



SALEM COMMUNITY FOOD ASSESSMENT

Abstract

The Salem Community Food Assessment was designed as a tool to create a more equitable food system. The findings of this assessment will be used to set goals and make policy recommendations to improve access to healthy, affordable foods for all Salem residents.

The overall findings regarding food access show that residents have difficulty finding affordable fresh produce and lean meats in the smaller food retailers closer to their homes. Residents cite family schedules, food preferences and food costs as being the biggest barriers to eating healthfully in Salem. Larger stores in Salem offer a good selection of fresh produce and lean meats at reasonable prices. However, the larger stores are difficult to access without a car.

Emergency Food Providers (EFPs) find it challenging to meet the needs of those requiring special diets, such as diabetic diets, gluten-free or lactose-free. There is also a lack of consistency in providing culturally appropriate foods, even though some EFPs report almost two-thirds of their clientele as Latino. Likewise, there is not a food pantry located within walking distance of the Point, which is over 40% Latino. Funding, lack of nutritious foods and transportation costs are the biggest barriers EFPs face in providing their services.

Salem is primarily an urban community, but there is one working farm: Maitland Mountain Farm. In addition, Salem has a robust community garden organization, a popular farmers' market, school gardens and Salem Y GreenSpace – an educational agricultural program that provides produce weekly to residents in need. There is an interest in community agriculture among Salem residents, with more than half of survey respondents who do not currently garden or grow their own food reporting they would be interested in doing so.

Seventy-five percent of restaurant owners who responded to the Salem Restaurant Survey reported that food waste is not an issue at their establishments. Nearly half of respondents say they usually have no food waste, while others send leftovers home with employees, compost or donate leftovers. However, nearly 30% report that at least some food is thrown away. While Salem State University and the local supermarkets all have food-waste reduction initiatives in place, not enough information regarding food waste was available for other local facilities such as the Salem Public Schools and Salem hospitals. There may be opportunities for further waste reduction strategies such as composting in the public schools and food recovery programs that could benefit EFPs.

Based on these findings, the recommendations of the SFPC include: providing incentives for local food retailers to provide healthier options for customers, collaboration between EFPs to streamline services and reduce transportation costs and the revision of municipal policies in order to support community agriculture.

Acknowledgements

The Salem Community Food Assessment would not have been possible without the dedication and hard work of the Salem Food Policy Council and many community partners and volunteers. Mass in Motion Salem would like to thank the following organizations for their invaluable support:

- **Salem YMCA GreenSpace**
- **Salem State University**
- **Salem Farmers' Market**
- **Salem Main Streets**
- **Salem Public Schools Food & Nutrition Services**
- **North Shore CDC**
- **Root**
- **Maitland Mountain Farm**
- **Salvation Army**
- **Salem Chamber of Commerce**
- **Tabernacle Church**
- **Citizen's Inn/Haven from Hunger**
- **Lifebridge**
- **Farm Direct Coop**
- **Salem Community Gardens**

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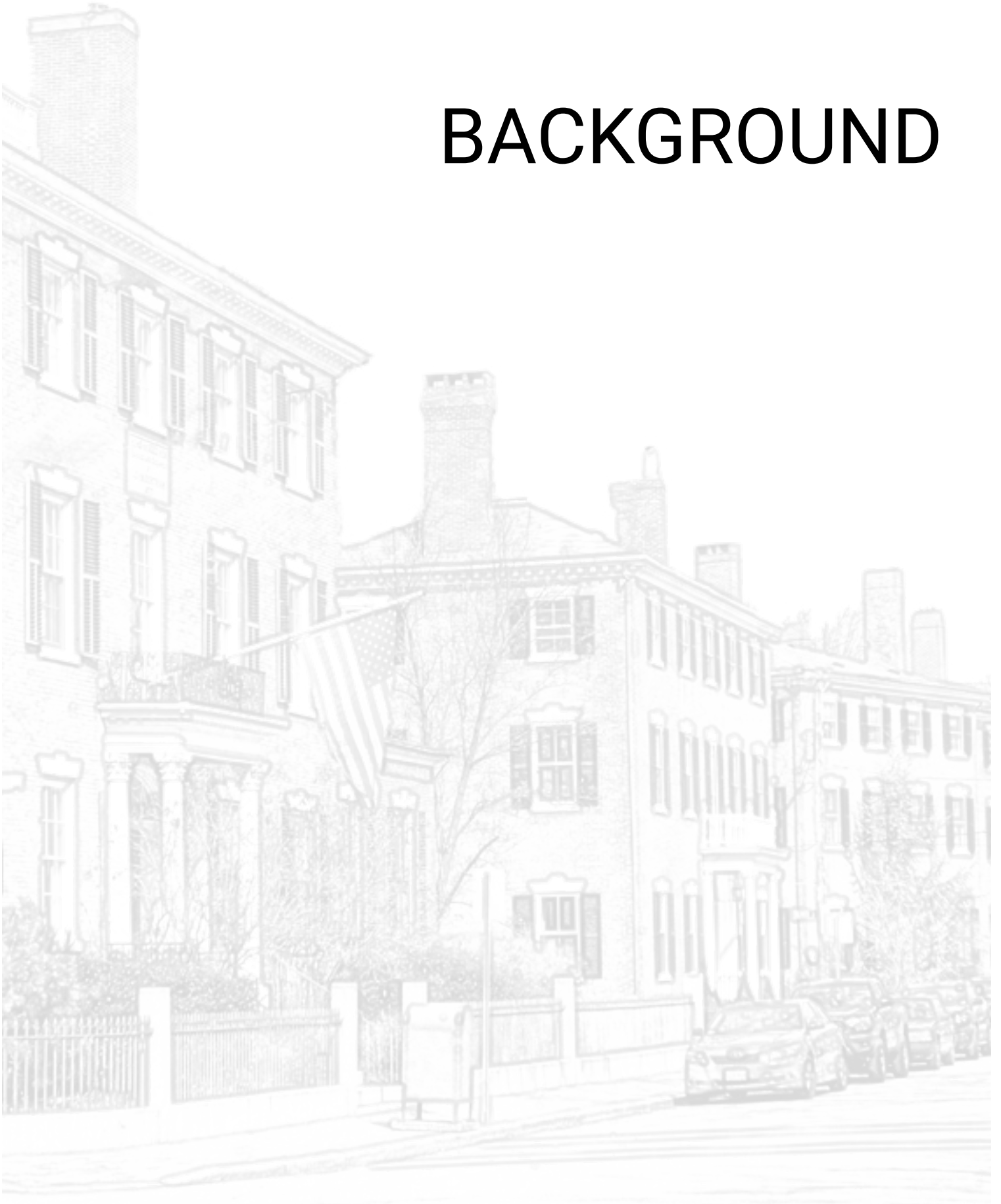
Mass in Motion would also like to thank Mayor Kimberley Driscoll for her support of this project, and for her dedication to improving access to healthy, affordable foods for all Salem residents.

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Mission Statement

The City of Salem Food Policy Council assesses the city's food landscape by identifying how and where residents are able to access nutritious and affordable food, and make evidence-based recommendations to promote food justice and health equity in the Salem community.

BACKGROUND



The Salem Food Policy Council (SFPC) was created in the fall of 2016 as part of a Mass in Motion strategy. The goal was to bring community stakeholders together to identify potential barriers many Salem residents face in accessing safe, healthy, culturally appropriate and affordable foods by conducting a Community Food Assessment.

The SFPC is a group of community members from diverse backgrounds, and includes municipal leaders, representatives of the Salem Public Schools, representatives of Salem State University, emergency food providers, members of the urban agriculture community, members of the faith-based community, representatives of non-profit organizations and concerned residents. The SFPC meets bi-monthly to discuss food and nutrition-related issues in Salem, while also identifying community resources and services that improve access to nutritious, affordable foods for Salem residents.

The Salem Community Food Assessment (SCFA) is the culmination of the SFPC's thorough evaluation of Salem's food system. There are four primary areas of focus to the SCFA: **food access, food insecurity, food waste and urban agriculture**. Each of these areas impacts how and where residents are able to access nutritious, affordable foods.

What is a Community Food Assessment?

A Community Food Assessment (CFA) is an evaluation of specific components of a community's food system. The process of conducting a CFA is collaborative, interactive, and should examine a broad scope of community food assets, as well as areas that need improvement. The purpose of the assessment is to create goals, action plans and policy recommendations that will reduce and potentially eliminate barriers to accessing healthy foods.

Objectives

- Identify how and where Salem residents currently access food.
- Identify barriers to accessing nutritious, affordable foods at both the city and neighborhood level
- Assess community resources in place that improve food access
- Describe residents' satisfaction with food available in their neighborhood.
- Gauge residents' awareness of the relationship between diet and health.

Definition of Community

The city of Salem, MA is an ethnically and racially diverse coastal community on the north shore of Massachusetts. With a population of 42,804,¹ Whites make up the majority of the population at 77.9%, 16.2% are Hispanic, 6.0% are Black and 2.2% are Asian.¹ Twenty-four percent of the population speak a language other than English at home. The biggest age category in Salem is between 20 and 39 years old (32.5%), with 18.3% aged 60 years and older.¹ The average family size in Salem is 3.1, which is the smallest of the surrounding north shore communities.² The average family size in Lynn is 3.6, and 3.2 for all of Massachusetts. Married couples with no children account for 64% of total households. Single mothers made up 36% of all births in Salem (MA average is 30%.²)

Table 1
Salem Age Distribution

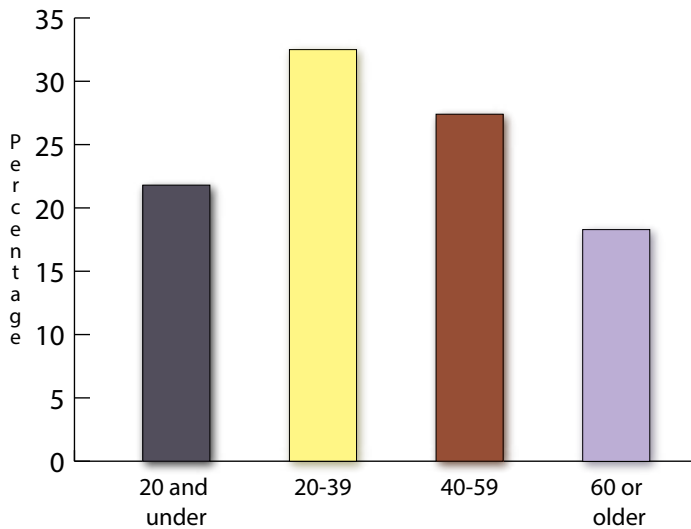
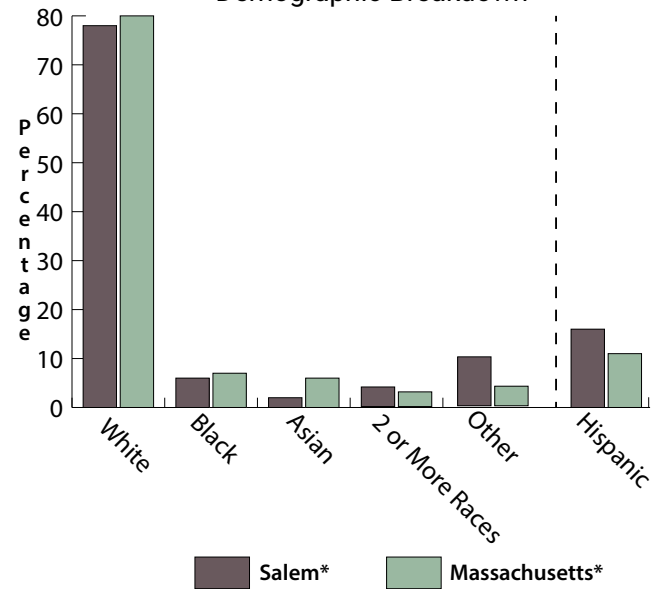


Table 2
Demographic Breakdown



*2012-2016 American Community Survey 5-Year Estimates

Economics

Salem has a poverty level higher than the state average (14.5% and 10.4%, respectively). Salem also has the second highest poverty rate out of the neighboring seven north shore towns. (Lynn has a poverty rate of 20.2%.) The poverty level is highest in the Hispanic community at 34%, with Blacks experiencing a 30% poverty level, and 10% for Whites. The percentage of families using some form of public assistance such as Temporary Assistance for Needy Families (TANF) and the Supplemental Nutrition Assistance Program (SNAP) is also higher in Salem at 17% than the state average of 13%. Department of Education data shows that 46.6% of Salem Public School students are classified as “economically disadvantaged”.³

