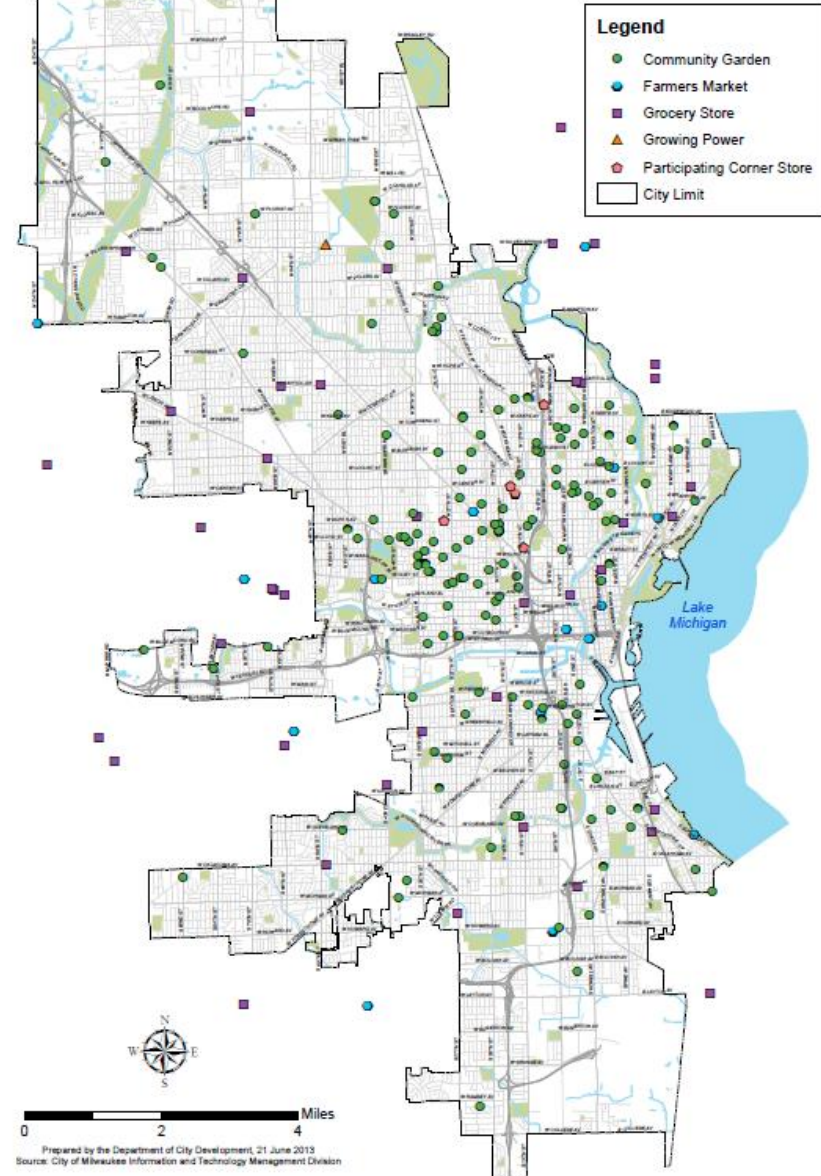
Over the past 10 years, interest in healthy, nutritious, local, and sustainable food has grown rapidly across the United States. Municipal governments are increasingly devoting formal attention to local food production¹ and other food system issues, such as healthy food access.² In Milwaukee, the lack of healthy food access is a deep and systemic local concern. Not only did Milwaukeeans place overwhelming importance on healthy food access in the 2012 Green Team public outreach process (see Appendix A for more details on the outreach results), but public health statistics bear out their concern. In 2012, District #4 (encompassing most of the city proper) was ranked 415th out of the nation's 436 Congressional districts in health and well-being.³ According to the 2012 Milwaukee Health Report, "Milwaukee's large population, poor health outcomes, and large health disparities – many associated with socioeconomic status – continue to have significant impact on the overall health of the state as well as on the economic vibrancy of the city."⁴

