The Challenge to an Apple a Day:

The Availability of Fresh Produce in Chicago Communities

Chicago Department of Public Health Chicago Food Systems Collaborative Northeastern Illinois Community Food Security Assessment



Grocery Shopping in Chicago

A survey of five communities

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Introduction

It is difficult to pick up a newspaper or turn on the television news these days and not see some headline warning about increases in obesity, heart disease or diabetes. Consequently, we are increasingly bombarded with messages about eating healthier foods and how to prepare foods in a healthier manner. Recent population surveys of Chicagoans revealed that 41% of adults had reportedly been advised by their doctor to eat more fruits and vegetables, and a decreasing proportion of high school students report that they regularly eat fruit. There is clearly room for improvement.

So let's imagine what might happen if the advice of leading experts (and indeed many of our mothers and grandmothers) were heeded. The lines at neighborhood grocery stores would be as long as those for flu shots as Chicagoans eagerly awaited their turn to buy fresh fruits and vegetables. They would then return home with their grocery bags, their families would eat better, and over time we would see dramatic improvements in those health conditions that can be controlled if not prevented by good nutrition.

But that scenario is unlikely. Even if Chicagoans were convinced to eat better, what would they find when they arrived at the stores in their communities? This report describes the findings of surveys conducted in five Chicago neighborhoods between 2001 and 2004. While the assessment approaches varied somewhat, the objective was the same -- to document the availability and appeal of fresh fruits and vegetables in neighborhood stores.

The 178 stores surveyed included:

- · Larger chain and discount supermarkets, such as Dominick's and Aldi
- Independent grocery stores, such as Cermak Produce and Del Rey
- Convenience and drug stores, including 7-Eleven and Walgreens
- Independently owned and operated corner stores
- Liquor stores that also sell food
- Other stores that sell food, including dollar stores

The Partners

The Chicago Department of Public Health's Center for Community Partnerships was established in 2003 to increase the capacity of Chicago communities to identify and address public health challenges. The Center currently supports a linked network of six neighborhood coalitions comprised of community-based organizations, residents, health centers, local business, the faith community and others. The Center is based on the premise that true community health and well-being can only be achieved when neighborhood stakeholders participate in developing and affecting the priorities and resources of public health and related service systems. The six coalitions are based in Albany Park, Austin, Chicago Lawn, Hermosa, South Chicago and North and South Lawndale (however, data for Albany Park and South Lawndale are not presented in this report).

The Chicago Food Systems Collaborative is a community-university partnership that identifies and addresses systems barriers to accessing healthy foods. In carrying out its work the Collaborative engages numerous partners including farmers, schools, community-based organizations, local food stores, business groups, government and more. The Collaborative's primary focus is on Chicago's far West Side, particularly in the Austin community.

The Northeastern Illinois Community Food Security Assessment, a four-year project funded by the Searle Funds at the Chicago Community Trust, is designed to provide a base-line evaluation of the food system in the six-county greater Chicago area. The project strives to locate particular portions of the metropolitan area left behind by the current system and focus on the interactions of various portions of the system that may have led to this situation. This work is done through mapping the entire region and a set of surveys, market basket studies, and focus groups in seventeen case study areas. The project began in summer, 2003 and is scheduled to be completed in spring, 2007. The project is particularly collaborative and community based. It is led by faculty members at Chicago State University and the University of Illinois-Chicago.

Approaches

Two different approaches were used to conduct the assessments described in this report. The Austin assessment was conducted by the Chicago Food Systems Collaborative.

The methodology of the Austin study was developed by adapting instructions set out in the U.S. Department of Agriculture (USDA) "Community Food Assessment Handbook" to the Austin community and through discussions with community members. A list of foods was prepared based on a list in the USDA's handbook with additional items suggested by community members and a nutritionist in the collaborative. The foods in the USDA handbook are based on recipes in the second week of the USDA's Thrifty Food Plan, designed to provide a healthy diet for a family of four of modest means. This USDA list has a number of problems, in particular it does not include many items that are culturally important in the Austin community. The final list consisted of 102 foods. Questions were also added on the quality of the produce (rated as either acceptable or poor) and the availability of organic foods in each food category. The Northeastern Food Security Assessment is just beginning work following a similar methodology in six Chicago communities.