Table 3
Poverty Level

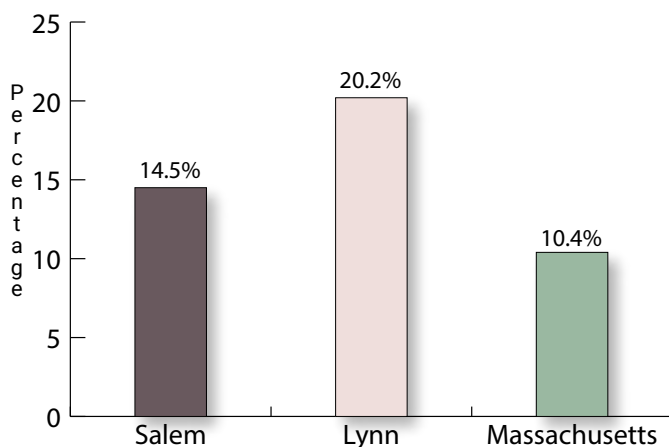
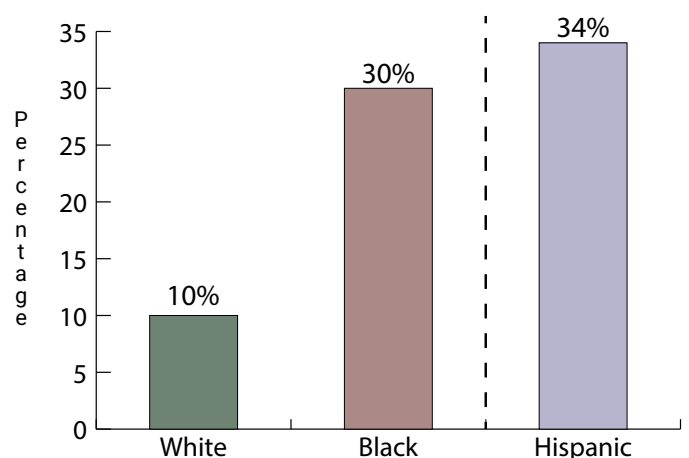


Table 4
Salem Poverty Level by Race and Ethnicity



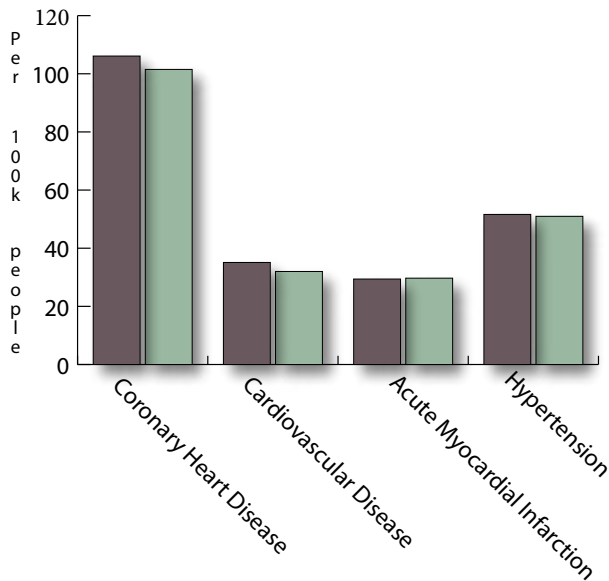
Statement of Nutrition-Related Chronic Disease

Diabetes

Diabetes-related ER visits in 2008 in Salem were 128.7 per 100,000 people, compared to the state average of 111.2. Diabetes-related inpatient hospitalizations in 2009 were 451.8 per 100,000 people, compared to the state average of 488.5. Salem was lowest of all areas served by North Shore Medical Center (NSMC). Salem had one of the lowest percentages of residents reporting diabetes in the 2015 statewide Behavioral Risk Factor Surveillance Survey (BRFSS) (1 out of 5 quintile), but had one of the highest percentages of residents reporting pre-diabetes (4 out of 5 quintile).

Table 6

Cardiovascular Related Illness



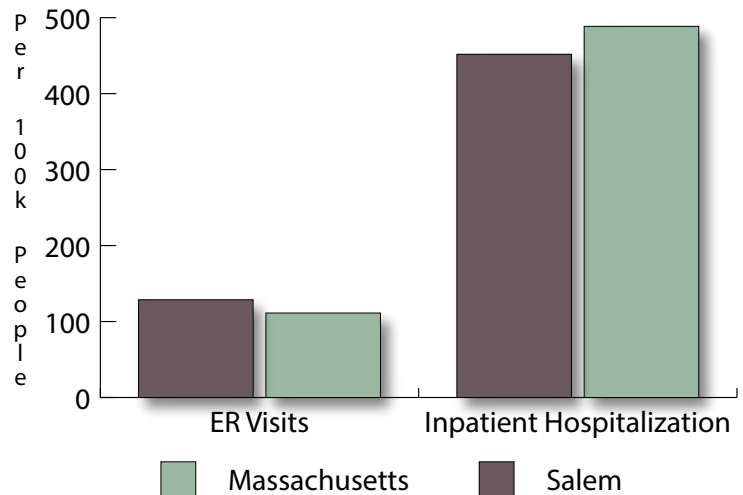
Data source: Massachusetts Department of Public Health, MassCHIP, 2008-2010 hospital data

Obesity

Obesity is the leading cause of chronic disease in the U.S. and the numbers continue to rise. The adult overweight/obesity rate in Salem and the surrounding towns served by NSMC is 61.7% compared with 58.2% for the state of Massachusetts. According to the 2012-2014 BRFSS, 23.4% of Massachusetts adults are obese, compared to 25.3% in Essex County.⁵ Salem scored a 4 out of 5 on the BRFSS quintile scale for obesity, meaning it had one of the highest reported obesity rates in the state. Childhood overweight/obesity in Salem is also higher than the state average at 41%, compared to 33.4% for all of Massachusetts.⁴

Table 5

Diabetes Related Hospitalization



Coronary Heart Disease (CHD)

The rate of CHD in Salem is 106.1 per 100,000 people, compared to the state average of 101.5.

Cardiovascular Disease (CVD)

The rate of CVD in Salem is 35.1 per 100,000 people, compared to the state average of 32.0.

Acute Myocardial Infarction (AMI)

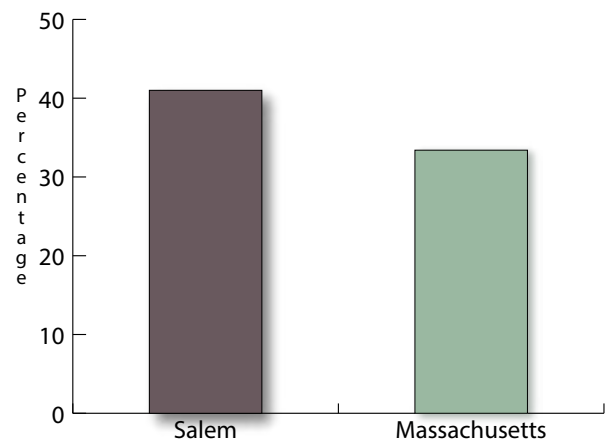
The rate of AMI in Salem is 29.4 per 100,000 people, compared to the state average of 29.7.

Hypertension

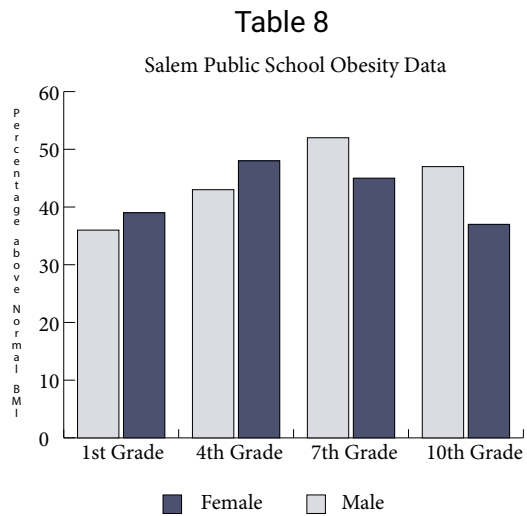
Hypertension-related hospitalizations in Salem were 51.62 per 100,000 people (based on a 5-year average between 2008-2012), compared to the state average of 50.97.

Table 7

Childhood Obesity



According to Salem Public School data, 36% and 39% of first-grade males and females respectively had a Body Mass Index (BMI) in the overweight/obese range in 2016. This percentage increased by fourth grade to 43% for males and 48% for females. By seventh grade, males in this range increased again to 52%, though seventh grade females in the overweight/obese range decreased slightly to 45 percent. By tenth grade, males and females in the overweight/obese BMI range decreased to 47% and 37% respectively.



Methodology

The Salem Community Food Assessment (SCFA) was created through the use of a variety of primary and secondary resources, and with the help of Mass in Motion’s technical advisors.

Primary Resources

Restaurant Survey

A restaurant survey was distributed online through the Salem Chamber of Commerce’s email list and received 17 responses from local restaurant owners and managers. This survey mainly asked for information on the use of local foods and what measures are being taken to prevent food waste.

Emergency Food Survey

An emergency food provider’s survey was conducted online and received responses from five of the seven food pantries serving Salem. This survey collected information on food distribution schedules, types of food provided, clientele demographics, and barriers that emergency food providers face in procuring and distributing healthy foods.

Convenience Store Survey

A convenience store survey was conducted at 47 local food retailers. The primary goals of this survey was to compare costs of staple foods between neighborhood stores, determine how many markets offer a variety fresh foods, and assess the visibility of healthy food options.

Key Informant Interviews

In addition to the surveys, interviews were conducted with representatives from local organizations regarding the four focus areas of the SFA: food access, food security, urban agriculture and food waste. These organizations included the Salem Farmers’ Market, Salem Community Gardens, Farm Direct Coop, Salem Y GreenSpace, Salem State University, Lifebridge homeless shelter and the local supermarkets.

Resident Focus Groups

Two focus groups were conducted with Salem residents to learn about their observations as well as their own experiences with accessing healthy, affordable foods in their neighborhoods. The first focus group was a discussion with members of the Point Neighborhood Association, a primarily Hispanic Point neighborhood in Salem. The second focus groups was with residents who regularly use at least one food pantry in Salem.

Resident Food Survey (RFS)

A resident survey was created to evaluate residents’ access to healthy, affordable, culturally appropriate foods. Information on food preparation, shopping habits, nutrition knowledge, demographics and socioeconomic status were also collected. The survey was offered both online using SurveyMonkey and through hard copies that were distributed throughout the city in both Spanish and English. SFPC members were also able to conduct the surveys with residents at the weekly Salem Farmers’ Market and other community events. The survey received 315 responses.

There are gaps in the RFS. The largest population of respondents are white, female, and at the highest salary bracket. This can be seen in the neighborhood breakdown of the survey. The wealthier neighborhoods are overrepresented as compared to the Salem population as a whole. Spanish speaking neighborhoods were underrepresented. Despite efforts to engage Spanish speakers, very few Spanish surveys were filled out.