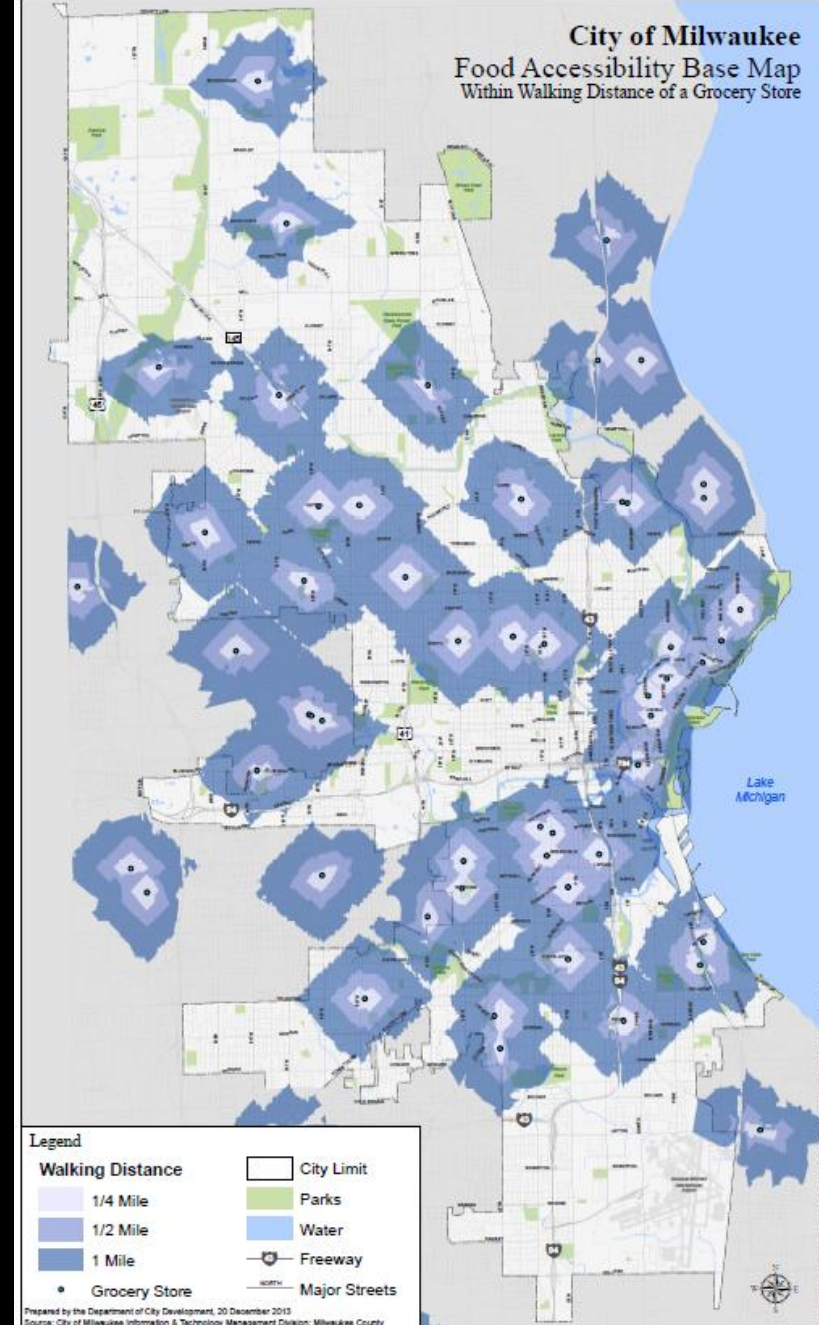
Milwaukeeans (regardless of income) report unhealthy eating: 69 percent do not consume the recommended number of servings of fresh fruits and vegetables daily, 51 percent report no access to healthy food, 37 percent are overweight, and 31 percent are clinically obese. These percentages increase for lower socioeconomic groups in the City.⁵ In addition, more than 80 percent of children who receive one or more meals a day through the Milwaukee public schools (MPS) participate in the free- and reduced-lunch program, which is an indicator of poverty.⁶

