

# RURAL YAMHILL COUNTY:

## The prospect of access to fruits and vegetables



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# THE LOCAL FOOD ENVIRONMENT

- The local **food** environment plays a role in residents' ability to purchase food that is:
  - affordable
  - healthy
  - nutritious
  
- In a **food desert**, an area devoid of a supermarket, access to healthy **food** is limited.



# HEALTHY FOOD IS LIMITED

- 5 A's of Access:
  - Accessibility
  - Affordability
  - Availability
  - Accommodation
  - Acceptability



## LIMITED ACCESS: WHAT'S THE ISSUE?

Limited access → Poor Diet → Greater risk of obesity and heart disease

Inequitable health outcomes based on location of residence



# **What about Rural Yamhill County?**

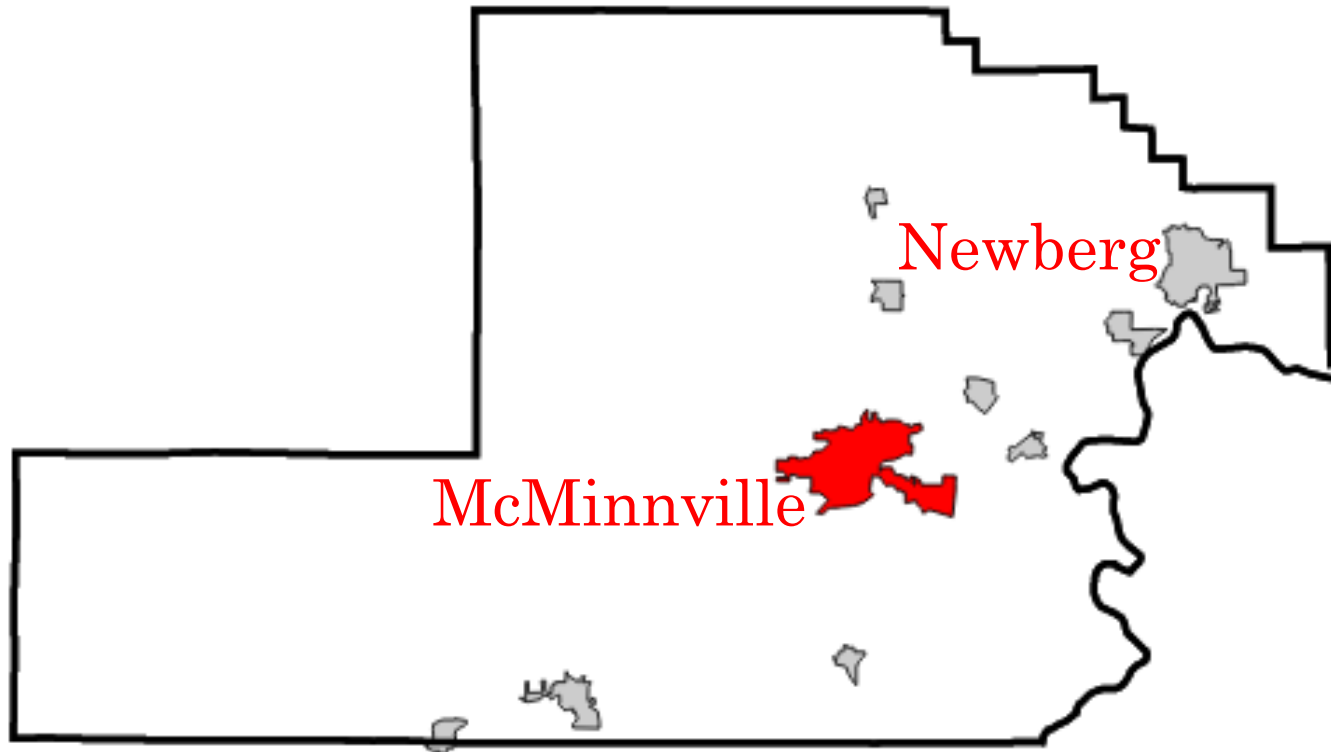


## LEARNING OBJECTIVES:

- In which convenience and corner stores is produce being offered within rural towns?
- What are store owners' attitudes and perceived barriers to community strategies to improving access of produce?



# YAMHILL COUNTY



# METHODS



- Survey's, interviews, observation
  - Oregon Food Bank: Rural Grocery Store Owner Survey
  - Healthy Corner Store Network Survey (adapted)
- 24 eligible stores
- Called and set up appointments where possible
- Dropped in for those with no numbers or who did not answer