The survey takers consisted of eight teams, each having one student worker and one paid community member. The community members were recruited through the Westside Health Authority, a local organization that is a member of both the Collaborative and the Center for Community Partnerships. This approach brought a combination of academic and community-based knowledge to the teams that resulted in a very low rate of refusals by stores. For each food, surveyors documented the price of the least expensive item available in the size of the item that most closely matched the desired standard size.

The second methodology was used by the Chicago Department of Public Health and its community partners. The Community Landscape Asset Mapping (CLAM) was developed in collaboration with the University of Illinois at Chicago School of Public Health. The CLAM explores, through observation and mapping, community-level opportunities for and barriers to healthy behaviors. In each of CDPH's Center for Community Partnerships communities, residents were trained and paid to document the types of food stores; the type, variety, quality and price of fruits and vegetables sold in each store; as well as other factors such as low sugar/low fat aisles, pharmacies within the store, and availability of nutritional information.

Surveys varied slightly depending on the community area; coalition members in each community revised a standard grocery shopping survey to reflect food shopping needs and preferences in their community. Fresh fruits and vegetables were assessed based on quantity, quality, and price. Quantity was measured by the number of varieties of fruits and vegetables overall. The quality ranking was based on a three-point 'appeal' scale ranging from "looks good" to "would not buy." In Chicago Lawn, Hermosa, North Lawndale, and South Chicago only one store refused entry to observers.

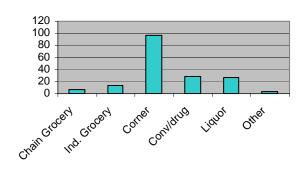
For both projects, food stores are categorized by type of store: National chain supermarket, Independent chain supermarket, Discount chain supermarket, Corner stores, Chain drug store, Convenience store, Liquor store with food, Dollar store, and other.

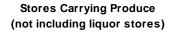
Report Highlights

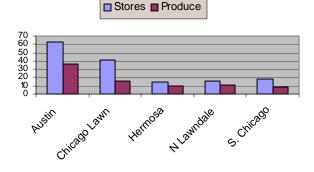
Detailed findings for each of the five communities follow on pages 7-16. The aggregated findings of our surveys are:

- Just over one-half of the 178 stores that sell food do not carry fruits or vegetables.
- Four of the five communities are served by at least one chain suprermarket or chain discount supermarket. The seven chain stores, along with 17 independent chain supermarkets, are most likely to carry the largest variety of fresh fruits and vegetables. The produce at these stores generally received a higher quality rating than that found at other stores.
- The majority of stores that sell food, 54%, are corner stores. Of these 97 stores, 39% offered no produce. In four communities, most of the produce that received a "poor" or "would not buy" rating is found in corner stores.

 Stores Selling Food
- Excluding the 26 liquor stores, the percentage of food stores within a community that sell produce ranges from 46% in Chicago Lawn to 67% in North Lawndale.
- The limited number of food stores in some communities and the location of those in others mean that many families must travel over half a mile to find a store that carries fresh produce. This can present significant challenges when across the five communities 21 - 38% of households do not have vehicles.
- The number of chain supermarkets per capita ranges from 1 store for every 6,727 residents of Hermosa to 1 store per 19,587 residents of Austin.







A Look at Other Factors

Tobacco

In addition to healthy eating, another behavior-related influence on the health of Chicagoans concerns tobacco use. For this reason, we examined the availability of tobacco in selected commu-

nities.

In Chicago Lawn, Hermosa, North Lawndale, and South Chicago, surveyors assessed the availability of tobacco products (cigarettes and chewing tobacco) in area stores. Across the four communities are a total of 96 food stores. Collectively, 81% (78) of these stores sell tobacco products. Within these same communities, only 50% (48) of the stores sell fresh fruits or vegetables, meaning that stores are 62% more likely to sell tobacco products than fresh produce.