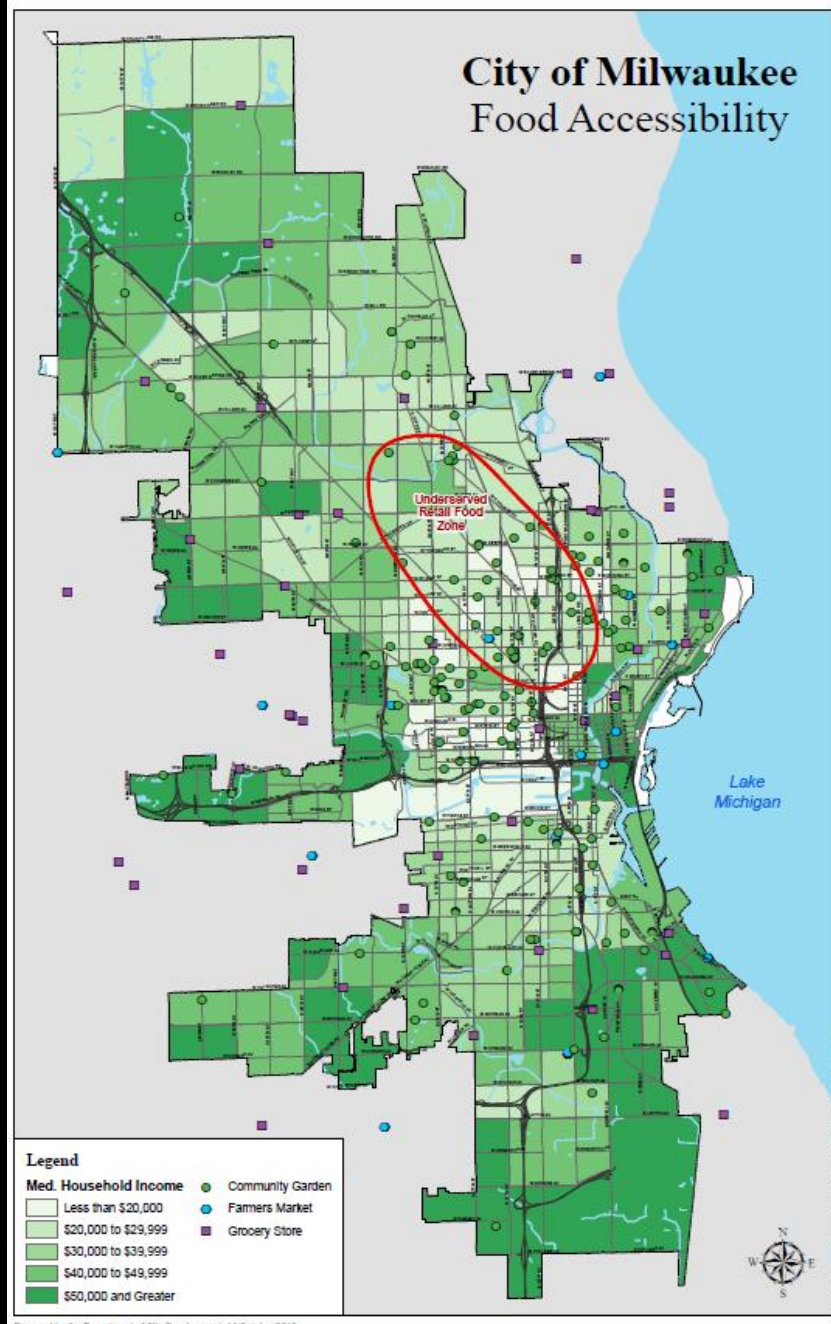
Wisconsin is a top agricultural state nationwide. Milwaukee, a national manufacturing and food processing capital, historically has had a traditional, institutional food system of food distributors, supermarkets, restaurants, farmers markets, and corner stores. The City's loss of more than 77,000 manufacturing jobs since 1970⁷ has resulted in private disinvestment in city neighborhoods, where job loss has been widespread. Consequently, community assets, such as grocery stores, leave those neighborhoods. These losses result in lacks of both healthy food access and economic development. A move toward a more sustainable community food system in Milwaukee can benefit all people and neighborhoods where healthy food access is a concern, contributing to the overall vision of a sustainable, resilient Milwaukee.

