

Before we begin...

- We will be presenting findings and recommendations from the First Ward Food Study this evening.
- Please feel free to ask a question (or put a question in the chat) or offer a comment at any time. We will also ask for questions/comments at the end of the presentation.
- This meeting will be recorded and posted on the project website so that anyone unable to attend can watch it. A copy of the presentation will also be uploaded to the website after the meeting: <https://brsinc.com/first-ward-food-study/>



Welcome!

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Paterson First Ward Food Study

Funded by a NJEDA Food Security Grant

Site Development Plan & Recommendations



Project planning partners

County of Passaic

Grace Chapel
Baptist Church

United Way of
Passaic County

Passaic County
Habitat for
Humanity

St. Joseph's
Health

Rutgers
Cooperative
Extension of
Passaic County

City of Paterson



The objectives of the NJEDA-funded study were to:

- Analyze potential means to address food access challenges in the First Ward
- Assess the feasibility of developing a grocery store, supermarket, or farmers market
- Make recommendations for development of a new food retailer
 - Target site: Grace Chapel Baptist Church parking lot
 - Target population: First Ward residents

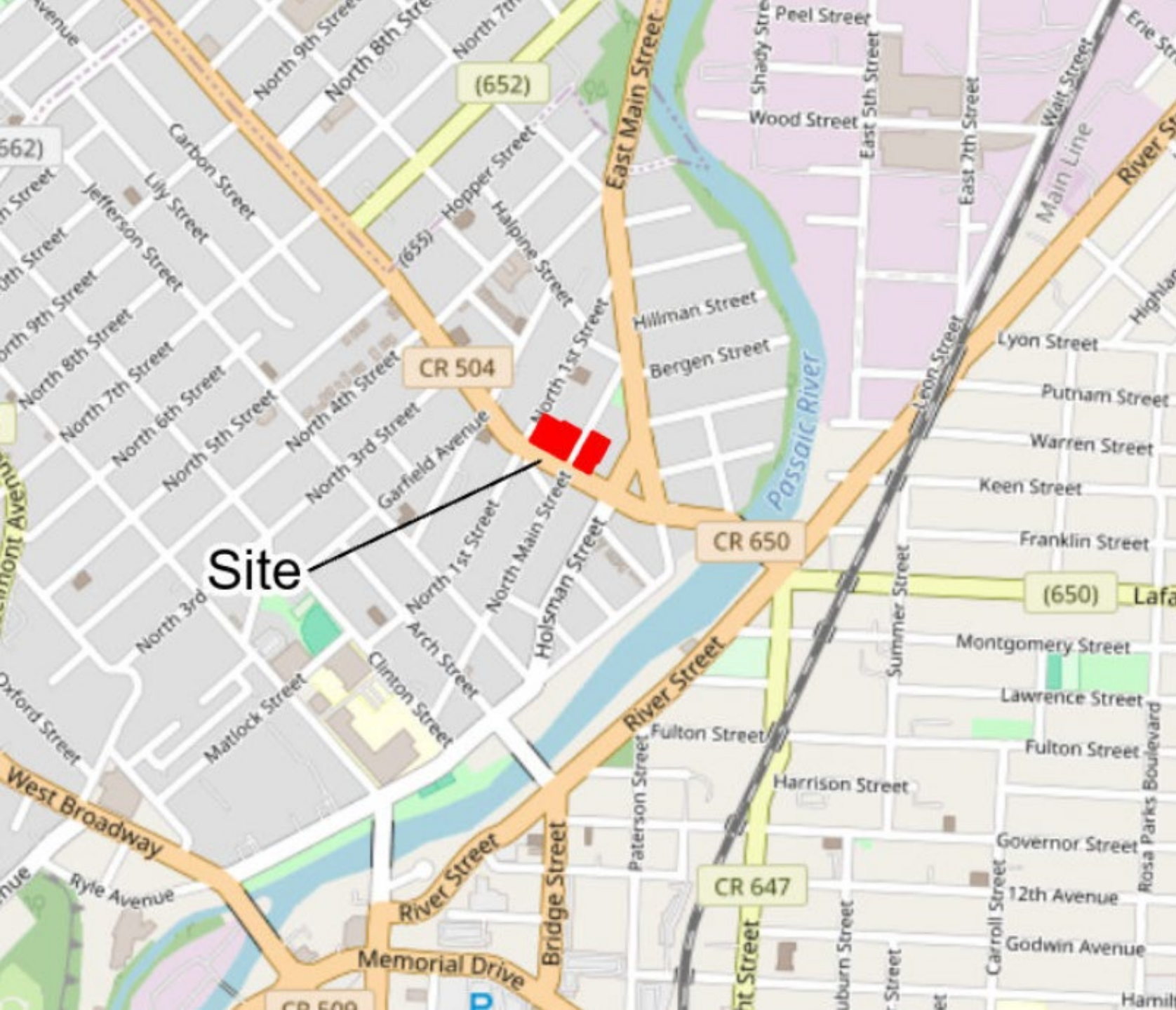


Project Scope

- Market analysis
- Physical site evaluation
- Community engagement
- Site development plan & recommendations