Table 9
RFS Salary Breakdown

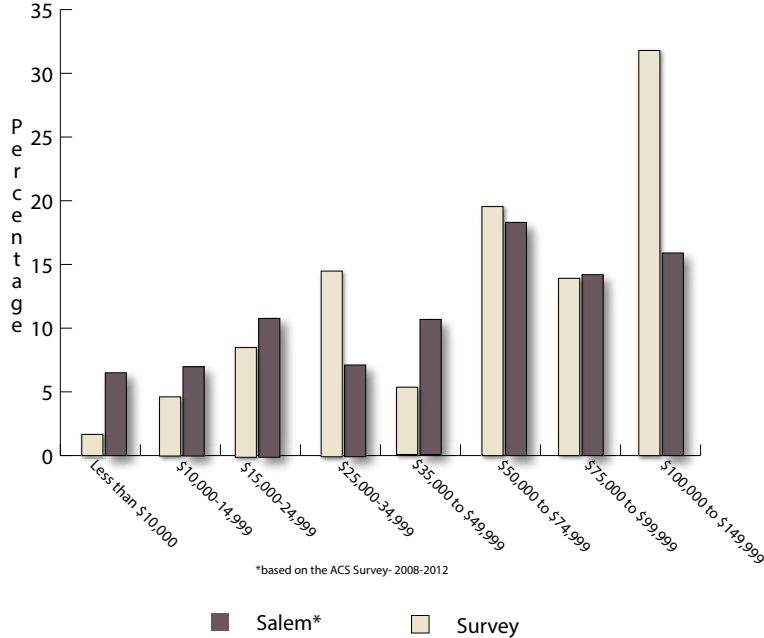


Figure 1

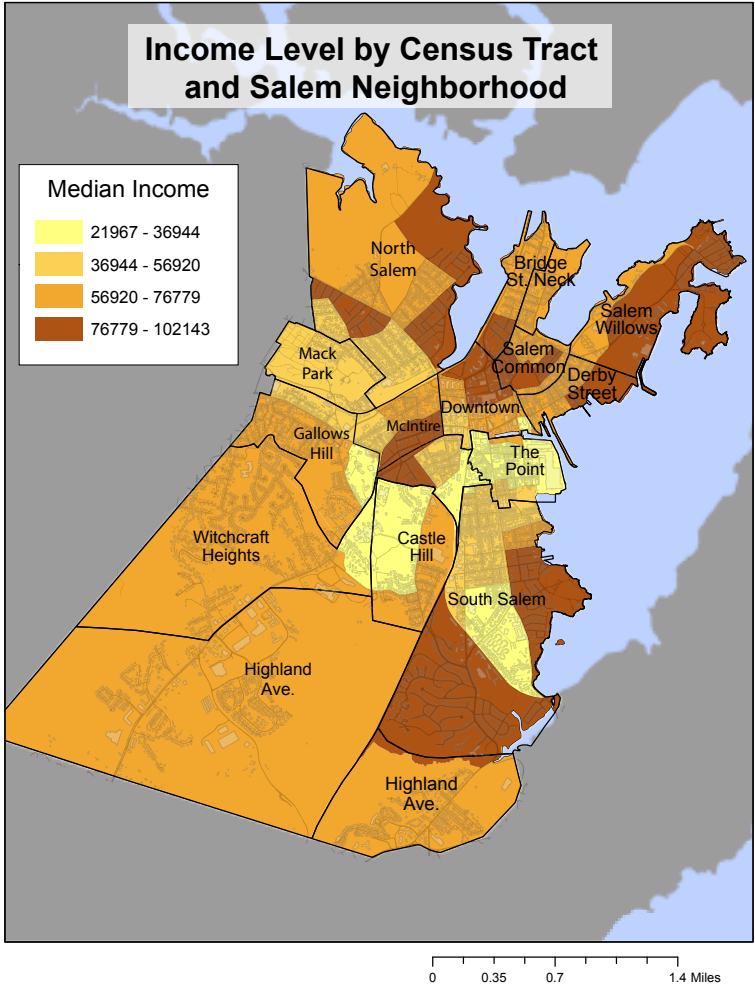


Table 10
RFS Neighborhood Breakdown

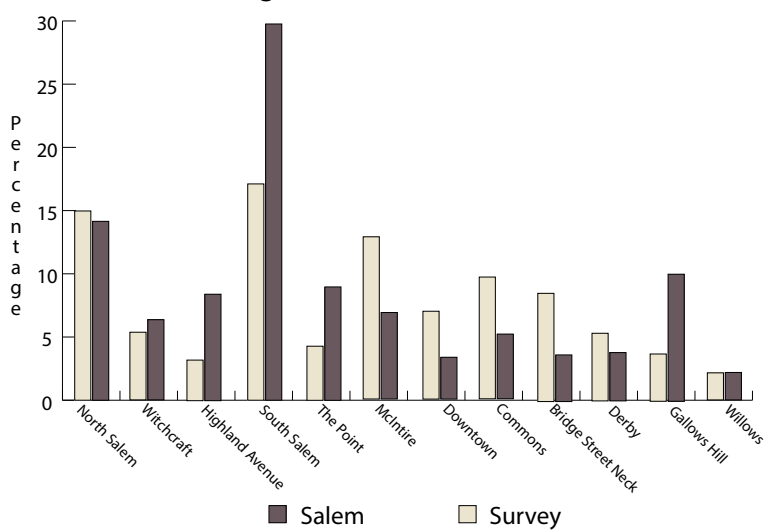


Table 11

RFS Demographic Breakdown

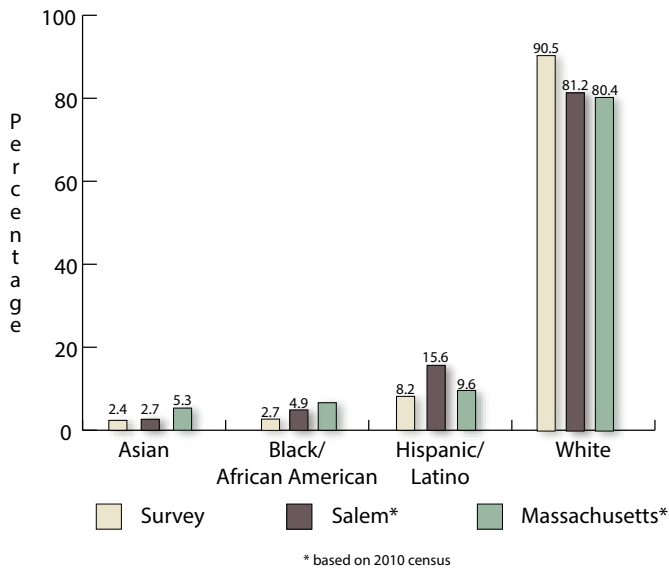
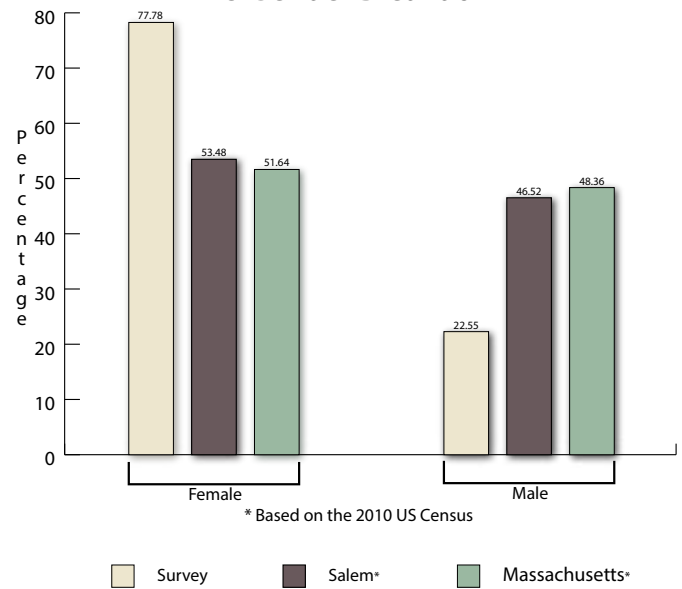


Table 12

RFS Gender Breakdown



Secondary Resources

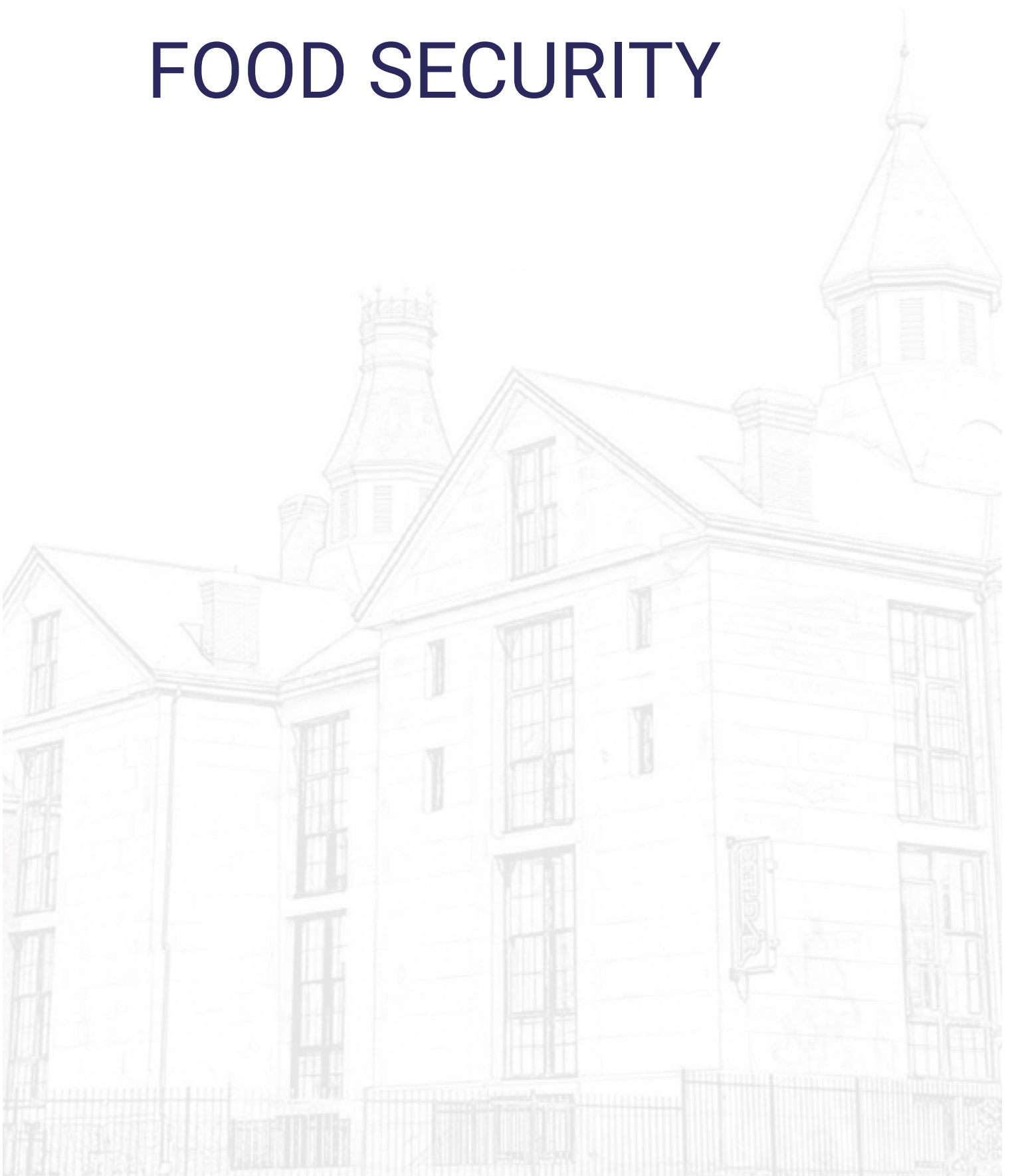
The SFPC looked at multiple food assessments from other communities but primarily referenced the Lowell Community Food Assessment. While Lowell is a much larger city than Salem, both are urban Massachusetts communities with diverse populations and face similar challenges regarding poverty levels. This assessment was a valuable resource in conducting the Salem Community Food Assessment.

Two online tools for creating community food assessments were used as resources: What's Cooking in Your Food System? A Guide to Community Food Assessment and the USDA Community Food Security Assessment Toolkit.

Other secondary resources used for data collection:

- American Community Survey (ACS)
- U.S. Census
- Behavioral Risk Factor Surveillance Survey (BRFSS)
- North Shore Medical Center 2015 Community Health Needs Assessment
- Salem Public School data

FOOD SECURITY



What is Food Security?

Community food security is a condition in which all community residents obtain a safe, culturally acceptable, nutritionally adequate diet through a sustainable food system that maximizes community self-reliance and social justice.⁶

The USDA further defines food security and food insecurity according to different levels:⁸

- **High food security** (old label=Food security): no reported indications of food-access problems or limitations
- **Marginal food security** (old label=Food security): one or two reported indications—typically of anxiety over food sufficiency or shortage of food in the house. Little or no indication of changes in diets or food intake
- **Low food security** (old label=Food insecurity without hunger): reports of reduced quality, variety, or desirability of diet. Little or no indication of reduced food intake
- **Very low food security** (old label=Food insecurity with hunger): Reports of multiple indications of disrupted eating patterns and reduced food intake

Overview of Available Resources

SNAP/WIC

There are many resources in Salem for residents who are struggling with food insecurity. Public assistance programs such as SNAP and Women, Infants, and Children (WIC) are the largest safety nets for low-income individuals and families. In October 2015, there were 6,733 active SNAP cases in Salem, making up 16% of Salem households, compared to 12.51% for all of Massachusetts (based on census data between 2011-2015).⁹ The census data also shows that racial and ethnic disparities exist for SNAP users, as 11.6% of White households receive SNAP benefits, compared with 35.55% of Black households and 47.05% of Hispanic households.

Table 13

SNAP USAGE*

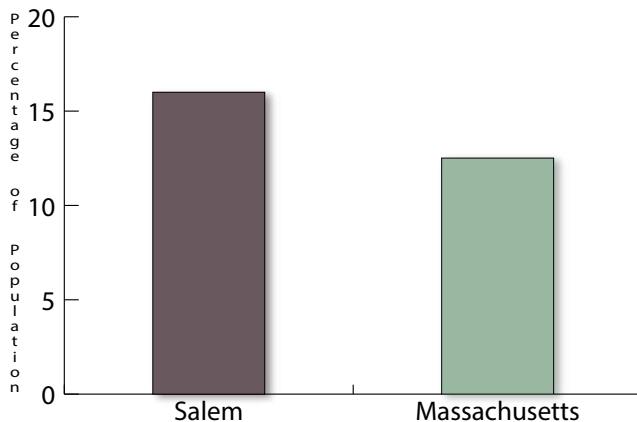
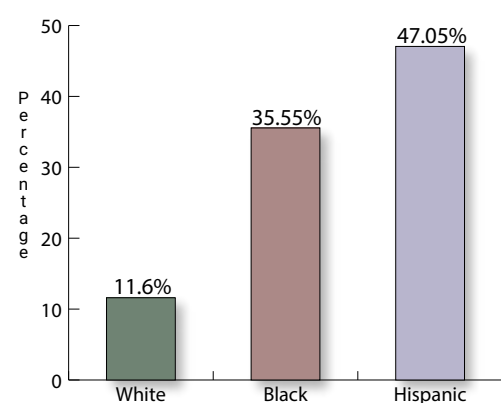


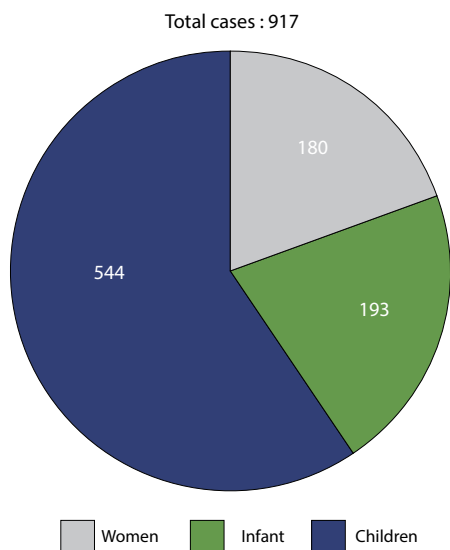
Table 14

SNAP Users by Ethnicity



* Based on October 2015.
Total SNAP cases in Salem = 6,733

Table 15
WIC Users Salem Office



In 2016, the Salem WIC office had a total caseload of 917 people (about 2% of the population): 180 were women, 193 were infants, 544 were children. However, this does not necessarily mean they were all Salem residents, as residents from other towns can use the Salem office, and Salem residents can also use the Peabody and Lynn offices. Nine Salem retail outlets are listed as accepting WIC on the Mass.gov website.