Surveyors also looked at the number of stores with advertisements for tobacco. Posted tobacco adds were much more prevalent than posted nutritional information or low sugar/low fat aisles. In total, 51 of the 96 stores display tobacco ads, while only 10 stores post nutritional information and/or low sugar/low fat aisles.

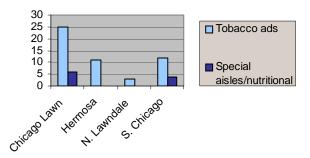
Fast food/take out restaurants

Information on the types of restaurants was also gathered in the five communities to provide more

insight into both the availability of healthy foods and healthy eating behaviors. Across the five communities the majority of restaurants were either fast food or take out restaurants, with typical fare including hamburgers, french fries, fried chicken, and pizza. In total there are 255 restaurants, of which 76% (194) are either fast food or take-out. The presence of fast food and take out restaurants ranged from 40% (South Chicago) of restaurants to 96% of restaurants (Austin).

Stores Produce Tobacco

Stores with tobacco ads and with nutritional information



Organization of Community Reports

On the following pages information for each community is organized into two pages; the map on the first page provides an illustration of all the retail food stores in the community, and the second page contains a discussion of the findings.

Map Key

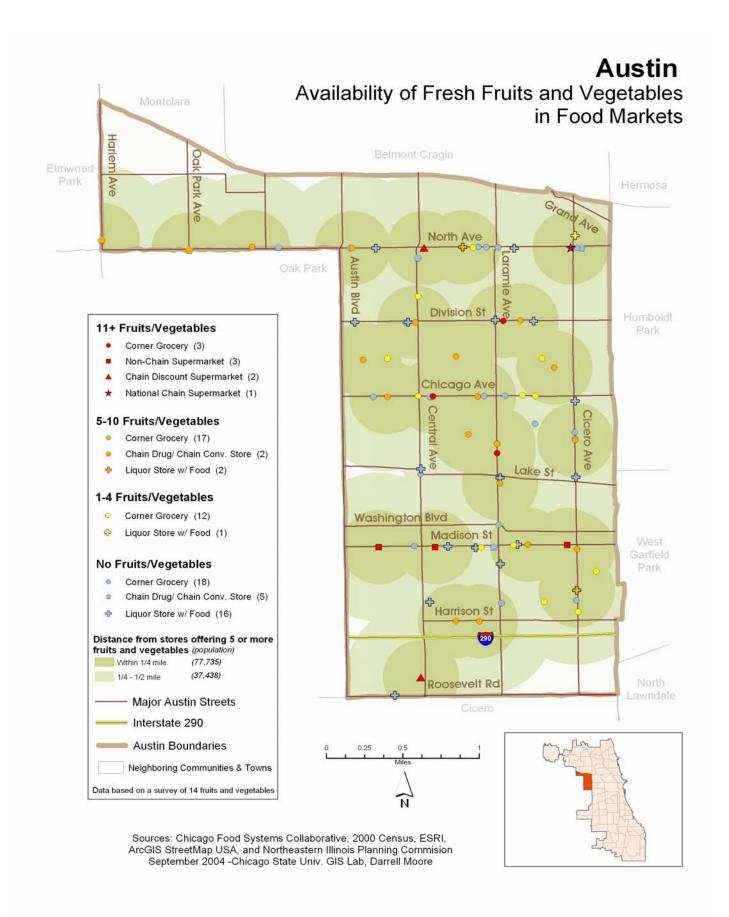
Varieties of fresh produce

- The red symbols show all the stores with 11 or more varieties of produce
- The orange symbols represent stores with 5-10 varieties of produce
- The green symbols show stores with 1-4 varieties
- The blue symbols are for stores without any fresh produce

Accessibility to fresh produce

The consumption of fresh produce is not only dependent on the presence of produce but also on the location of and distance one must travel to a store with fresh produce

• The rings on the Chicago Lawn, Hermosa, North Lawndale, and South Chicago maps signify the distance a person must travel to the nearest supermarket. The darker, inner rings outline 1/4 mile radius from to a major supermarket, and the paler outer rings delineate the 1/2 mile radius. Any area outside of the lighter rings is 1/2 mile or more from a supermarket.



