Consumption

Overview

- Who we are
- What we did
- How we did it
- What we found
- What's next

Theme: scales

Team Members

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EFSNE
Enhancing Food Security in the Northeast

Consumption Objective

Research Objective
Examine current and potential community-level constraints and opportunities for improving access to regionally produced healthy food for people in low income communities

Assess food access

- Customer intercept surveys
- Focus groups
- Food baskets comparison

Examine structural factors

- Consumer behavior
- County-level statistical modeling

Locations:
New York City, NY
Syracuse, NY
Brewerton, NY
Baltimore, MD
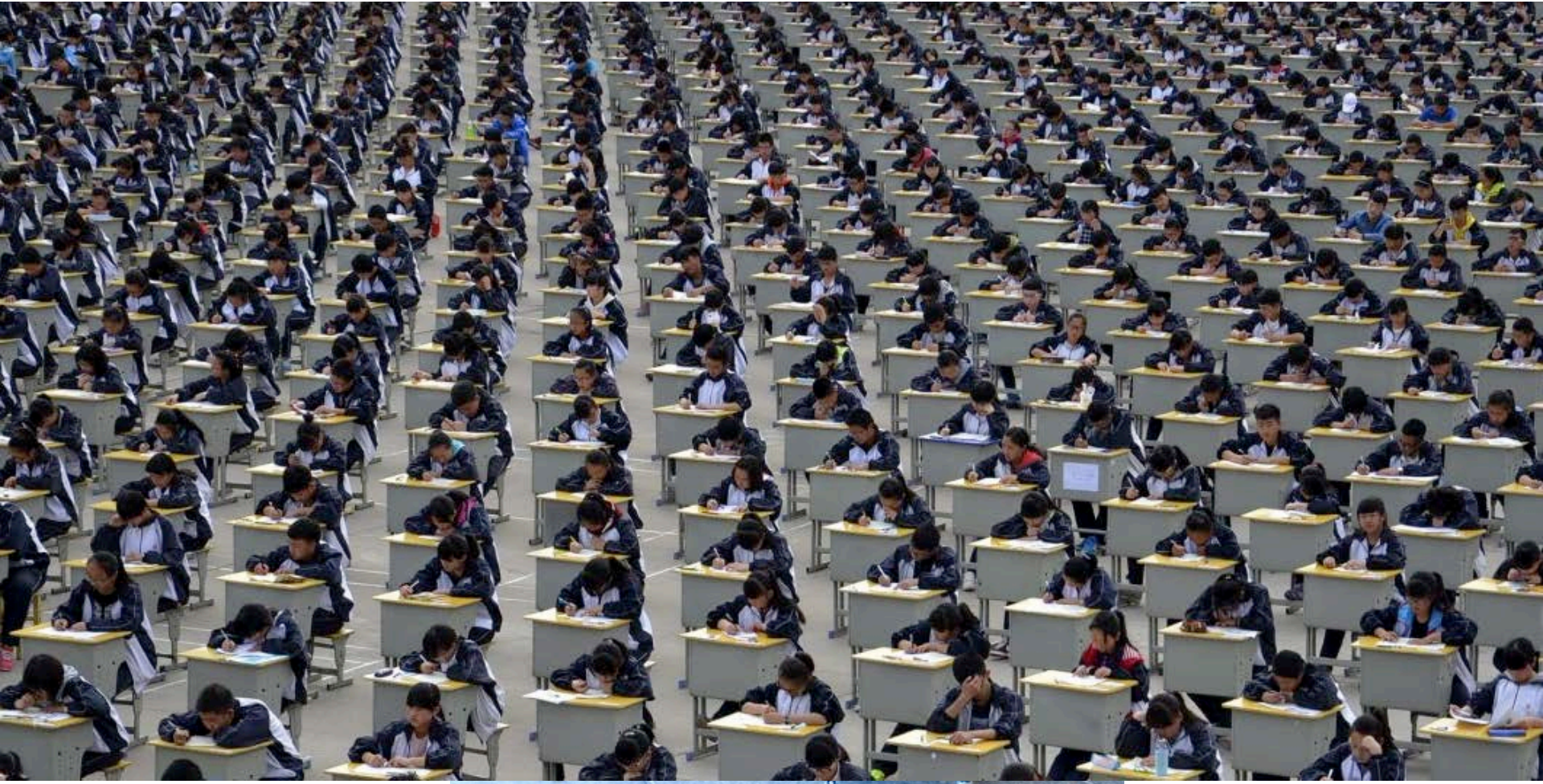**Pittsburgh, PA**
Charleston, WV
Essex Co., VT
Southern DE
Madison Co., NY

2,700 intercept surveys: Yr 2, 3, 4

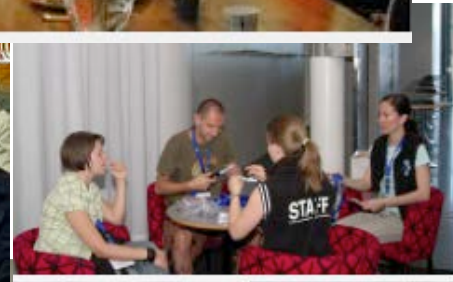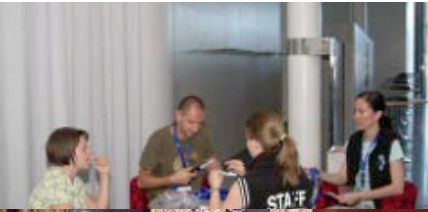All 8 locations, at store sites (15)