***Healthy Incentives Program (HIP)**

On April 1, 2017, the MA Healthy Incentives Program (HIP) began matching SNAP recipients' purchases of local fruits and vegetables. SNAP users receive an instant, dollar-for-dollar match credited to their EBT card on eligible purchases from a

participating farmer at a farmers' market, farm stand, mobile market or Community Supported Agriculture (CSA) program. HIP can only be earned through participating HIP locations and using SNAP/EBT terminals that have been programmed to process the new benefit. If a shopper using SNAP spends \$10 on tomatoes at a participating stand, they would automatically be credited \$10 (up to a monthly cap). The earned incentives can be used right away, or saved for a future purchase at any SNAP retailer on any SNAP eligible foods.

*As of the writing of this assessment, the HIP program has been suspended due to budget constraints. The program may resume in July 2018 depending on whether the Massachusetts legislature follows the Governor's 2019 budget recommendations.

Emergency Food Providers

Seven percent of survey respondents reported using an Emergency Food Provider (EFP) in the past year. EFPs serving Salem provide an invaluable network of support that includes: five food pantries, two in-school food pantries for students, one monthly mobile pantry, two weekend backpack programs for Salem elementary school and middle-school students, and three congregate meal sites.

A focus group with local food pantry clientele revealed a desire for healthier options at Salem's pantries as well as food appropriate for special diets, such as those with diabetes. One participant said that while they rely on and appreciate all of the help and support from the pantries, she often finds herself with an abundance of white rice and pasta and lacking fresh fruits and vegetables. She stated that while pantries are offering more produce, that it is often past the point of being edible. One pantry suggested that she come earlier in the service period to get the best quality, but her schedule prevents her from doing so.

Focus group participants expressed concerns for those struggling financially but who are ineligible for SNAP benefits. Some local pantries require proof of financial status, and lacking a SNAP/EBT card may prevent those in need from receiving assistance. One pantry requires birth certificates for all dependents, which is problematic for many who are not in possession of their children's birth certificates. One focus group participant was told that she needed to bring birth certificates for each of her five children, which she did not have in her possession, and this would have cost her \$50.00 in fees to obtain.

In order to better understand the services provided by EFPs in Salem as well as the challenges they face in providing these services, the Food Policy Council conducted an EFP survey. The results of the survey showed:

Table 16

EFP Survey
Racial Breakdown

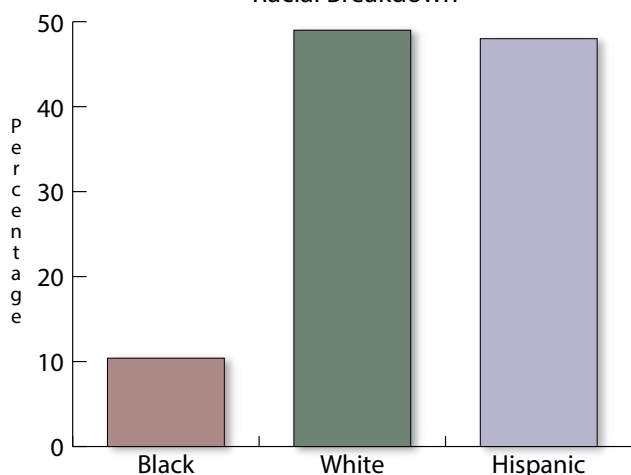


Table 17

**3 out of 5
respondents have
seen an increase in
demand in the past
12 months**

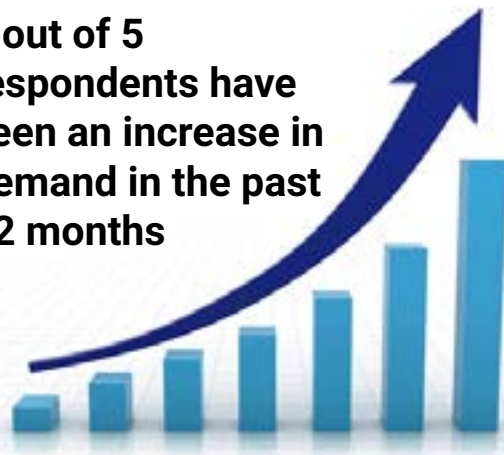
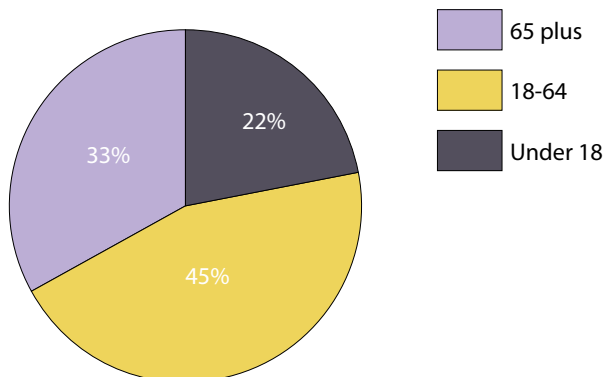


Table 18

EFP Survey
Age Breakdown



EFP Survey Results:

Emergency Food Provider Assets:

- Sunday is the only day of the week where a pantry is not available to all Salem residents.
- Congregate meals are available for Salem residents seven days per week.
- All respondents reported that they never have to turn anyone away because of a lack of food.
- Two out of five respondents said they usually have enough food to meet demand, three said they usually have enough food.
- Three out of five respondents said they always have produce available, two said they sometimes have produce.

Emergency Food Provider Deficits:

- Lack of collaboration between pantries
- No system in place for emergency food deliveries
- Lack of funding, volunteers, adequate transportation
- Lack of staff nutritionists (only one respondent reported having a nutritionist on staff)
- Lack of healthier options such as whole grains and produce
- Lack of accommodation for special diets (i.e. diabetic, gluten-free, etc.)
- Inability to consistently provide culturally appropriate foods
- Restrictive eligibility requirements of some local pantries

Pantries:

- **Food for the World** – operates the first and third Saturday of every month from 10am-noon
- **Salem Pantry** – operates the last Saturday of every month from 9:30-11:30am; serves 229 people per month
- **Salvation Army** – pantry open Mon/Wed/Fri 9am-11am; serves 350 people per month
- **Citizen's Inn/Haven from Hunger** – pantry open Mon/Tues/Thurs/Fri 10:30am-2:30pm
- **Joseph's Storehouse** – pantry every Saturday from 10am-1pm; serves 750 people per month
- **Salem State University** – for SSU students; by appointment.
- **Salem High-School** – in-school pantry for students
- **North Shore Moving Market** – mobile pantry; delivers food monthly to residents in need over the age of 55 years; distributes 100 bags per month

Community Meals:

- **Salvation Army** – Tues/Thurs 11am; serves an average of 65 lunches per month
- **LifEBridge** – LifEBridge is a homeless shelter in Salem that serves three meals per day, seven days per week. All are community meals except for lunches on Tuesdays and Thursdays, which are for residents only. On these days, LifEBridge coordinates with the Salvation Army. LifEBridge serves an average of 250 meals each day, mainly from scratch. They are also sensitive to the dietary needs of their clientele.
- **Haven from Hunger** – dinners served Mon/Tues/Thurs Fri at 4pm

Salem Public School programs addressing food security:

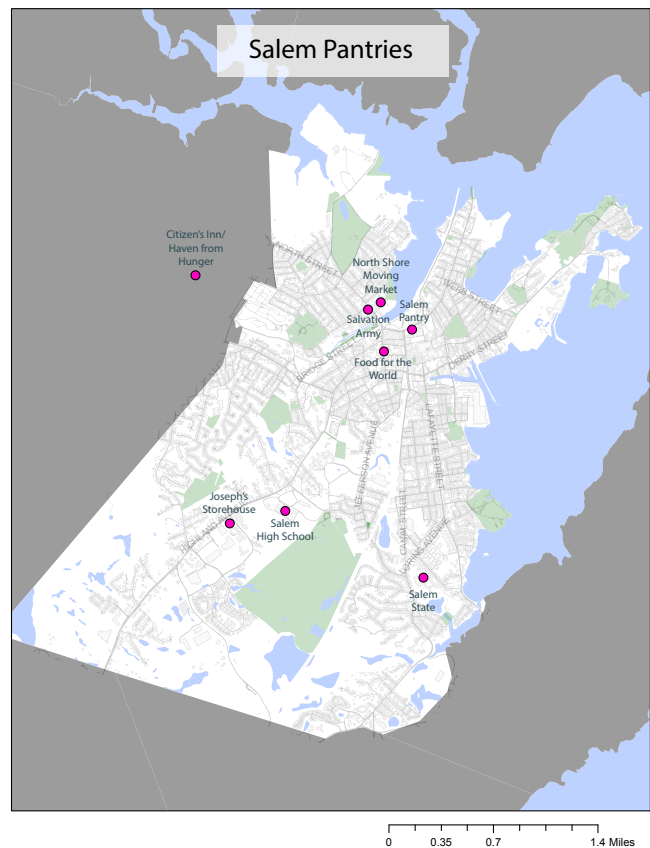
Community Eligibility Provision (CEP)

The CEP allows school districts with high poverty rates to serve breakfast and lunch at no cost to all students without collecting household applications. Instead, schools that adopt CEP are reimbursed using a formula based on the percentage of students categorically eligible for free meals based on their participation in other specific means-tested programs, such as SNAP and TANF. All Salem Public Schools are now part of the CEP. As of September 2017, all Salem Public Schools are under the CEP and offer free breakfast and lunch to every student.

Breakfast in the Classroom (BIC)

BIC helps to increase participation in the School Breakfast Program while also eliminating the stigma low-income students may face by having to arrive early to school in order to eat breakfast. With BIC, breakfast becomes available to everyone regardless of income level. Students all eat in the classroom together after the opening bell, which makes it possible for all children to participate. There are currently six Salem elementary schools that offer BIC: Carlton Innovation School, Bentley Academy Charter School, Salem Early Childhood Center, Nathaniel Bowditch School, Horace Mann Laboratory School, and Bates Elementary School. As of March 2017, all of the schools were meeting the internal goal of reaching 80% average daily participation (ADP). Prior to BIC, the ADP in these schools ranged from 25% to 45%.

Figure 2



Salem Summer Meals Program

The Salem Summer Meals Program is part of the USDA's Summer Food Service Program. In 2017, the Salem Summer Meals Program expanded to 13 open sites where all children ages 18 and younger can obtain a free meal. Many sites offer breakfast and lunch, and three sites offered an evening meal. The main challenges facing the current sponsor of the program, the Salem Public Schools Food & Nutrition Services (FNS), are staffing and transportation constraints that will prevent them from further expansion. Also, the FNS staff needs adequate time at the beginning and end of the summer to transition between serving school breakfasts and lunches. Bringing on an additional sponsor to share in food preparation and distribution would relieve some of the burden on FNS and allow the Salem Summer Meals Program to add more meal sites and times, and possibly lengthen the numbers of summer service weeks.

Other nutrition programs for children:

Child and Adult Care Food Program (CACFP)

The CACFP is also a government program administered by the USDA. The CACFP reimburses participating day care operators for healthy meals and snacks served in child and adult day care facilities. The program generally operates in childcare centers, outside school hours centers, family day care homes, adult day health centers, emergency shelters for homeless children, and at-risk after-school snack programs. Emergency shelters and at-risk after-school snack programs can be reimbursed for meals/snacks served to children through the age of 18. Other childcare facilities are reimbursed for meals/snacks served to children through the age of 12. All meals and snacks served must meet federal guidelines and be offered at no separate cost to participants. A primary purpose of the CACFP is to maintain the health of children by enabling facilities to provide nutritious well-balanced meals and snacks to children while in non-residential childcare settings and to help develop good eating habits in these children that will serve as a foundation for healthy lifestyles as they grow.

Salem organizations participating in the CACFP include:

- Boys & Girls Club of Greater Salem
- Camp Fire North Shore
- East Point Adult Day Care Center
- For Kids Only Afterschool
- Salem Community Child Care Center
- Stay Well Adult Health Day Center

Backpack 68

Backpack 68 is a Salvation Army program that began at Collins Middle School during the fall of 2016. On average, 17 students were sent home with food every Friday for their households during that school year. In the summer of 2017, eight students at Collins and 15 students at the Boys & Girls Club received food for their families every Friday for six weeks. Enough food was provided for three breakfasts, two lunches and two dinners. Snacks, bread and fresh produce were included.

In the fall of 2017 the number increased to over 30 students with room to expand. Backpack 68 is also providing snacks to the school nurses and counselors at Collins Middle School and Saltonstall School for students who become hungry during the day.