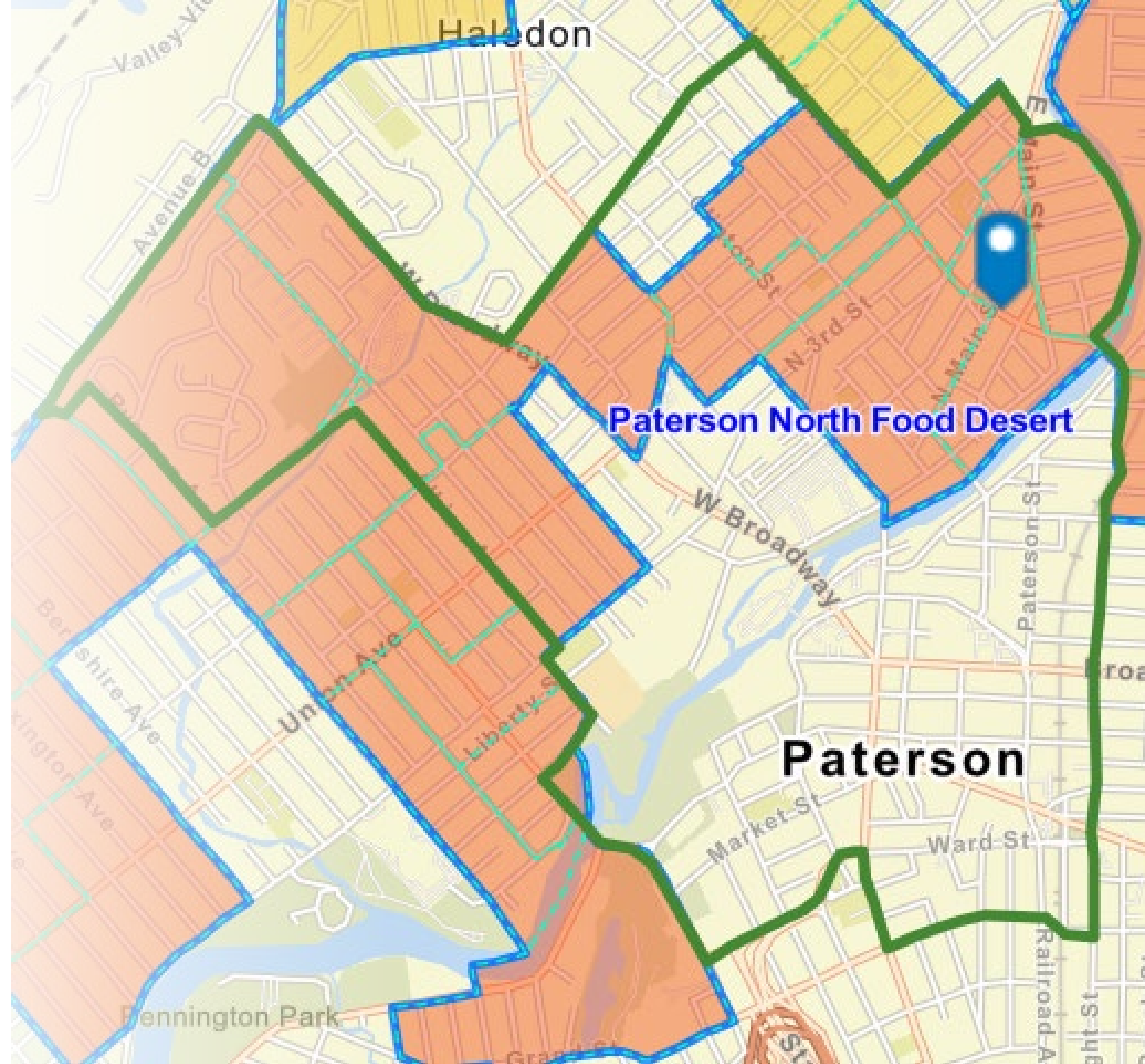
Target Site





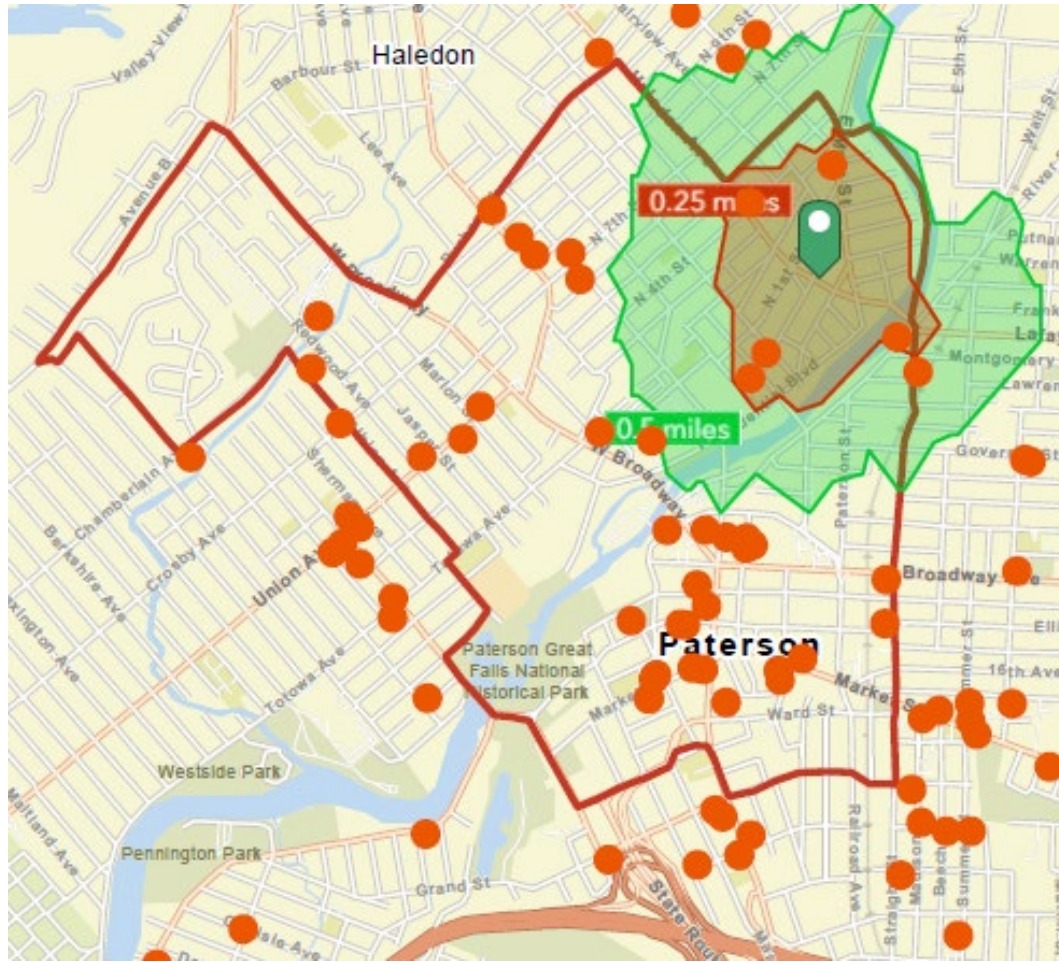
- Densely populated area
- Strong and rising demand for groceries
- Lack of food stores in the area
- Community support for improving access to healthy food in the neighborhood