Austin is a community of just over 117,500 on the western edge of Chicago. It has a primarily African-American population that includes a variety of income groups, ranging from lower to upper income. Austin is notable for its generally good housing stock, and the long-term residency of many of those who live there. Despite this, it also features high rates of violent crime, certain health problems such as diabetes, and an infant mortality rate well above the citywide rate.

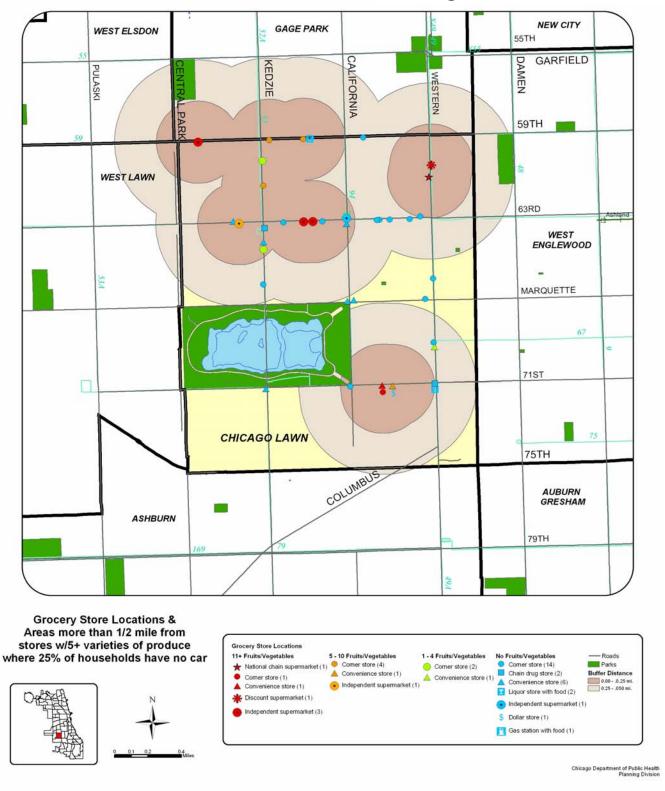
Austin is the most populous community in Chicago, yet it has only one large chain supermarket. Many Austinites must go to neighboring communities to buy their food; this can be a problem when many households do not own a car.

Findings

- Austin is served by 82 food stores. Of those, there is one chain supermarket, two
 discount supermarkets, three independent supermarkets, 50 corner stores, seven
 drug or convenience stores, and 19 liquor stores with food.
- Out of all the corner stores, 60% carry either little or no produce.
- Chain supermarkets carry the vast majority of the items.
- Per capita there is one large food store for every 19,578 residents.
- All poor quality fresh produce is found at corner stores and liquor stores with food in Austin.
- Of the 35 corner stores and liquor stores with food that carry fresh produce in Austin, 19 had at least one poor quality item.
- The three corner stores in Austin that carry at least 11 fresh produce items have no poor quality items recorded.
- The price of fresh produce and meat is generally lower at Independent Supermarkets and corner stores than at chain supermarkets. The opposite is true for all other foods.
- 31% of households in Austin do not own cars.

All poor quality produce is found at corner stores and liquor stores.