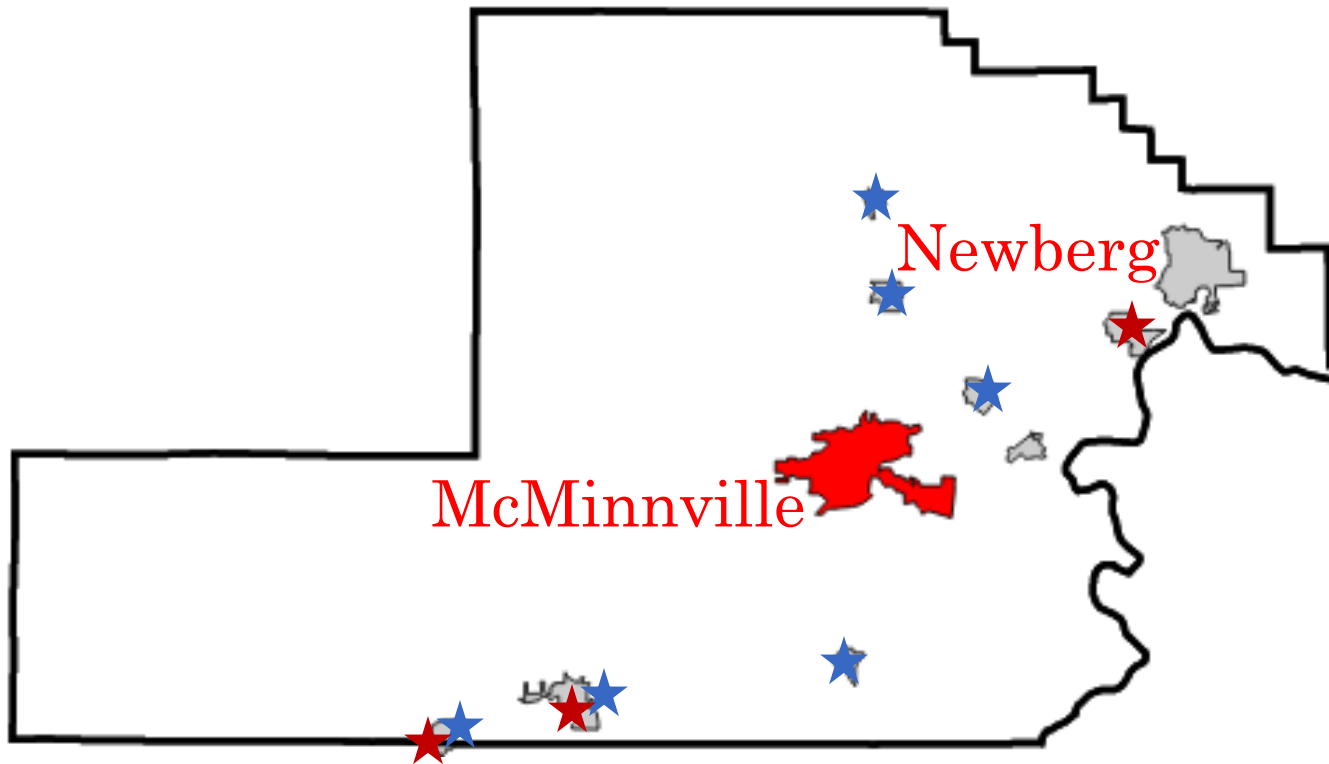


# RESULTS

- 15 interviews were conducted with a total of 19 stores observed (63% response rate)
- Convenience stores with produce: 3/13- 23%
- Corner Stores with produce: 6/6- 100%
- Stores further than 10 miles: 5/6 – 83%
- Stores further than 8 miles: 6/10 – 60%
- Stores further than 5 miles: 6/12 – 50%



# RESULTS



- ★ CORNER STORES WITH PRODUCE
- ★ CONVENIENCE STORES WITH PRODUCE



# RESULTS

- Comments about produce from store owners and consumers in stores further than 10 miles:
  - Poor price/quality – would rather drive the distance (consumer)
  - Residents travel to the main cities for the majority of their grocery needs (manager and consumer)
  - Does not understand why people travel (manager)
  - Youth use energy drinks to get their daily intake of vitamins (manager)
  - This town has a culture of going to the corner store for “ice cream, soda, and chips” (manager)



# RESULTS

- Comments about perceptions towards change:
  - Providing produce is expensive
  - Culture of ice cream, soda, chips
  - You don't go to a convenience store for produce- that's not the market
  - Farm stand just up the road during the summer
  - Not enough space for produce
  - Low profit margins
  - Not enough time to make this happen
  - Won't collaborate with competition



# RESULTS



# CONCLUSIONS

- Some produce may be accessible, that is physically located, in rural areas of Yamhill County via local corner stores
  - Not affordable, acceptable, nor available
  - Accommodation was not measured
- Store owners/managers open to community strategies to improve access



# IMPLICATIONS

- Room to improve both access AND culture
- Further research- consumer perceptions/attitudes; shopping habits; price/quality comparisons
- Some strategies that Public Health has come up with to date may be applicable to Yamhill County



# THANK YOU!!!

## Questions

## REFERENCES

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# PUBLIC HEALTH'S RESPONSE

- Strategies to addressing poor access
  - Infrastructure changes/makeovers
  - Connecting local producers with stores
  - Improving nutritional profile of current foods (e.g. baked instead of fried chips)
  - Social marketing tactics to promote the healthier options available
  - Zoning regulations
  - Collaborative purchasing agreements
  - Food hubs