*NJEDA-designated Paterson North Food Desert, 2022 (orange)
First Ward (green outline)*

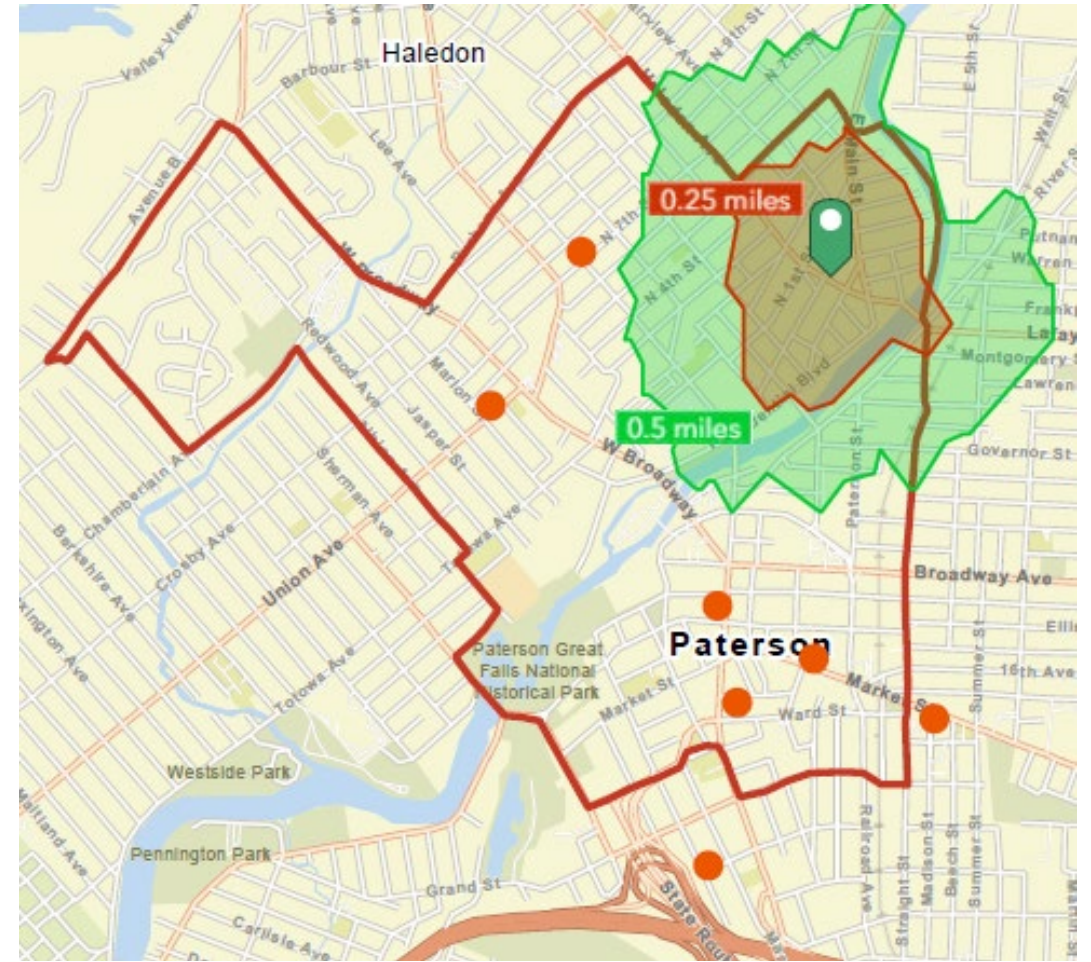


Existing food retailers

All food & grocery stores



Food & grocery stores of at least 5,000 SF



Types of food retailers studied:

Traditional Retailers

- **Large grocery store** (at least \$2 million in annual sales)
- **Supermarket** (average size of 45,000 square feet and total annual sales of \$14 million)
- **Farmers market**

Non-Traditional retailers

- **Grant-funded grocery store**
- **Non-profit grocery store** that may be affiliated with an organization or institution
- **Food co-op**
- **Healthy bodega or corner store initiative**
- **Mobile grocery store**

