

## SFPB Food Chat Report

The Food Chat was conducted on October 23 prior to the Community Input meeting of the SFPB. It should be noted that relatively few people (approximately 25) attended the Food Chat and gave their input. Quite a few zip codes were represented out of this small sample size, however. In addition, a few individuals residing in Hays County (78740) also attended, and their input has been noted in order to distinguish between individuals residing in Travis County.

### *Issues the SFPB should address immediately (Bar Chart)*

- Zip code with the most votes represented: 78702 (25 votes), 78721 (20), 78759 (14 votes)
- It should be noted that items that were written later on in the activity got less exposure, and therefore less people had the opportunity to vote for them. This activity should be done multiple times to get a better representation of the community’s true opinions

Issue to Address	TOTAL	Subtracting Hays County
<b>Education in Nutrition</b>	<b>18</b>	<b>18</b>
<b>More community gardens and farms</b>	<b>28</b>	<b>26</b>
<i>Access to healthy food for everyone</i>	14	14
<b>Water for food production</b>	<b>25</b>	<b>24</b>
<b>More nutrition talks at schools</b>	<b>6</b>	<b>6</b>
<i>Emphasis on bringing own packaging to shop</i>	6	6
<i>Promote local food</i>	10	10
<i>Remove barriers for the establishment of neighborhood scale food outlets</i>	16	13
<i>Add city staff capacity regarding food/health issues</i>	9	9

The top 3 issues are:

1. **More community gardens and farms**
2. **Water for food production**
3. **Education in Nutrition**

\*If we combine the topics of “Education in Nutrition” and “More nutrition talks at schools,” the new vote count for “Education in Nutrition” is 24, putting it at a tie for second place when Hays County is taken out.

\*Considering “Remove barriers for the establishment of neighborhood scale food outlets” was added fairly late in the activity, it got a considerable amount of votes.

By Zip Code:

- 78702: 9/25 votes were for “Water for Food”
- 78721: 6/20 votes were for “Education in Nutrition”
- 78759: 4/14 votes were for “Education in Nutrition”

**Changes you want to see in your community relating to food (Bar Chart)**

- Zip code with the most votes represented: 78702 (25 votes), 78721 (20), 78759 (14 votes)
- It should be noted that items that were written later on in the activity got less exposure, and therefore less people had the opportunity to vote for them. This activity should be done multiple times to get a better representation of the community’s true opinions

<b>Change Desired</b>	<b>TOTAL</b>	<b>Subtracting Hays County</b>
<i>Community Cooking Classes</i>	16	15
<i>Less Fast Food Places</i>	4	4
<b><i>Healthier Food in Schools</i></b>	<b>20</b>	<b>19</b>
<i>More Grocery Stores</i>	9	9
<b><i>Water for Urban Farms &amp; Gardens</i></b>	<b>22</b>	<b>20</b>
<i>More Nutrition Talks at Schools</i>	5	5
<i>Less Marketing of Junk Food to Children</i>	15	15
<i>More Farmers’ Markets</i>	10	10
<i>Local Dollars Stay in Community</i>	17	17
<i>Healthy Alternatives to Fast Food</i>	10	10
<b><i>More School Gardens</i></b>	<b>22</b>	<b>22</b>
<i>Better Transportation Options to get to Healthier Food</i>	6	5
<i>Healthy Food Fair for Children</i>	2	2
<i>More Outreach/Options to Reach Diverse Residents in Austin</i>	1	1

The top 3 issues are:

1. ***More School Gardens***
2. ***Water for Urban Farms & Gardens***
3. ***Healthier Food in Schools***

\*A considerable number of votes went to all topics concerning children: “Less Marketing of Junk Food to Children” got quite a few votes. This could be interpreted as follows: If you combine all items regarding schools and children this puts the general category “Make sure Children are Educated on Nutrition and have Access to Healthy Food” at first place.