Salem Backpack Program

The Salem Backpack Program is another weekend nutrition program for Salem elementary school children who are identified by school staff as chronically hungry. It began in 2012 with ten students at the Carlton Innovation School.

It has since expanded to all seven Salem elementary schools and provides bags of food each Friday during the school year to over 180 children. The program is funded partly by the Salem Pantry, its sponsor organization, through grants and private donations. The food provided is enough for two breakfasts, two lunches, and four snacks, and includes two low-fat milk-boxes, two juice boxes and fresh fruit.

Nutrition programs for seniors:

Senior Farmers' Market Nutrition Program (SFMNP)

The SFMNP is a USDA program that awards grants to provide low-income seniors with coupons that can be exchanged for eligible foods (fruits, vegetables, honey, and fresh-cut herbs) at farmers' markets, roadside stands, and community supported agriculture programs.

North Shore Elder Services (NSES) is the social service agency in Danvers, Massachusetts that receives and distributes the coupons provided by the USDA to Salem and four other neighboring communities. The coupons are valued at \$25 and NSES is responsible for determining how many coupons each community will receive. In 2016, Salem received 90 coupon packets; in 2017, the number increased to 101 packets.

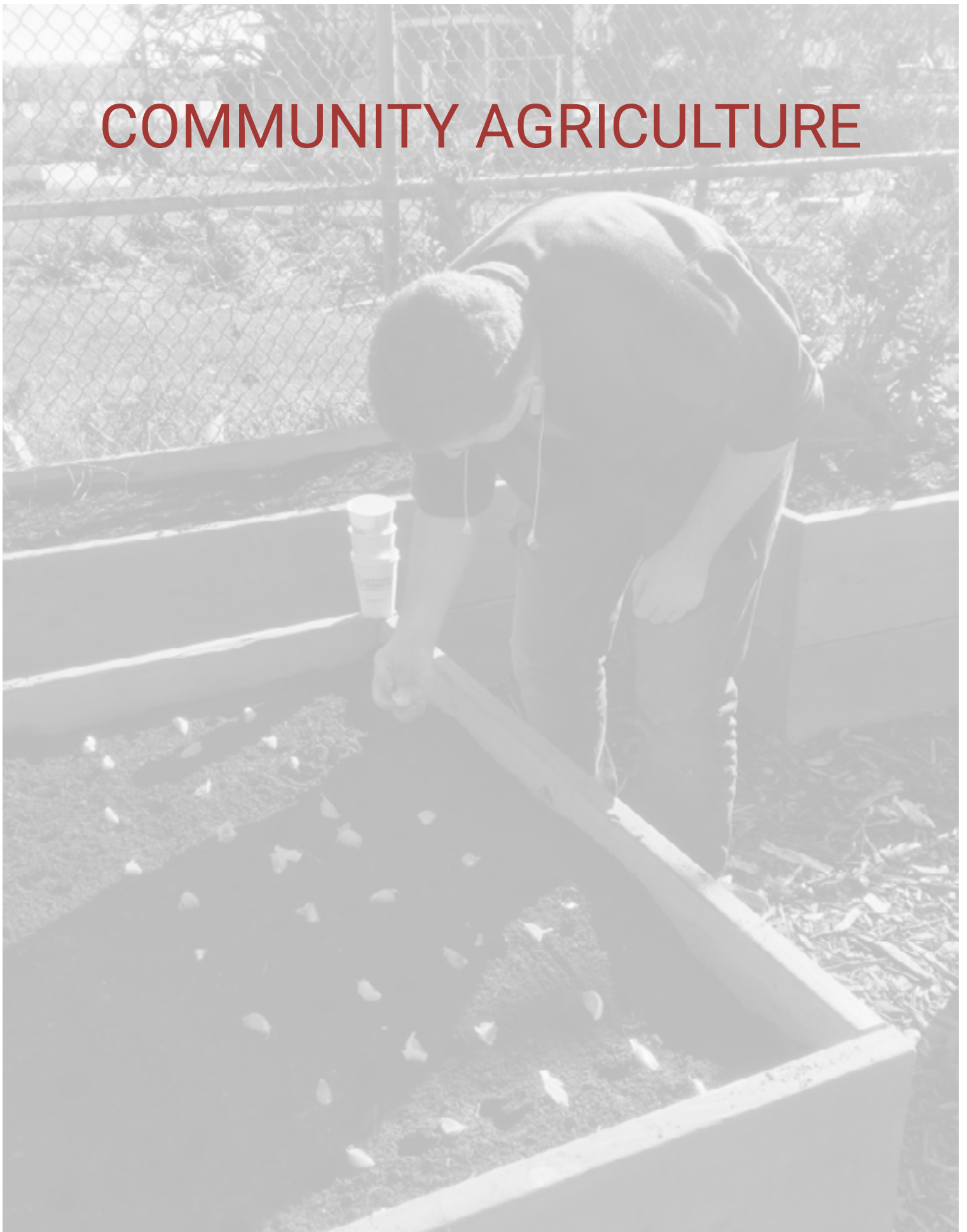
There are two ways to meet the eligibility requirements for the SFMNP:

1. Seniors 60 years and older meeting specific income guidelines
2. Disabled individuals under 60 years who live in low-income housing and receive SNAP benefits

In order to receive their coupon books, eligible participants must call the Salem Council on Aging at a predetermined date and time each year to be put on a list. They are then instructed as to when they can pick up their coupons. A waiting list is created once the maximum number of coupons are reserved. Any coupons that are not picked up will be distributed to those on the waiting list.

Both the Salem Farmers' Market and the Farm Direct Coop participate in the SFMNP. One perceived barrier of the SFMNP is the difficulty some seniors may face in accessing the Salem Farmers' Market due to lack of parking.

COMMUNITY AGRICULTURE



What is Community Agriculture?

Community Agriculture is the practice of cultivating, processing, and/or distributing food within an urban setting. Due to space limitations, community agriculture can be very creative, such as rooftop gardening in raised beds, or vertical gardening in the small spaces between buildings. Community agriculture can also include raising livestock, such as backyard chicken coops, and bee-keeping. Space is the primary barrier for community agriculture, but city pollutants and limited natural lighting can also pose challenges for city gardeners.

Why is community agriculture important to a community?

Not only can community agriculture be a source of nutritious and affordable foods for city dwellers, but research has shown that community gardens and urban green space can have a positive psychological and physiological impact on residents by promoting recreation and preventing crime, especially in under-served neighborhoods. Community agriculture also has environmental benefits such as protecting soil fertility and stability, preventing excessive runoff, reducing CO₂ emissions, increasing carbon sequestration, and reducing the incidence and severity of natural disasters such as floods.

The benefits of eating locally grown foods:

- Local foods are fresher. Fruits and vegetables begin to lose nutrients as soon as they are picked. Buying local produce cuts down travel time from farm to table.
- Local foods are seasonal. Eating seasonally means avoiding “artificial ripening” with gases or eating a bland version of a fruit or vegetable that’s been shipped thousands of miles. Eating seasonally results in the most delicious and nutrient-dense produce.
- Local foods are better for the environment. Some foods are shipped thousands of miles; that is a big carbon footprint that could be avoided by purchasing local and seasonal foods.
- Local foods preserve green space and farmland. Buying foods grown and raised closer to where you live helps maintain farmland and green space in your area.
- Local foods promote food safety. Less distance between your food’s source and your kitchen table leaves less of a chance of contamination.
- Local foods promote variety. Local foods create a greater variety of foods. Farmers who run CSA programs, sell at farmers’ markets, and provide food to local restaurants have the demand and the economic support for raising more types of produce and livestock.
- Local foods support your local economy. Money spent locally stays local. Purchasing locally builds your local economy instead of increasing the earnings of a corporation in another city, state, or country.
- Local foods create community. Do you ever find yourself spending much of your time at the farmers’ market chatting and socializing in addition to purchasing your produce? Getting to know your farmer, cheese purveyor, fishmonger, butcher, workers at your local co-op, etc., creates a sense of community.

Adapted from: <https://www.washington.edu/wholeu/2016/04/29/the-benefits-of-eating-locally-grown-foods/>

Data from the 2015 BRFSS shows that Salem has one of the lowest estimated fruit and vegetable intakes of reporting Massachusetts communities. The survey used a quintile scale of one to five, with one being the lowest reported intake. Of the seven reporting Essex County towns and cities, Salem, Lynn and Lawrence all scored one, with Rockport being the only community to score a five. Fifty-five percent of the RFS respondents reported that fruits and vegetables are difficult to find near their homes. Only 12% of respondents say they are getting more than five servings of fruits and vegetables per day, the amount recommended by the Dietary Guidelines for Americans.¹¹ While 40% of respondents say they grow some of their own foods, 60% of non-growers would be interested in growing foods.

Table 19

RFS-Percentage of Respondents Who Grow Their Own Food

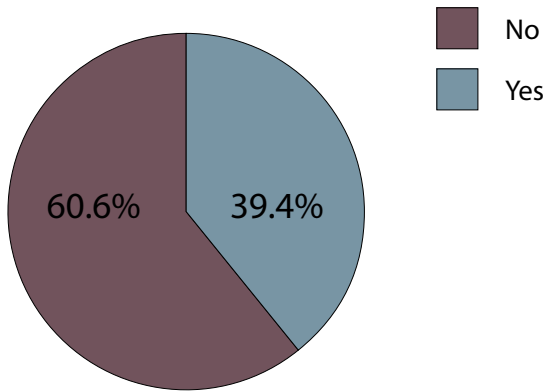


Table 20

RFS-Interest in Growing Food if They Do Not Already.

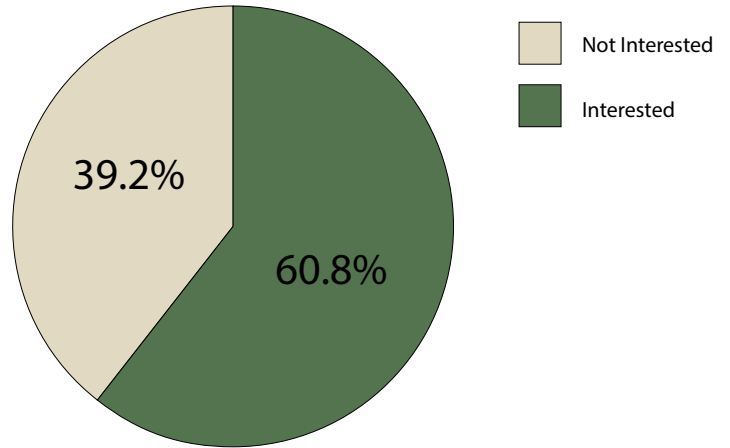


Table 21

RFS-Most Difficult Foods to Find Near Home

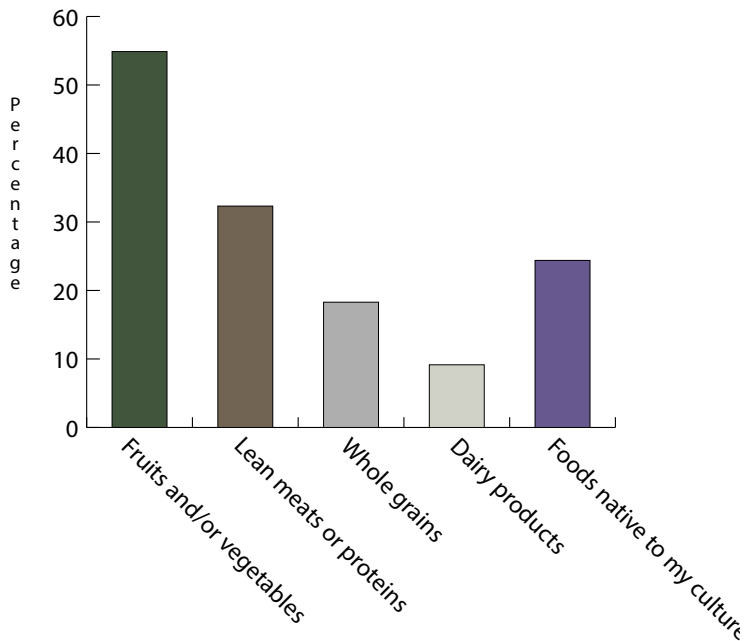
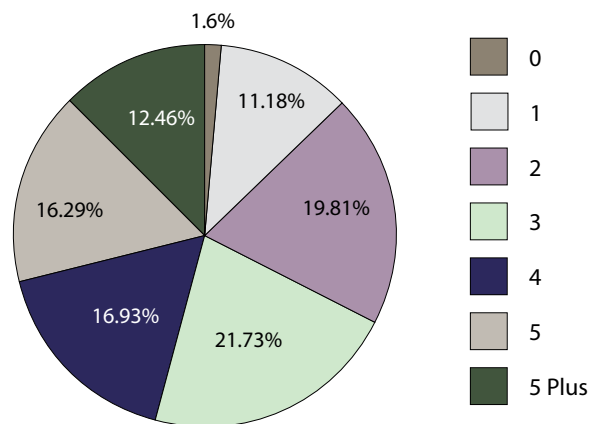


Table 22

RFS-Daily servings of fruits and vegetables



Resident Food Survey responses related to community agriculture:

The survey shows that many residents are interested in growing their own food, if they are not already. The hardest food to find for over 50% of the survey respondents was fruits and vegetables. The survey shows that the majority of the respondents are not eating enough fruits and vegetables every day. Community agriculture allows for inexpensive, convenient access to fresh fruits and vegetables.