Chicago Lawn Availability of Fresh Fruits and Vegetables in Food Markets



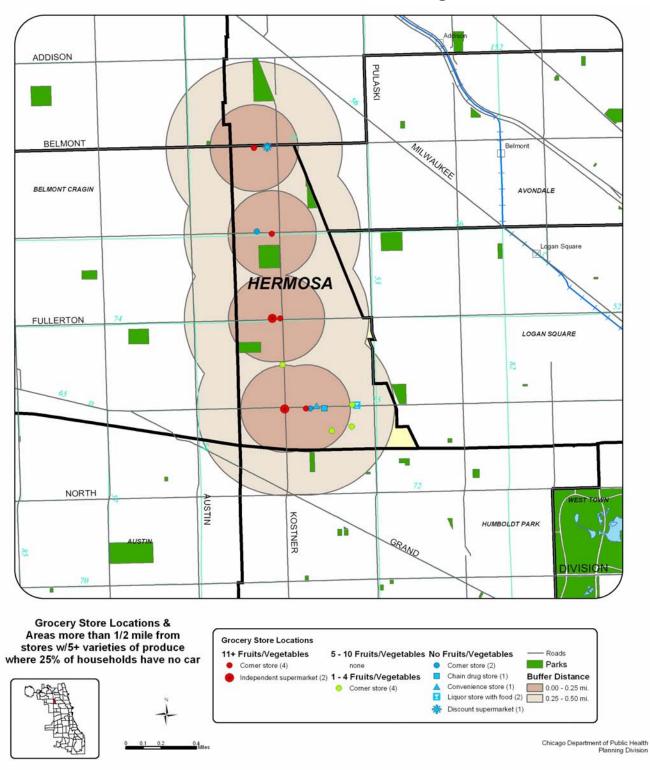
The Chicago Lawn community area is located on the southwest side of Chicago and has a population of 61,412. Historically a Lithuanian community, the demographics have shifted to become more diverse, with 52% of residents African American, 35% Hispanic, and 10% White. There is diversity within the ethnicities as well; the Hispanic population consists of individuals of Mexican, Puerto Rican, Cuban, and South American descent, and the White population consists of individuals of Lithuanian and Middle Eastern descent. Compared to neighboring communities, Chicago Lawn residents have higher rates of preventable hospitalizations due to such conditions as congestive heart failure and diabetes complications. And while the City's overall poverty rate decreased by 10% over the past 10 years, the proportion of Chicago Lawn residents living in poverty has increased. The community is, however, experiencing some revitalization with renewed interest in the bungalow housing stock and the creation of new community collaborations.

Findings

- Of the 43 food stores in Chicago Lawn one half are corner stores. There is also one national chain supermarket, one discount supermarket, 3 independent supermarkets, and a number of convenience stores.
- Per capita there is 1 large food store per 15,353 residents.
- 70% of the stores sell tobacco products and 30% of the stores sell alcohol.
- 37% of food stores sell fresh produce.
- Stores with the highest variety of produce are either national chain supermarkets or independent supermarkets.
- The majority of produce-carrying stores stock high quality produce.
- Of stores with high quality produce, one is a national chain supermarket, one is an independent chain supermarket, and three are corner stores.
- The majority of stores that stock produce are located in the northern half of the community area.
- 20% of the population must travel 1/2 mile or more to get to the nearest food store with fresh produce.
- One quarter of Chicago Lawn households do not own cars.

Less than one third of food stores are located in the southern half of the community and only 28% carry any fresh produce