What is a "food system"? The food system includes all processes involved in keeping us fed: growing, harvesting, processing (or transforming or changing), packaging, transporting, marketing, consuming, and disposing of food and food packages.⁸ Community-based food systems are interconnected, place-based, ecologically sound, economically productive, socially cohesive, food secure, and food literate (knowledgeable about food preparation and nutrition).⁹

"A community food system is a food system in which food production, processing, distribution, and consumption (and recycling) is integrated to enhance the environmental, economic, social and nutritional health of a particular place."¹⁰







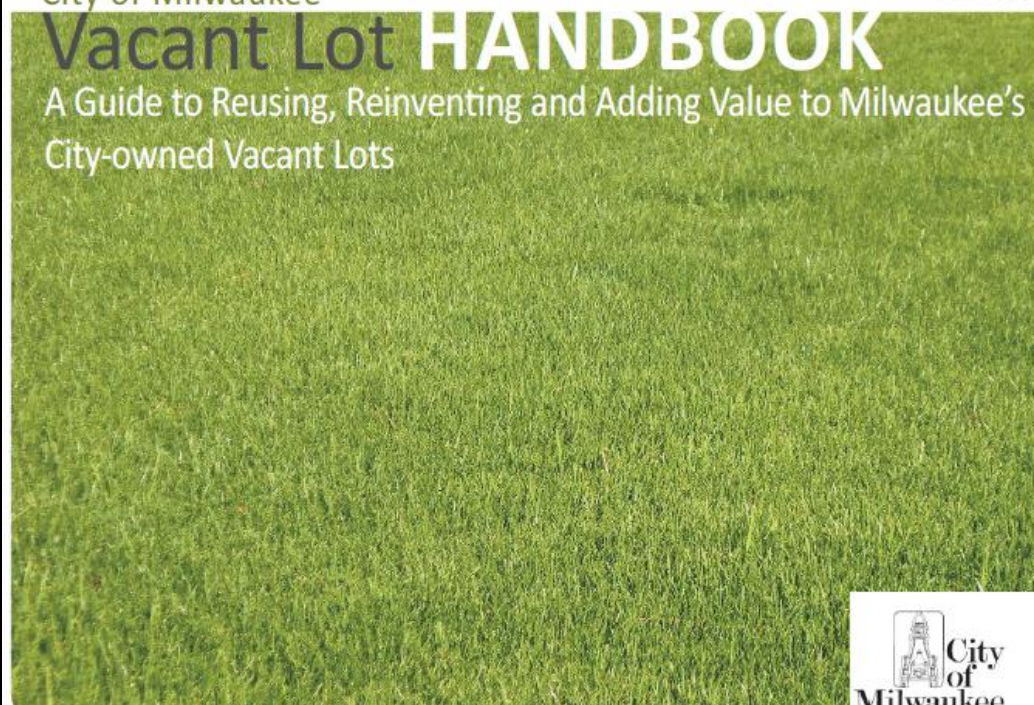


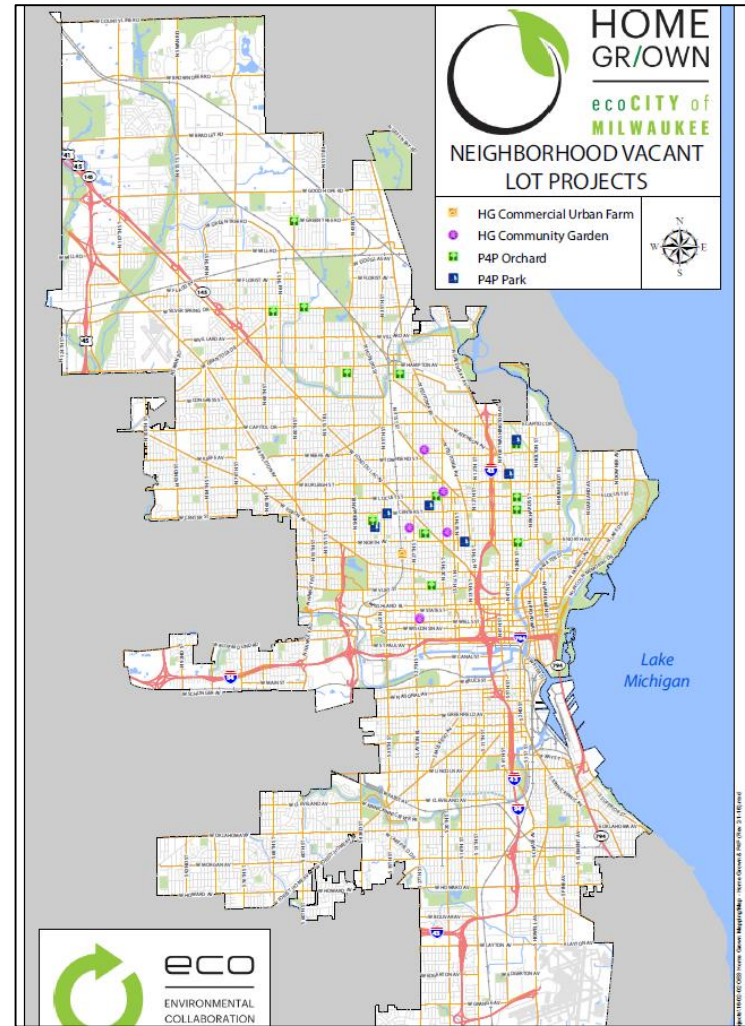
City of Milwaukee

Fall 2013

Vacant Lot HANDBOOK

A Guide to Reusing, Reinventing and Adding Value to Milwaukee's City-owned Vacant Lots