Participation in a community garden may have a positive impact on fruit and vegetable intake. A 2008 study on adults (n=766) participating in or living with a participant in a community garden were 3.5 times more likely to consume fruits and vegetables at least five times daily than those who did not.¹⁰

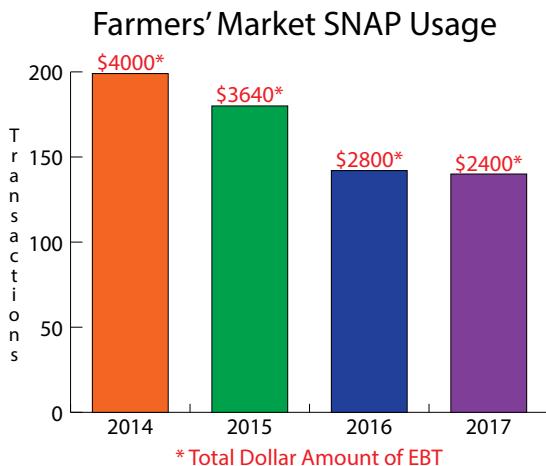
Overview of Available Resources

Salem Farmers Market

The Salem Farmers' Market (SFM) is a tradition that dates back to 1634. By 1930, more than 40 vendors sold goods in collapsible wooden stalls and an estimated 10,000 people visited the market on a single Saturday. In the early 1970s the market ended and the Salem Redevelopment Authority redesigned the square into what we now know as Derby Square. The SFM was resurrected in 2009 at the Derby Square site. There were 25 vendors that year and the SFM has since grown to 35 vendors in 2017. The main reason for the increase is that more rotating vendors come on alternating weeks or for only part of the season. The actual size of the market has grown minimally due to the commitment of the SFM to remain at Derby Square.

The SFM accepts SNAP and began participating in the HIP program for the 2017 season. SNAP participants must go to the Market Manager's booth and receive tokens to use for SNAP purchases. For HIP, it is up to the individual farmers to agree to participate, obtain the free hardware and train their staff to offer it at their stand. HIP would be in addition to, not instead of, the usual SNAP benefit program. The Market Manager will still manage the tokens and reimbursement process for all other SNAP-eligible items, or if a shopper has gone over their monthly limit.

Table 23

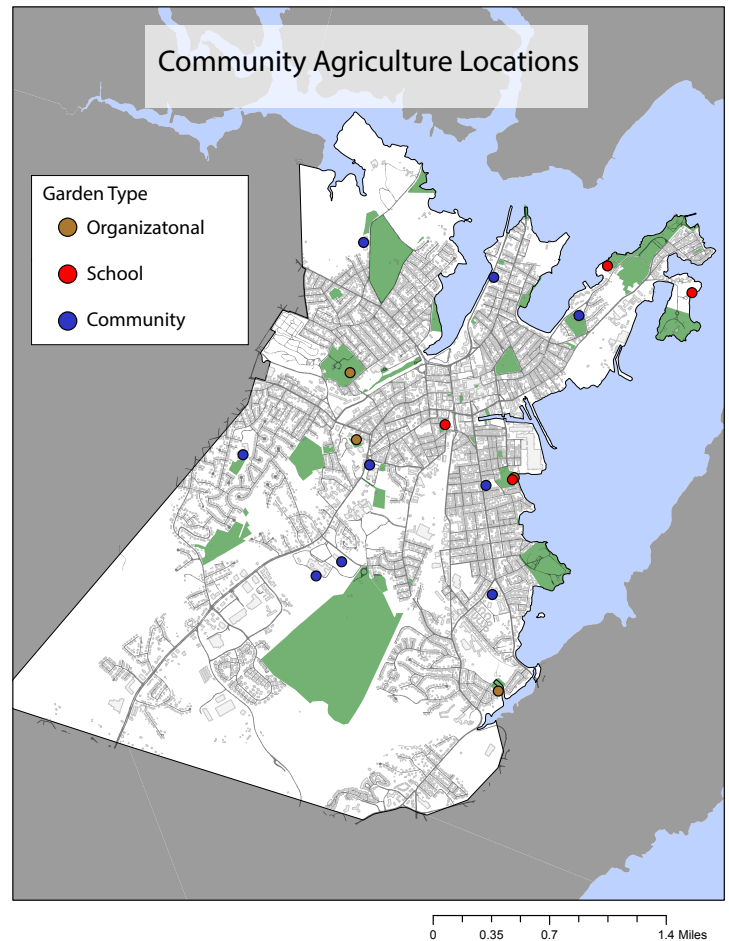


Farm Direct Coop CSA

The Farm Direct Coop (FDC) is a multi-farm cooperative that has been in operation for over 20 years. With nearly 800 members in Marblehead, Melrose and Salem, the FDC works with over 60 farms, dairies and local vendors. The regular season runs for 20 weeks from June through October with an extended season option that includes a November and December share. The annual membership fee is currently \$65 with a variety of share options. A small vegetable share is \$240 per season, and a large vegetable share is \$360.

The philosophy of the FDC is that healthy food should be available to all and not just a privilege of the well-to-do. Financial aid is available to members who qualify. There is also a Community Aid fund that is funded by fellow coop

Figure 3



The SFM had three vendors sign up for the HIP program for the 2017 season: Gibney Gardens, Wally's Vegetables and Long Hill Orchard. The process of actually signing up and receiving the equipment has proven difficult, with three different parties involved in payment processing and equipment approval, and a lot of information and paperwork for the vendor.

There was a decrease in SNAP sales and users in 2016, possibly due to equipment problems. While 2017's sales were slightly less than 2016, the numbers aren't capturing any of the HIP sales. With HIP, the numbers are likely at least on par with 2014 and 2015 if not more.

members to help make local, organic food available to those experiencing financial hardship. Membership fees may be worked off by putting in seven hours at the depot (two hours of requested volunteer time, and five hours for the \$65 fee) helping with delivery of shares, or other volunteer efforts like writing newsletter articles/researching recipes, or contributing to website content.

The FDC accepts SNAP benefits and took part in the HIP program during the 2017 season. On average, the FDC has around 10 to 12 SNAP participants as members, which they expect to increase due to HIP. Recipes are provided in their weekly newsletters and on their blog, but they feel that cooking demonstrations would be more beneficial for their SNAP/HIP users.

CSA Price List - 2017

- Annual Membership - \$65
- Small Vegetable - \$240
- Large Vegetable- \$360
- Small Fruit - \$165
- Large Fruit - \$230
- November Share - \$75
- Cook’s Share - \$90
- Local Cheese share - \$90 - \$140
- December Share - \$85
- Bread Share- \$90
- Egg Share - \$125
- Flower Share - \$100
- Mushroom Share - \$28.50 per Six Week Series
- Home Delivery (June through October) - \$80
- Voluntary - Volunteer Opt Out Fee -\$35

Salem Community Gardens

Salem has a thriving community garden organization. Salem Community Gardens (SCG) operates as a non-profit and maintains four gardens in different Salem neighborhoods: Palmer Cove in the Point neighborhood, Mack Park, Pickman Park and Splaine Park. There are a total of 400 plots available to rent for a fee of \$30 per year. Palmer Cove typically has a waiting list, with the other three gardens operating at close to capacity. Each year about 90% of SCG members are returning gardeners.

The results of the RFS show that only seven percent of respondents participate in a community garden. Of the 93% of non-participants, 60% would be interested in community gardening, with 40% saying they are not very interested or not interested at all.

The SCG require that only organic pesticides are used. Gardeners are encouraged to use organic seeds, though it is not a requirement. Almost all of the garden plots are used for food, though gardeners are also encouraged to include flowers to attract pollinators. Each garden has a compost bin for garden refuse. Black Earth, a local composting company, picks up the composting materials each week for a fee.

Each garden also has several “donation plots” which are maintained by volunteer gardeners. Harvests from these plots are donated weekly to Healing Abuse, Working for Change (HAWC), which is located in Salem. Many gardeners will also donate their crops when they are away on vacation.

The SCG are completely volunteer-run and rely solely on registration fees and member donations to maintain the gardens. While they are self-sustaining, they did receive funding through a recent Community Preservation Act grant that allowed them to purchase fencing and a shed at one of the gardens. The main challenge facing the SCG is late renewals from returning gardeners. Registration begins in January, and if current members do not communicate

Table 24
RFS-Percentage of Community Garden Users

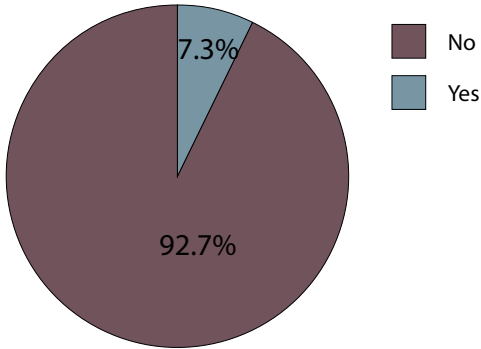
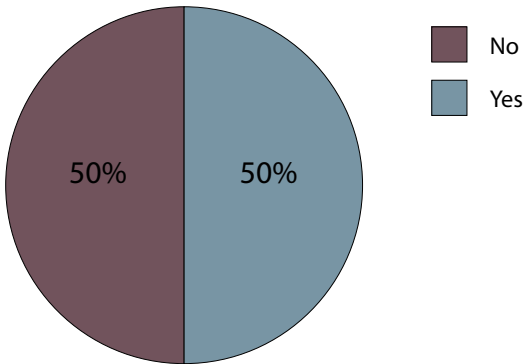


Table 25
RFS-Percentage of Respondants who would want a community garden plot, if they did not already have one.



whether they are returning, their spot may not become available for other potential gardeners.

Theft and vandalism are also concerns at the gardens. It is primarily food that is stolen from garden plots, though recently there has been an increase in the theft of gardening tools.

There are currently no plans to expand the SCG. While they have a committed group of volunteers, the amount of work and funding required to create another community garden is prohibitive.

Salem Y GreenSpace

Salem Y GreenSpace is a public garden run by Salem teens and community volunteers with the support of the Salem YMCA, the City of Salem, and donors. Unlike most community gardens, there is no membership fee and the beds aren't designated to individuals. Teens and volunteers maintain the garden and the produce grown is given away for free to the community at a weekly farmers' market located at the garden. The goal of GreenSpace is to provide a space that brings people together, educates, and helps to foster community.

Located in a former batting cage at Palmer Cove Park in the Point neighborhood, the GreenSpace garden grows produce in raised beds built high enough to be accessible for gardeners of all ages. GreenSpace also composts all of their organic waste that they produce in compost bins located at the garden. The site also has a shed, a meeting room, and a greenhouse, but the space still maintains the feel of its previous life as evidenced by 12-foot fences and home plate!

In 2017, GreenSpace was able to employ eight teens to work in the garden. Additional volunteers included:

- 35 Salem State University volunteers (including students and faculty)
- 50 teen volunteers
- 25 elementary-school volunteers
- 50 adult volunteers

During the 2017 growing season, GreenSpace gave away over 600 bags of produce to the community. These bags included an estimated:

- 150 squash
- 125 eggplant
- 350+ peppers (several varieties)
- 800+ tomatoes
- 1000+ carrots
- 200 beets
- 300 garlic bulbs
- 300+ cucumbers
- 300+ potatoes

Other items grown: fennel, sage, cilantro, chives, garlic, hops, onions, scallions, three varieties of kale, chard, peas, leeks, radishes, four varieties of lettuce, spinach, strawberries, raspberries, peaches and mint

Salem Public School Gardens

Less than half of U.S. children meet the recommended intake of fruits and vegetables outlined by the Dietary Guidelines for Americans. A recent literature review of school gardening programs found that not only do these programs increase children's willingness to try fruits and vegetables, but 10 of the 14 articles reviewed also showed an increase in overall fruit and vegetable intake.¹²

While every Salem public school has a garden, there is no system currently in place for maintenance and there are inconsistencies from school to school. The Food & Nutrition Services department is working towards integrating the school cafeterias and school gardens into the curriculum. Sustainable policy is needed for maintenance during the summer months.

Freight Farm

In the spring of 2016, Salem High School was the recipient of the school district's first Freight Farm: a refurbished freight car housing a fully sustainable hydroponic garden. A gift from the Pabich family of Salem, the farm is equal to one acre of land and uses about 10 gallons of water each week. The Freight Farm is overseen by science teacher Graeme Marcoux, who maintains the farm with a team of students.

Maitland Mountain Farm

Maitland Mountain Farm is the only commercial farm in Salem, sitting on a 2.34 acre lot off of Loring Avenue. Their main product is gourmet pickles, which are sold at restaurants and retailers throughout New England and New York. They also sell other types of produce to local restaurants. In order to maintain processing agreements with produce distributors, Maitland Mountain Farm will need to build a structure on their property that will allow them to process produce on-site.

Community Agriculture Assets:

- School gardens at every school
- Active public garden usage
- Salem Y GreenSpace
- Maitland Mountain Farm
- Salem Farmers' Market
- Farm Direct Coop

Community Agriculture Deficits:

- Lack of gardening education in school curriculum
- Lack of maintenance for school gardens during summer months
- Lack of general education on value of locally grown produce
- Lack of cooking education for locally grown produce
- Lack of volunteers to expand Salem Community Gardens
- Lack of personnel at the SFM to counsel customers on how to use SNAP and HIP at the market
- Prohibitive zoning regulations for agriculture

FOOD ACCESS



What is Food Access?