Hermosa Availability of Fresh Fruits and Vegetables in Food Markets



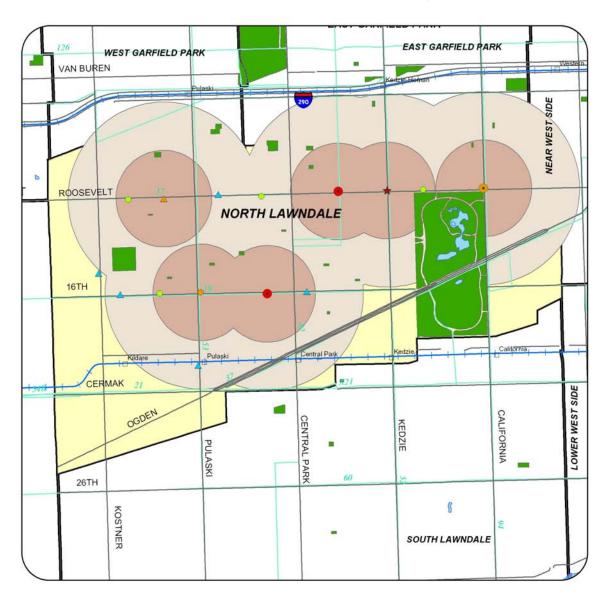
The Hermosa community area is located on the northwest side of Chicago near the Logan Square, Belmont Cragin, and Avondale neighborhoods. The majority of Hermosa's 27,000 residents (84%) are Hispanic and over one third of the residents report speaking English "less than very well." The proportion of those living below the poverty level has declined slightly over the past decade, while the rate of those living twice below the poverty level has increased slightly. Though health care is difficult to access with no community or publicly-operated health centers within its boundaries, the health status of Hermosa residents has been fairly stable with better rates on several indicators than the city of Chicago overall.

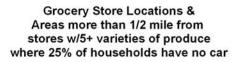
Findings

- Out of the 17 food stores in Hermosa, over one half are corner stores, one is a chain drug store, and the rest are evenly divided between independent chain supermarkets or liquor stores with food.
- There is one large food store for 6,727 residents.
- 88% of food stores sell tobacco products and 35% of food stores sell alcohol.
- Less than one half of food stores in Hermosa carry any fresh fruits and vegetables.
- Of the stores carrying fresh produce one half carry fewer than 10 varieties of fruits and vegetables.
- Stores with the highest variety of produce are the independent chain supermarkets and those with the lowest variety are corner stores.
- All of the independent chain supermarkets stock high quality produce while less than half of the corner stores carry high quality produce.
- Due to the small size of the community, almost all of Hermosa residents live within 1/2 mile of a store with fresh produce.
- 21% of Hermosa households do not own cars.

100% of corner stores sell tobacco products while less than one half sell fresh produce.

North Lawndale Availability of Fresh Fruits and Vegetables in Food Market











Chicago Department of Public Health Planning Division

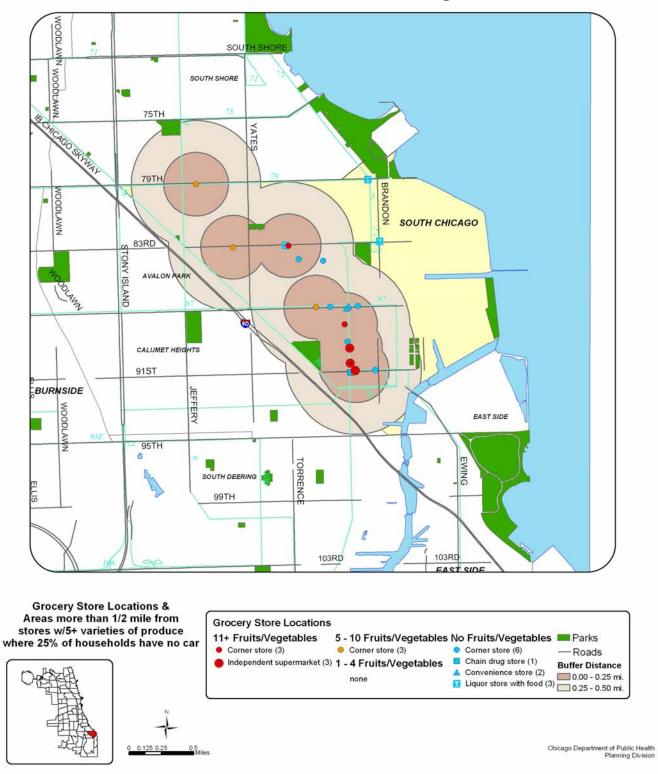
The North Lawndale community is located on the near southwest side, and is surrounded by South Lawndale, the Lower West Side, the Near West Side, and East and West Garfield Park. With a population of 41,768, North Lawndale has been a primarily African American community for the past 40 years. Despite the presence of four community health centers and three hospitals within the community, when to compared to Chicagoans citywide North Lawndale residents experience higher rates of death due to cancer and stroke, and face higher rates of preventable hospitalizations due to such conditions as congestive heart failure, diabetes, and hypertension. Though the community's poverty rate is more than twice the City's rate, during the last several years new initiatives have started to rebuild sections in North Lawndale. Specifically, many new homes including duplexes and town homes have been built around the new Homan Community Center and Lawndale Shopping Plaza. In addition, a movie theater and new train station have been built in an effort to begin revitalization of the community.