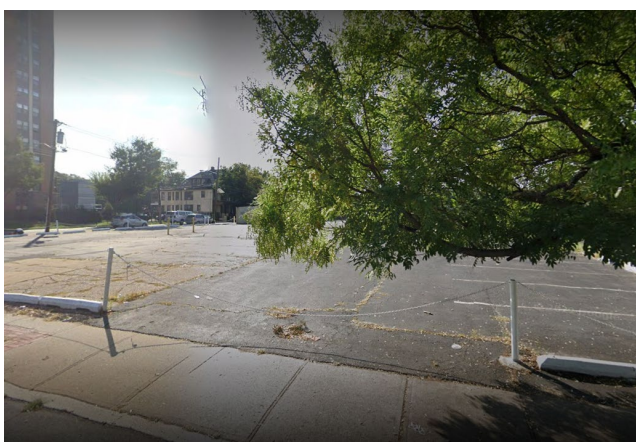
Two main recommendations:

Farmers Market



Mobile Grocer





RECOMMENDATION 1: Farmers Market

- **Products:** Produce from nearby farms and community gardens within Paterson; possibly also homemade products
- **Structure:** Non-profit coalition that includes both local organizations and well-respected organizations from within Paterson or the County
- **Size:** 6-8 stalls (minimum) initially, to be expanded as market matures
- **Schedule:** To be decided by community and market management
- **Other:** Include community services, special events, benefit enrollment, and nutrition education/services

Characteristics of successful farmers markets

- Vendors that sell **high-quality, affordable products** that appeal to local audiences
- A **location** where potential customers already tend to pass by or congregate
- **Convenient siting** with parking available
- **Partnerships** with local businesses and organizations
- A clear market “**mission**” in alignment with local values
- Inclusion of **public events** (music, demonstrations, classes, performances, etc.) that appeal to local audiences
- Transparent **management** and financial practices
- Openness to **innovation** and new products
- A comfortable, **welcoming atmosphere**





Recommendations for a new farmers market at the target site



Extensive community engagement



Strong partnership with local institutions



Placemaking efforts to activate the site



Acceptance of SNAP/EBT and other benefits



Paid market manager and volunteer program



RECOMMENDATION 2: Mobile Grocer

- **Products:** Similar to the products sold in a grocery store or specifically healthy food
- **Structure:** Non-profit coalition that includes both local organizations and well-respected organizations
- **Costs:** Operating costs for a program that aims to provide affordable food are extremely high
- **Strategic partnerships** can help a mobile grocer operate at a smaller shortfall and maintain a reliable source of food
- **Route:** TBD, but besides the target site should include areas with high a proportion of seniors or residents without access to grocery stores or transportation