\*Under “More Grocery Stores,” 2 votes for 78702 specified they wanted “more local/neighborhood stores”

\*Under “More Farmers’ Markets,” 1 vote for 78721 specified: “on different days”

By Zip Code:

- 78702: 7/24 votes were for “Water for Urban Farms & Gardens”
- 78721: 5/21 votes were for “Community Cooking Classes”
- 78723: 6/10 votes were for “Water for Urban Farms & Gardens”
- 78759: 5/22 votes were for “More School Gardens”

*Problem Wall & Solution Tree***Obstacles: What keeps you from eating healthy food every day?**

<b>Obstacles</b>	<b>Topic</b>	<b>Frequency</b>
Time (4)	Lack of time	3
	Abundance of cheap food vs. time to prepare food from scratch	1
Access (6)	Lack of access to gardening (apartment dweller)	1
	Difference in food availability between HEBs	1
	Lack of healthy options on UT campus	2
	Farmstands open at the same time	1
	Proximity	1
	Markets only 2 times a week	1
Education (2)	Lack of education about how to cook with raw ingredients	1
Cost (4)	Cost	3
	Cost of organic vs. GMO and pesticide food	1
Advertising/marketing (1)	Advertisements for children	1
Routine (1)	Habit of associating “groceries” with going to HEB	1
Total Responses: 19		

Participants provided 15 different responses. The primary areas of concern included **low access to better food options** as well as a **lack of time to prepare healthy food**. In terms of access, respondents noted issues the policy food board could address. For example, *working with local producers, the number of farmer’s markets could be increased and/or hours varied to increase access. Farm to cafeteria programs could be implemented on the University of Texas campus, or markets could take place in the campus vicinity.* The next two areas of concern (education and cost) suggest the board could focus on *cooking education or on how to shop for healthy food on a budget.*

*\*Limitation:* Participants who attended the activity did not always add their obstacle if it was already present. The activity therefore does not capture the frequency of various responses.

*Problem Wall & Solution Tree*

**Solutions: What are solutions at all levels? (individual, societal, governmental, etc...)**

<b>Solution</b>	<b>Topic</b>	<b>Frequency</b>
Meal planning (5)	Cook and prepare food with friends on the weekends	1
	Plan meals in advance	1
	Make more food than necessary	1
	Bring own lunch	1
Education (4)	Educate public on cost of not eating healthy	1
	Join a community group that teaches how to cook healthy recipes	1
	Make [eating healthier] easy for people	1
	Surround [one's self] with people who care about food	1
National/Corporate Actions (3)	Stop subsidizing GMO food	
	Food manufacturing should stop cutting corners	1
	Kid-healthy pre-packaged food	1
Local food production and markets (3)	Grow [one's] own food	1
	More and more community gardens	1
	Farmer's markets on many corners	1
Total responses: 15		

Participants provided 15 solutions for the obstacles listed above. Most respondents proposed **meal planning with friends or individually**. Suggestions involving education interestingly move beyond the individual to the greater public. Participants describe interest in healthy eating communities, to share information, food experiences, and knowledge. *The SFPB could create or expand community education opportunities.* Solutions related to local food production and markets also relate to SFPB's most immediate sphere of influence. *SFPB possibilities include supporting education on how to cultivate one's own food or policy efforts to encourage more community gardens and markets within the city.*

*\*Limitation:* Participants who attended the activity did not always add their obstacle if it was already present. The activity therefore does not capture the frequency of various responses.

***Share your tips! Tell us what you do to make sure your family has a healthy diet! (Brag Sheet)***

Participants gave 21 responses to the above question asking them to share their ideas and knowledge about how to ensure their family eats a healthy diet. Responses were categorized into the following topics, with frequency of responses shown to the right:

- **Support Local (4)**
- Eat at Restaurants that support local/organic (1)
- **Purchase food carefully (4)**
- **Be intentional to cook/eat at home (7)**
- Education on Nutrition (3)
- Grow your own (2)
- Other (3)
  - *Have access to fresh produce close to home-NW Austin*
  - *Spinach*
  - *Cookie Monster*

The topic with the most frequency was “Be intentional to cook/eat at home.” This also reflects the responses in the Problem Wall & Solution Tree, in which many participants responded their solution to making sure they eat a healthy diet was to find ways to cook and at home.

The topic “Support Local” had specific responses regarding participating in a CSA, and general ones like “support local farmers.”

The topic “Purchase Food Carefully” had the most varying responses:

- Look at nutrition labels
- Try to re-think portion size, buy a small size if you want a treat
- Limit pre-packaged foods at home
- Mindfulness with purchasing choices

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***Food Maps***

There were very few samples per zip code of the Food Maps. 78702 had the largest representation, at 3 Maps. 100% of people in 78702 reported using their home garden and HEB to get food. Wheatsville Food Co-op was second.

While Food Mapping has the potential to collect large amounts of information, the small number of maps collected at the Food Chat makes this information less relevant to the current discussion.