Findings

- Of the 15 food stores in North Lawndale, there is one national chain supermarket, three independent supermarkets, five corner stores, and six convenience stores.
- There is one large food store for every 10,442 residents.
- Though there are few stores in North Lawndale, those that exist are likely (67%) to carry at least some fresh produce.
- Over half of the food stores in North Lawndale carry fewer than five varieties of produce.
- High quality produce was found at the national chain and independent supermarkets.
- Produce at one half of corner stores received the "would not buy" rating, and only 1 of 5 corner stores had high quality produce.
- 26% of the total population lives 1/2 mile or more from the nearest food store with fresh produce.
- 38% of North Lawndale households do not own cars.

While over half of the food stores in North
Lawndale stock fewer than five varieties of produce, 100% of food stores sell tobacco products

South Chicago Availability of Fresh Fruits and Vegetables in Food Markets



South Chicago is located on the city's southeast side, and is a primarily African American and Hispanic community with a population of 38,596. The community has had, for the past ten years, consistently high rates of mortality due to heart disease, cancer, and diabetes. Significant shifts in economic conditions, including area industry closings over the past 20 years, have left many residents both unemployed and un- or underinsured. However, new housing developments, a new Tax Increment Financing district, and new industrial plants have introduced new opportunities into the area.

Findings

- Of the 21 food stores in South Chicago, over one half are corner grocery stores, three
 are large independent chain supermarkets, and the rest are convenience stores and
 chain drug stores.
- There is one large food store for every 12,865 residents.
- 43% of all food stores carry fresh fruits and vegetables.
- Over one half of the food stores with produce carry high quality fruits and vegetables.
- High quality produce is found at all of the independent supermarket chains, and at one corner store
- All of the produce rated "would not buy" is at corner stores.
- Only 3 of the 9 stores located in the northern section of South Chicago offer any fruits and vegetables.
- 37% of South Chicago residents must travel at least 1/2 mile to a store with fresh produce.
- 31% of South Chicago households do not own cars.

Over one third of South
Chicago residents live
more than a half mile
from the nearest store
with fresh produce

What Communities are Doing...

Three of the five communities featured in this report are currently working to increase the availability, accessibility, and consumption of healthy foods in their neighborhoods.

Austin

The Chicago Food Systems Collaborative and the Healthy Austin Coalition are working on a variety of projects to address food access issues in Austin. The Chicago Food Systems Collaborative, led by its members, the Institute for Community Resource Development and the Westside Health Authority, is working to develop a community-owned supermarket that will sell high-quality, primarily locally grown, affordable produce to residents of Austin and surrounding communities. Current plans call for this store to include a wholesale division which will sell primarily to local corner stores. In addition to the store, the Collaborative has helped set up the Austin Farmers' Market, is working with two local schools to develop nutrition programs, and is working citywide to get healthier foods, including locally-grown produce, into school lunches and breakfasts.

North Lawndale

The Lawndale Health Promotion Project has been working with local grocery stores to improve awareness of healthy eating practices. In partnership with the Dominick's in North Lawndale, a certified nutritionist offers healthy shopping tours to residents. Additionally, three stores display posters on the 5-A-Day fruit and vegetable campaign, which includes information on serving sizes and benefits of eating fruits and vegetables. The small business community is involved in this initiative as well, with barber shop and beauty salon owners hosting healthy cooking demonstrations and samplings for their customers. Nutritionists and outreach workers will prepare healthy versions of dishes such as chili, and will also train the shop and salon owners in basic nutrition so that they may educate their clientele on an ongoing basis.