Fondy Park





HOME
GR/OWN

ecoCITY of
MILWAUKEE

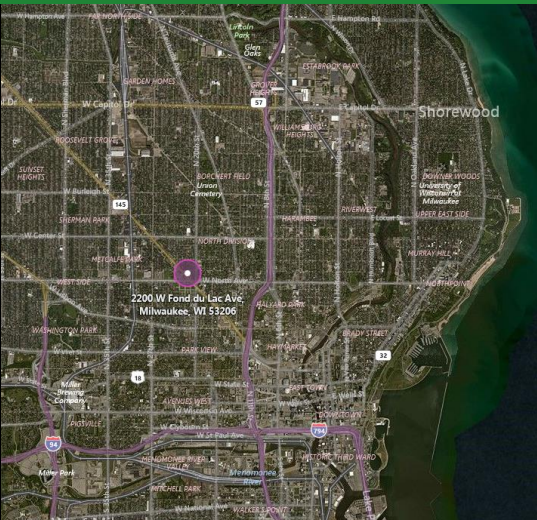
Cream City Farm



Alternate food models



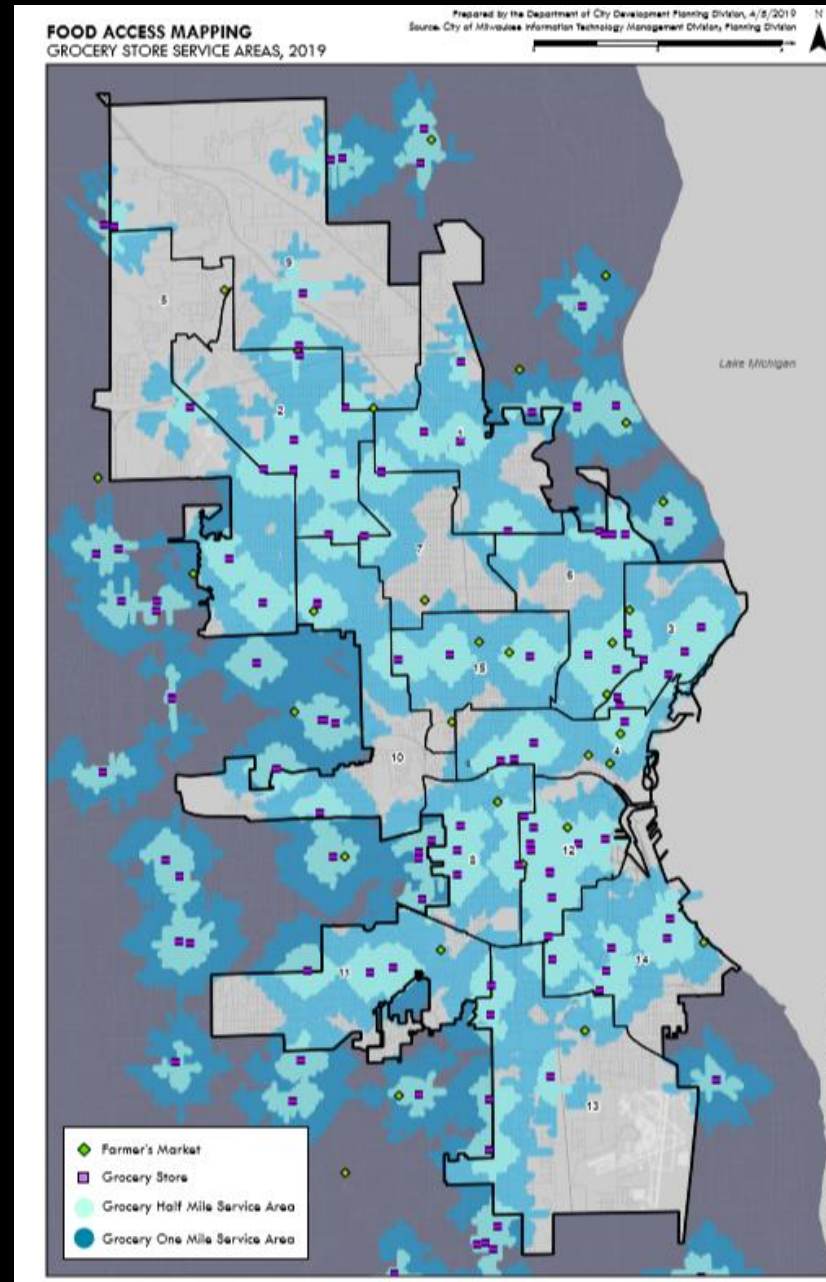
Alternate food models



Fresh Picks Mobile Market



Fresh Food Access Report Strategies & Recommendations: Update Food Access Maps



Fresh Food Access Report Strategies & Recommendations:

Strategy 1: Attract grocery stores to underserved neighborhoods

Action Item	Time Frame	Responsible Party	Community Partner/s	Funding Resource/ Cost Estimate
Revise zoning code to permit grocery and "corner" stores in food access focus areas	Short	DCD-Planning	--	--
Audit existing zoning code and other city ordinances and determine if updates are needed.	Short	DCD-Planning & Milwaukee Health Department (MHD)	Walnut Way, others	--
Create Food Access webpage on city website and add updated food access maps	Short	DCD-Planning	--	--
Identify city owned vacant lots and vacant commercial buildings within food access focus areas, list and market on food access webpage	Short	DCD-Real Estate & Planning	--	--
Create Food Access Retail Investment Program that utilizes existing economic tools specific for food access focus areas	Medium	DCD-Commercial Corridor Team	MEDC, WHEDA, LISC	Use existing façade grant program funding
Evaluate strategies to effectively use city budget fund to leverage complimentary investments to address food access		DCD-Commercial Corridor Team	CDFI	\$200K city budget, seed money

Fresh Food Access Report Strategies & Recommendations:

Strategy 2: Develop other retail outlets as sources of fresh food

Action Item	Time Frame	Responsible Party	Community Partner/s	Funding Resource/ Cost Estimate
Further streamline license process by prioritizing food licenses for convenience stores and other non-traditional retailers that stock fresh food	ongoing	License Bureau and MHD	—	Staff review time
MHD is part of the City Clerks Pivot Program which aims to bring all areas of city licensing to the applicant in an effort to streamline and simplify their process. Entrepreneurs interested in opening small food operations in food priority areas are attending these meetings.				
Track stock of non-traditional food resources to determine if fresh, healthy food is sold (i.e. convenience stores)	TBD	License Bureau	—	—
Establish Milwaukee Green Cart pilot program (modeled after New York bodega cart program)	Short-Medium	ECO w/ Health Department	—	Estimated \$25,000 for purchase of 5 carts
Seek healthy juice options for food program users	Medium/Long	Common Council	State	—
Ald. Rainey sponsored legislation to urge the United States government to permit Supplemental Nutrition Assistance Program (SNAP) participants to purchase natural, freshly prepared fruit and vegetable juices.				
Establish a City Hall pickup site for a CSA specifically for city employees and other interested people + event for National CSA day	Short	ECO and MHD	Milwaukee Food Council	—
Explore establishing CSA pick up's at institutions such as libraries and schools	Medium/Long	ECO and MHD	Milwaukee Food Council	—

Questions



Source: Fondy Food Market