Consumer choices about food spending and diet are likely to be influenced by the accessibility and affordability of food retailers: travel time to shopping, availability of healthy foods, and food prices. Some people, especially those with low incomes, may face greater barriers in accessing healthy and affordable foods.

This assessment explores how people access food, including stores, pantries and other sources. The location, quality and other aspects of Salem stores are investigated. Various sources were used to collect data to understand how people move in Salem. These sources include Global Information Systems (GIS) data, the US census, and data collected by the Massachusetts Bay Transit Authority (MBTA). Data was also collected from surveys created for this assessment, including the Resident Food Survey (RFS) and Convenience Store Survey (CSS). An effort was made to understand where people shop, how they get there, and if healthy affordable food is available for all people in Salem.

According to the 2010 census, the majority of Salem's residents commute by car (78%), slightly lower than the Massachusetts average (82%). In the RFS, Salem residents stated they are more reliant on cars to get to food sources (81%).⁹ There can be many factors for this reliance on cars. The first is that it is much easier to transport large amounts of groceries in a car than on foot, on a bike or by public transportation. The second factor is that the stores with a larger selection of quality or affordable foods are in areas not easily accessible by pedestrians, cyclists and those using public transportation. A third potential factor is that consumers may stock up on groceries. In order to make less frequent trips to stores, they require cars to transport larger amounts of groceries. This also means that consumers are more reliant on shelf-stable foods, which can often be a less healthy alternative to fresh foods.

Table 26

Mode of Transportation to Work

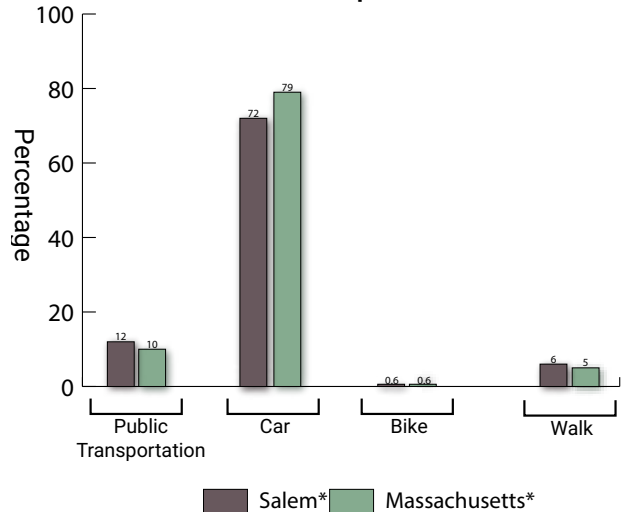


Table 27

RFS-Time to Food Stores

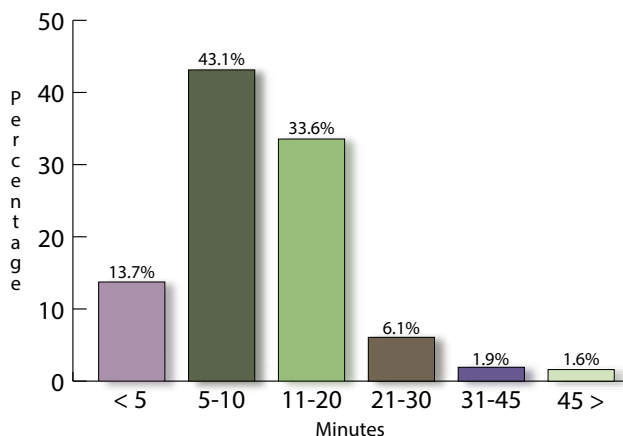
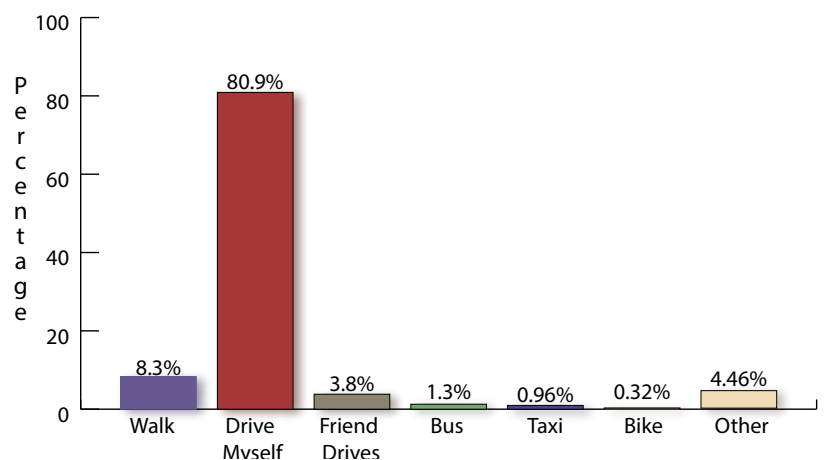


Table 28

RFS-Mode of Transport to Food Stores



Food Stores

To understand the retail food environment, Mass in Motion Salem conducted a detailed survey of each food store in Salem. At the time of writing this assessment, there are 47 food stores in Salem, including Stop & Shop in Peabody. The CSS stores include grocery stores, bodegas, convenience stores, discount and drug stores. The survey looked into several factors. Including:

- Availability and price of produce and staples
- Quality of produce
- Cleanliness of interior and exterior of the store
- Signage (what type, quality of appearance and language)
- Availability of cigarettes and alcohol
- Type of food prominently placed in the front of the store
- Store access (car and bike parking, crosswalks and sidewalks)
- Availability of SNAP, WIC and other discounts

A large focus of this assessment was on store locations, availability, quality and price of essential food items. A total count of fruits and vegetables was taken at each store. Of the 47 stores, 32 had no fruits or vegetables, five had between three and nine, and nine stores had more than 10 fruits and vegetables. A more in-depth analysis was done on stores that had 10 or more fruits and vegetables. Stores were then selected that had the following items: apples, oranges, bananas, eggs, chicken, tuna, canned beans, tomatoes, potatoes, onions, wheat bread, white bread, brown rice, white rice, oatmeal, skim milk, and whole milk.

These items are common staples available at every one of the larger stores. Prices were acquired for all of the above foods, based on the same size and at the lowest non-sale prices. The price of each item was added to create a total. This total was then averaged against the other stores. The chart below compares the costs for each store containing 10 or more fruits and vegetables. Since the analysis focuses on the least expensive available foods, the local stores were kept anonymous. This survey does not differentiate between types of foods (organic, non-organic), rent costs, or costs of goods for the store owner.

Table 29

Salem Stores by Type

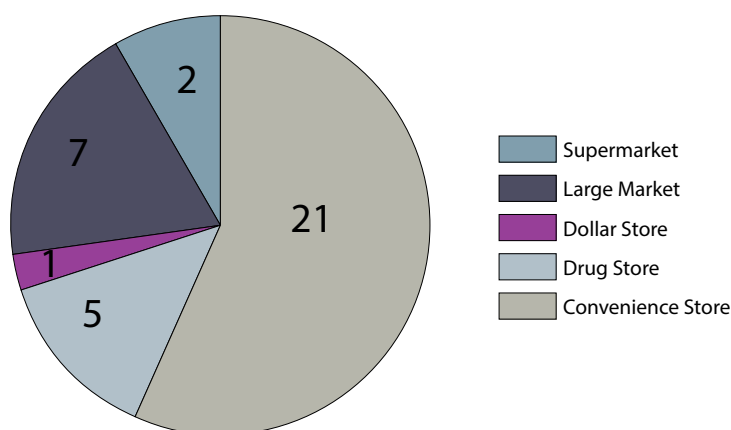


Table 30

CSS Large Store Cost Breakdown

Name	Total Cost of All Selected Foods
Market Basket	10.91
Stop & Shop Peabody	12.15
Shaw's	26.99
Local 1	28.73
Crosby's Marketplace	33.65
Local 2	35.63
Local 3	40.45
Local 4	43.69
Local 5	90.28

The quality of produce was also analyzed at each location. Each store was rated as; very fresh, slightly wilted, nearly spoiled, or visibly spoiled. Please note that these ratings are subjective to the person doing the survey. Of the nine larger stores, none had a rating of visibly spoiled. Five stores were classified as very fresh, two were slightly wilted and two were categorized as nearly spoiled.

Figure 4

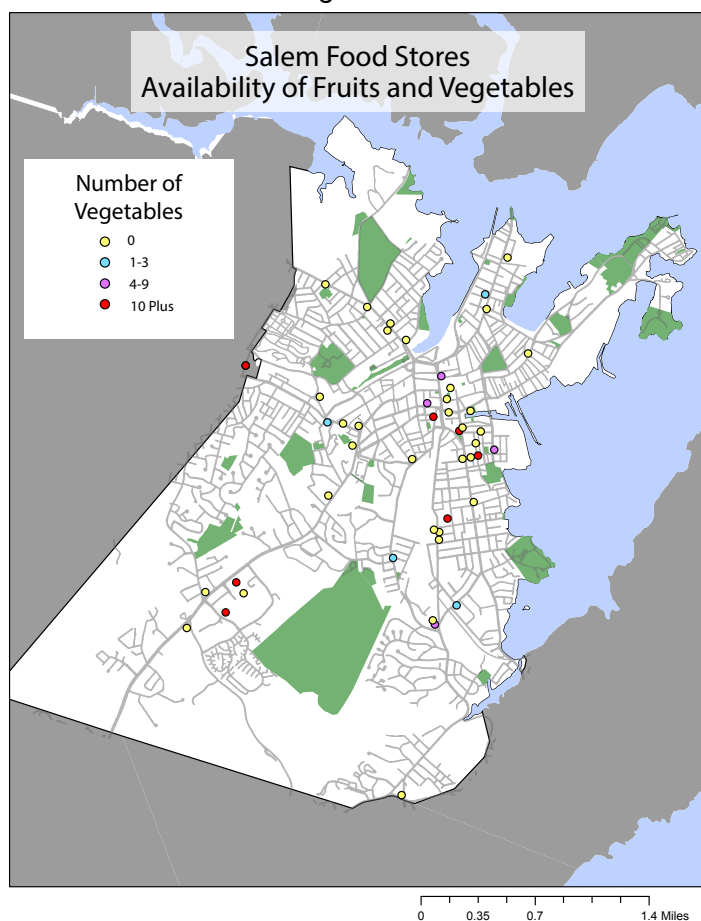
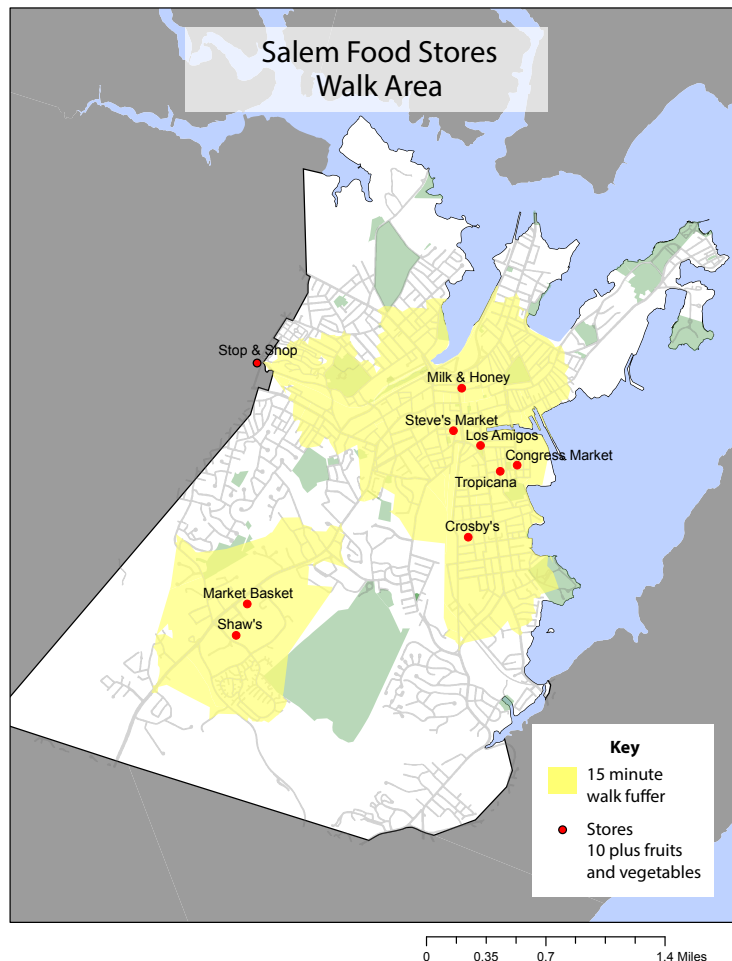


Figure 5



Figure 6



Walkability

To further understand how people get to healthy food options, a walk inquiry occurred. The network analyst tool in ArcGIS software was used to calculate a 15-minute walk buffer from each store that offered 10 or more fruits and vegetables. The network analyst tool uses the centerlines of the streets, as well as paths in public parks, to create an accurate representation of how people walk. It takes into consideration objects that would impede walking, including buildings, water, and rail lines. The walk speed was calculated at the typical average speed of an adult, 3 mph. The buffer from each store was combined to show the total area of Salem within a 15-minute walk of a store offering healthy food options. The total area of the new combined buffer was merged with data from the 2010 census.⁹ Based on this data, 30529 people live within the 15-minute buffer area, making up 68% of the population.