South Chicago

In collaboration with the South Chicago Chamber of Commerce, the Healthy South Chicago Coalition (HSCC) has engaged local grocers to begin discussing increasing the availability of fruits and vegetables. A *Food of the Month* list was developed by identifying a vegetable or fruit that was in season for each month, and the coalition conducted monthly samplings of the *Food of the Month* at the large independent chain grocery stores. Additionally, the three large grocery stores agreed to donate a case of the food of the month to some stores without produce to create a supply and demand effect. To date, the HSCC has been able to measure increased sales of the highlighted *Food of the Month* at the large grocery stores, and 14 stores now offer some fruits and vegetables as opposed to the original nine. In collaboration with the Bush Homeowner and Tenant's Association, the Coalition also worked to establish a community vegetable garden on two vacant lots in the Bush section of the community. The garden has successfully brought together approximately 60 community residents to learn how to grow vegetables in their own back yards and in turn to prepare them in the healthiest manner possible.

Where Do We Go From Here?

The work of individual communities is essential to increasing access to healthy foods in Chicago. At the same time, these efforts must be supported at a broader level. While the willingness of store owners to carry produce is a necessary component of a systems-level response, by itself this is insufficient to bring about change at the community level. The issues that must be considered range from production to marketing, with several steps in between. Towards this end, the following efforts are currently underway:

<u>Increasing our Understanding of Access Barriers</u>: The Northeastern Illinois Community Food Security Assessment is designed to address this issue through mapping and a series of surveys and consumer and retailer interviews. Mapping will improve our understanding of citywide patterns, for example, by revealing the distribution of national or regional chain supermarkets across Chicago communities. The assessment will look further into what difference these types of findings make to consumers through more mapping and community case studies. Research has already started in the Hegewisch and Riverdale communities, and will begin soon in Englewood, Lower West Side (Pilsen), Portage Park, and Uptown.

Working at a Systems and Citywide Level: In 2004, the Chicago Department of Planning and Development (DPD) and the Chicago Department of Environment (DOE) initiated a project for a citywide response to food access. The project brought together a number of civic partners, including the Chicago Food Systems Collaborative. This effort is most clearly reflected in the partners' mission which is to "develop a comprehensive plan to support the production, distribution, and marketing of locally grown, healthy food, other agricultural products, and value-added goods. These products and supports are available, accessible, and affordable year-round to all city residents and are produced in an environmentally sound manner."

As this report was being developed, the Chicago Department of Public Health (CDPH) and DPD came together to consider how CDPH's work might fit into this broader citywide effort. While the roles are still evolving, the two departments are committed to working together as plans and policies regarding food and its impact on the lives of Chicagoans are developed. Building upon the findings of this report, potential areas for action include:

- Begin discussions with the Department of Planning and Development regarding the policy issues, programs and financial tools that are involved in establishing full service grocery stores or community-owned supermarkets in Chicago's neighborhoods
- Work with the Mayor's Office of Special Events to identify neighborhood groups and institutions interested in establishing Farmer's Markets for the purpose of providing fresh produce
- Explore initiating nutrition campaigns with large grocery stores and other private sector partnerships.
- Meet with large grocery stores to explore their potential roles in working with neighborhood stores to increase access to fresh produce.
- Work with the Department of Environment to identify neighborhoods where new community vegetable gardens could be established. If the gardeners wish to make these sites permanent institutions for their community, work with NeighborSpace to secure the land for this purpose.
- On a broader scale, CDPH will participate with other City of Chicago agencies in considering
 the development of a food system plan that addresses the availability of food along with related
 issues.

Grocery Shopping in Chicago





Chicago Department of Public Health John Wilhelm, M.D., M.P.H. Commissioner