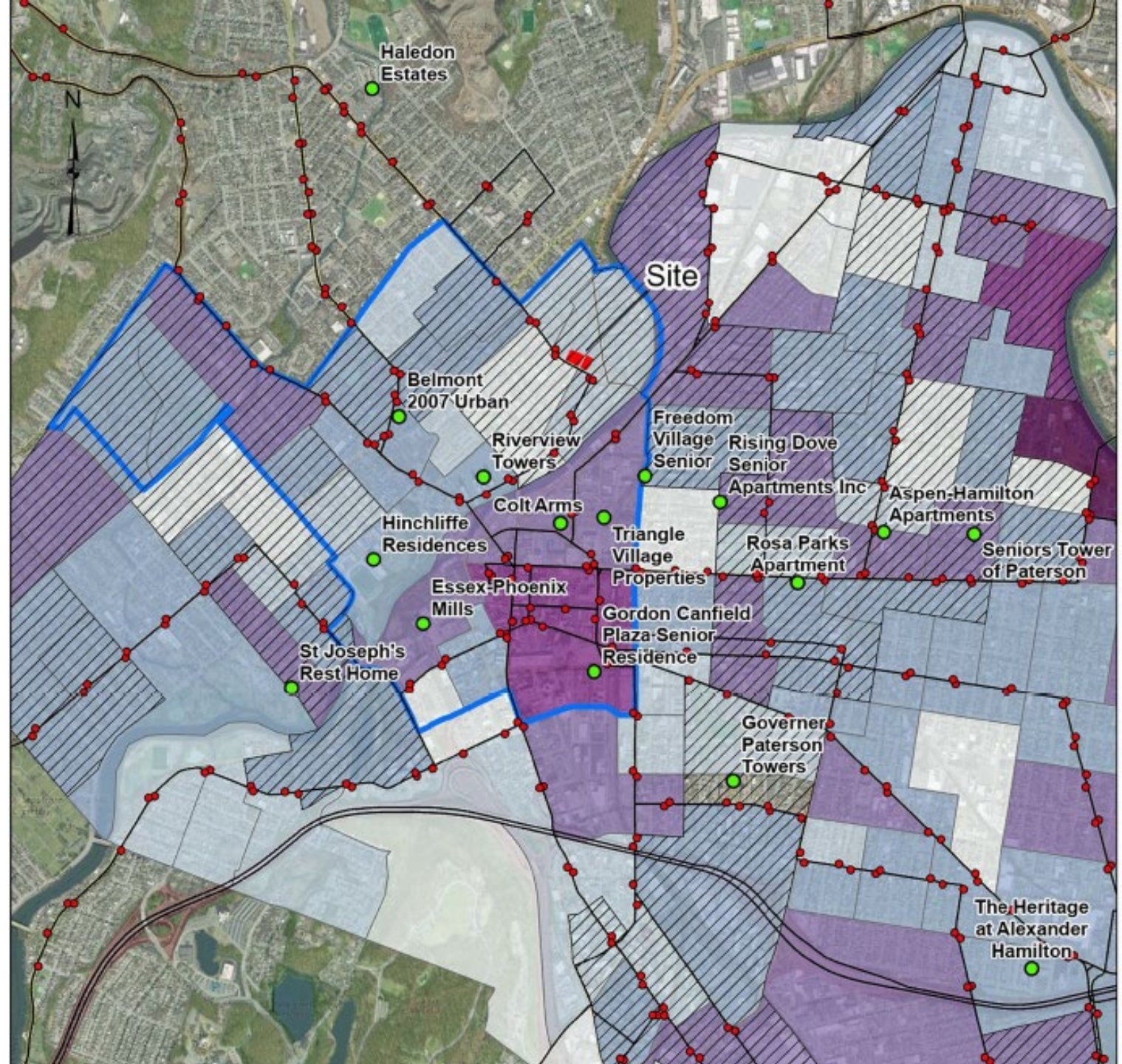
Potential service area in the Paterson North Food Desert

Legend

- Bus Route
- Bus Stops
- ▭ First Ward Boundary
- ▭ Target Site Parcels
- Senior Housing
- ▨ NJEDA Food Desert Designated Area

Population 65 and older

- 0 - 50
- 50 - 100
- 100 - 200
- 200 - 400
- 400 - 600
- 600 or more



Characteristics of successful mobile grocers

- Extensive and ongoing **community engagement** helps map out a route of several stops within a service area
- Realistic **long-term budgeting** allows a mobile grocer to be a reliable food source for its customers
- **Solid partnerships** with local organizations and the public and private sectors support sustainability



Recommendations for a new mobile grocer at the target site



CAREFUL
CONSIDERATION
SHOULD BE GIVEN TO
THE TYPE OF MOBILE
UNIT USED



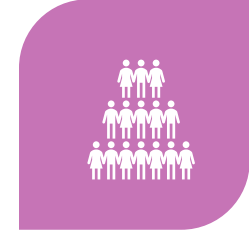
AT LEAST TWO STAFF
ARE NECESSARY, AND
VOLUNTEERS PROVIDE
IMPORTANT SUPPORT



THE ABILITY TO
ACCEPT SNAP/EBT
AND OTHER BENEFITS
IS ESSENTIAL



ACCESS TO FOOD
PURCHASED AT
WHOLESALE PRICES IS
KEY



STRONG
PARTNERSHIPS AND
EXTENSIVE
COMMUNITY
ENGAGEMENT ARE
IMPORTANT

Questions or Comments?

IF YOU PREFER, YOU CAN ALSO PUT A COMMENT OR QUESTION IN THE CHAT



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Thank you for your participation!

Visit the project website at: <https://brsinc.com/first-ward-food-study/>