Year 2
17 focus groups, 168 people

Residents who shop at store

Year 4: 16 focus groups, 134 participants

Market basket
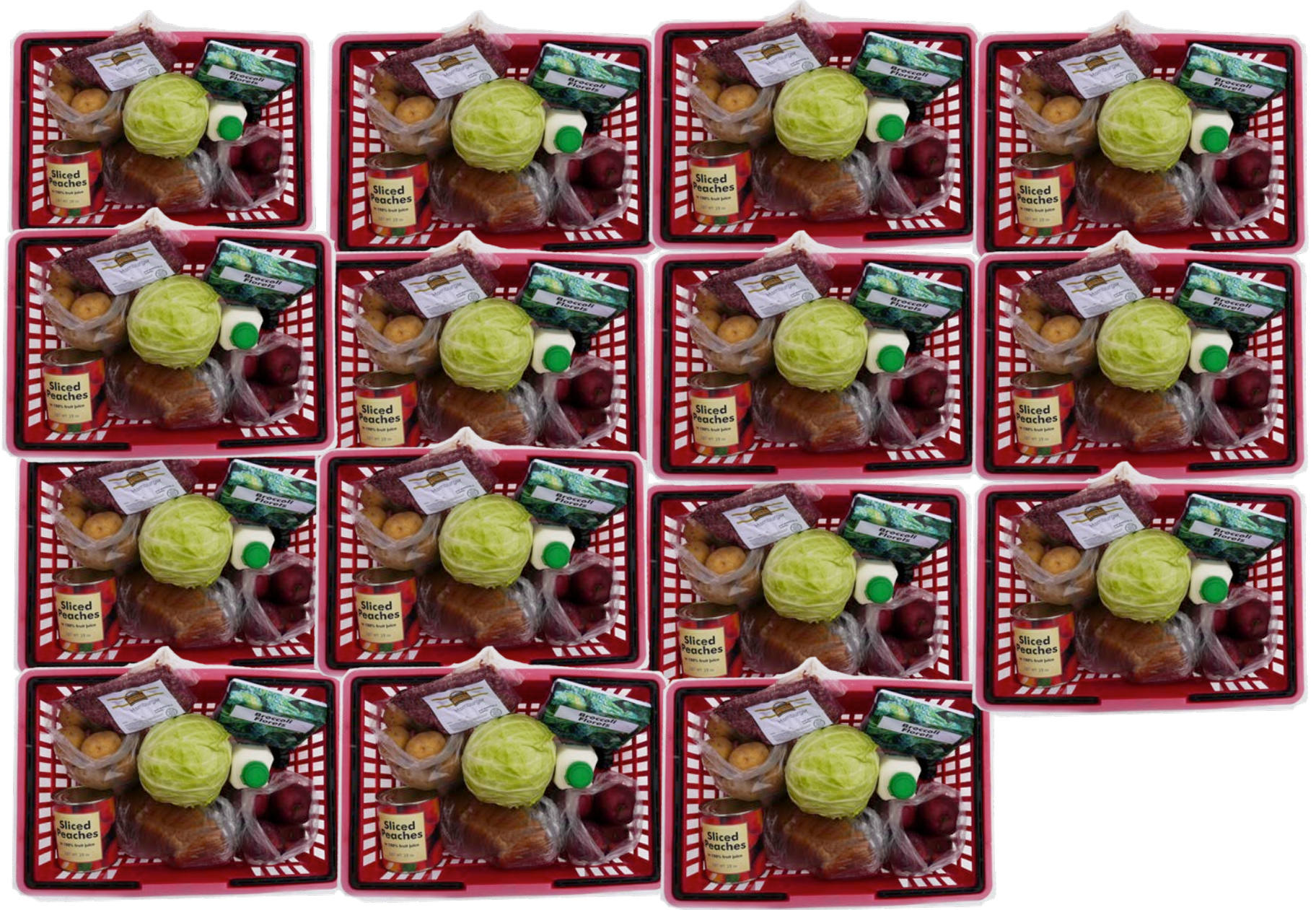
15 store inventories Year 2

Year 3

Year 4

How we did it: 7 Location Leaders

How we did it: 12 Site Leaders

It was complicated…

Tripp and Tyler

Focus Group Discussions
Preliminary Theme Analysis

Year 2 FGDs

- Active shopping strategies influenced by price, quality, store environment, convenient location
- Commitment to neighborhood store yet frustrations
- Food shopping outside of neighborhood

Year 4 FGDs

- Healthy = fresh, in urban and rural areas
- Other priorities matter: taste, cost, calories
- Transportation challenges in urban and rural
- Need to address structural barriers

Consumption Data Analysis

- **Secondary Purchase Data**
  - Overview of purchase choices for low-income, non low-income, urban, and non urban consumers in the US and NE
  - Closer look at milk purchasers and who buys Skim/Lowfat vs. Whole Milk in the US and NE and what that means for policy schemes

- **Structural Determinants' of Stores Locations**
  - County-level statistics of food stores location in the NE and outside the NE
  - Investigation of the drivers of large food stores' locations and policy levers to attract large food stores in underserved areas

Consumption Data Analysis

- **Customer Intercept Survey Data**

  - In-depth/ site-specific information regarding satisfaction with food in the sites, perceived barriers, sourcing, shopping habits and demographics
  - Preliminary analyses of determinants of perceived barriers to healthy food purchases and healthfulness of the market basket purchased

What's next?

Analysis & manuscript preparation

Outreach