The RFS illustrates a good portrait of where people are doing the majority of their shopping. Three-hundred-and-nine people responded with their store preference. Several responded with multiple stores, bringing the total of stores up to 337. Two of the respondents stated that they get delivery through Peapod. Forty-three percent of the respondents chose Market Basket Salem. Another 40% said that they shop in stores outside of Salem. All of the stores combined in Salem, other than Market Basket, total 14% of the responses

Table 31

RFS Store Location Responses

Salem							
Market Basket Salem	Steve's Quality Market	Crosby's Market	Shaw's	Tropicana Market			
146	15	16	22	1			
			Total in Salem	200			
Outside Salem							
Stop & Shop Peabody	Market Basket Danvers	Whole Foods Swampscott	Stop & Shop Beverly	Trader Joe's Peabody	Stop & Shop Swampscott	Other	
27	40	25	9	15	16	3	
					Total outside Salem	135	
Delivery							
Peapod (delivery)							
2							

Three stores emerged as the primary destinations for Salem residents, Market Basket Salem, Shaw’s and Stop & Shop Peabody. This does not include stores that are outside a 15-minute walk from Salem. This eliminates both Market Basket Danvers and Whole Foods Swampscott, which are the second and fourth most visited stores, respectively. Understanding where the majority of Salem residents shop, another 15-minute walk time buffer was created for Market Basket, Shaw’s and Stop & Shop. Nine thousand one hundred and one people are within walking distance of these stores, 20% of the total population.²

The buffer area of the three most used stores in Salem is located in some of the least-populated areas in the city. The area contains a population density of four people to the acre. The average for the city of Salem is slightly above seven people per acre. The 15-minute walk area covered by the other six large stores constitutes about 15.4 people to an acre of land. This data shows that the stores with the most affordable costs, largest selection, and most consistent quality are largely only accessible by car or public transportation.



68% of Salem residents live within a 15-minute walk of a store that carries 10 or more fruits and vegetables.

20% of Salem residents live within a 15-minute walk of the 3 most visited and least expensive grocery stores.



Table 32



Transit Options

Public Transportation

The majority of the food stores in Salem are located within a short walk from a MBTA bus station. However, the buses are often difficult to access because of large gaps in service and availability. The MBTA offers commuter rail service from Salem to Boston, as well as five bus lines within Salem. The commuter rail is a relatively quick and easy way for people to commute from Salem to Boston, but it does not make any stops in Salem, other than Salem station. The bus lines in Salem largely run in a North/South direction along major corridors, excluding large portions of the city. All of the bus lines, the 450, 451, 455, 459, and 465—run to and from Salem station.

The table below shows a breakdown of the buses in Salem with the average time between buses and total time to major locations, including Market Basket and Boston. The most frequent and busiest bus is the 455, which runs on an average of 40 minutes between buses during the week. The number fluctuates during peak hours, coming every 20 minutes. The 455 stops near both Market Basket and Shaw’s. On average, it takes about nine minutes on the 455 to go from Salem station to Market Basket. The second busiest line is the 450, which goes to Haymarket in Boston, and stops near Market Basket and Shaw’s. The weekday average is 48 minutes between buses, and jumps up to 67 minutes on weekends. The 459 bus stops near several options for healthy food. However, it runs very infrequently and does not run on the weekends. The 465 bus will drop riders near Stop & Shop in Peabody. This line is also very inconsistent and does not run very often, with a weekday average wait between buses of an hour, and two hours on the weekend. The 465 does not stop near Stop & Shop after 4:44 pm during the week. Although there are public transportation options, they can be extremely time consuming and difficult to rely on for food shopping.

Figure 7

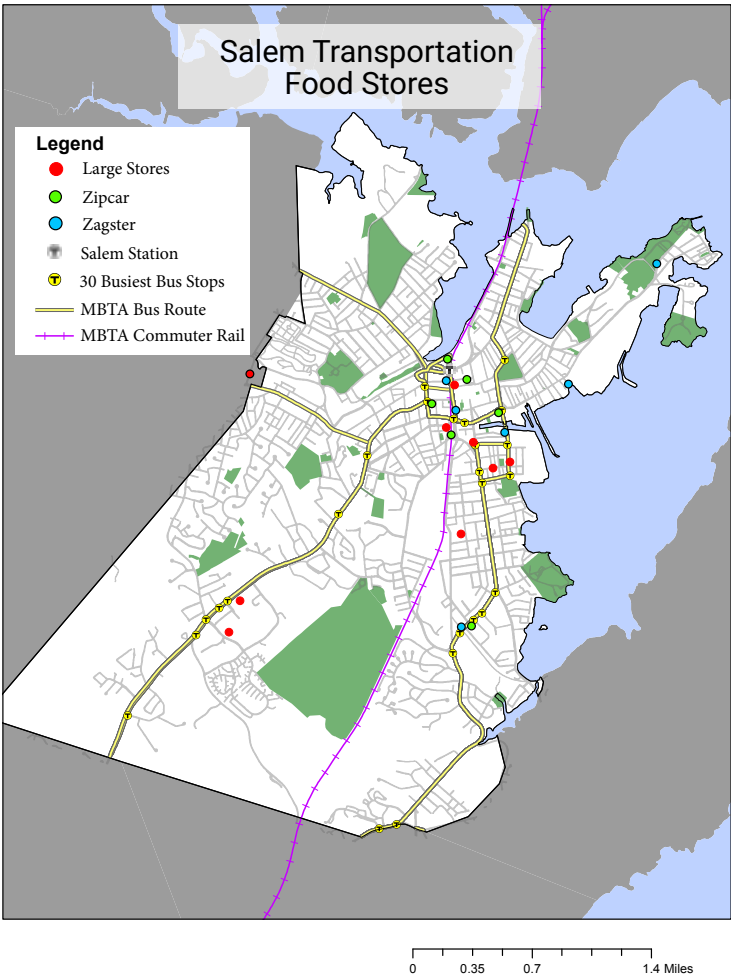


Table 33

Total Buses					
Bus Line	Week Day In	Week Day Out			
450	24	21			
451	7	8			
455	22	18			
459	11	12			
465	13	12			

Total Buses					
Bus Line	Saturday In	Saturday Out	Sunday In	Sunday Out	
450	17	15	16	16	
451	0	0	0	0	
455	30	27	18	15	
459	0	0	0	0	
465	6	6	0	0	

Wait times (minutes)		Avg to...	Avg to...	Avg to...
Week Day	Weekend			
Bus Line	Average	Average		
450	47.5	64 Haymarket/ 57	wonderland/ 39	Market Basket/9
451	134 No Weekend	Cummings/42		
455	52	43 Wonderland/57		
459	61 No Weekend	Airport/71		
465	62 120 (no Sunday)	Liberty Tree Mall/36		

450- Salem Station(To = out)-Haymarket(To = IN) (WD)/ Wonderland (WE)
 451- Salem Station(To=IN)- Cummings Center (to = out)
 455- Salem Station(to = out) - Wonderland (to = in)
 459- Salem Station (to=out) - Airport (to= in)
 465- Salem Station (to in) - Danvers Sq (via Peabody Sq and Malls)

Zagster and Zipcar

Salem has a bike share (Zagster) and a car share (Zipcar) available. Zagster started in Salem in 2017 and provides an inexpensive alternative for people who do not own a car. At the time of writing this assessment there are six Zagster locations with 30 bikes. There are plans to increase the total amount of locations to up to 20 in the next few years. Each bike has a basket on the front, allowing for small trips to the grocery store. These bikes are currently situated mostly downtown. However, the current infrastructure makes it very difficult to bike to larger, less expensive stores.

Zipcar is another inexpensive alternative for those who do not own cars. The cars can be rented hourly at a cost of between \$8.99 and \$12.99 per hour, including gas and insurance. As of 2017, there are six Zipcar locations in Salem.

While both Zagster and Zipcar can be convenient options for people who do not own cars, they may not be affordable for all residents. Also, the car and bike locations are mostly downtown, making access difficult for a large part of the population.

Accessibility

In the CSS, an investigation was done on each store related to access. The survey focused on sidewalks, crosswalks, and parking. A more in-depth investigation needs to be done around each store to make sure that they adhere to Americans with Disabilities Act (ADA) standards.

Sidewalks and Crosswalks

The CSS survey asked for the location of sidewalks and crosswalks around each store. Sidewalks were selected from three categories: well-maintained sidewalks leading up to the store; sidewalks around the store, but not leading up to the store; and no sidewalks around the store. The majority of the stores (25) had well-maintained sidewalks, while three stores had no sidewalk near the store.

Table 34
Salem Stores
Condition of Sidewalks

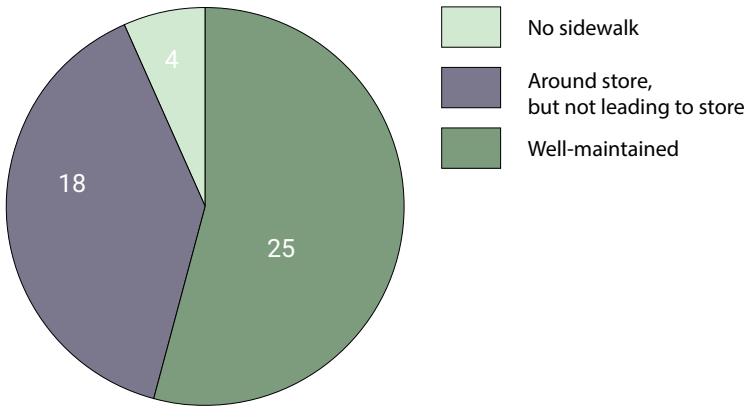
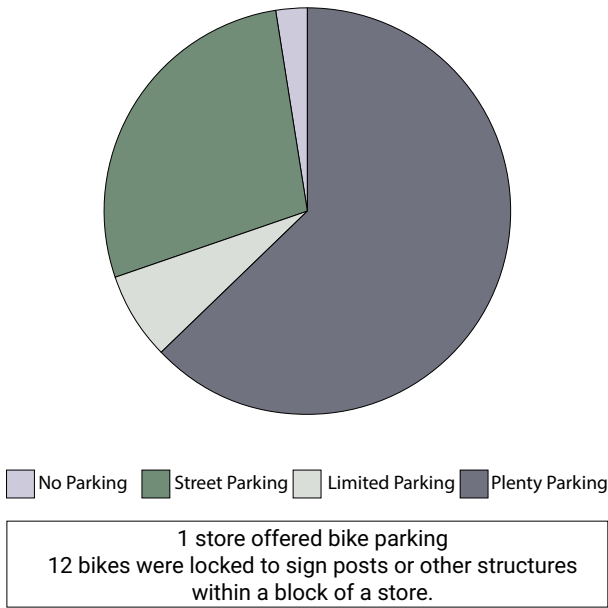


Table 35
Salem Stores
Parking Availability



Parking

Parking around stores was evaluated for both cars and bikes. Car parking were split into four categories: plenty of parking, limited parking available (most spots in use), street parking and no parking. The majority of stores had plenty of parking. Eleven of the stores relied on street parking. The majority of these stores did have available parking within a block of the store. Two stores had no parking at all.

The survey looked at two criteria for bikes: availability of bike parking, and whether bikes were locked to objects other than a bike rack. Only two of the stores, Walgreens and the seasonal farmers'd market, had bike racks available. However, 10 of the 47 stores had a bike locked to a sign near the store.

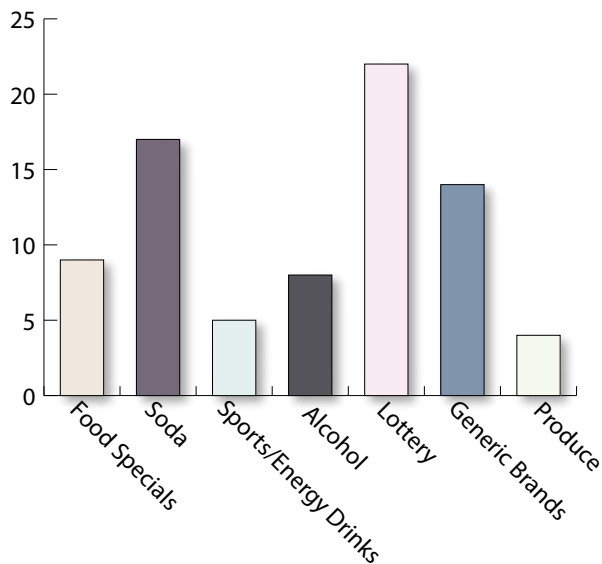
Signage and Advertising

Food choices are often guided by cost, proximity, and prevalence of foods. Companies will invest large sums of money and effort on product placement and advertising. In the CSS, each store was analyzed to better understand what is prioritized in advertisements and where products are placed. Three areas were focused on, including: exterior signage, products available upon entrance of the store, and signs indicating the acceptance of public assistance or discounts. Aesthetics of stores can also play a large role in who chooses to shop in a store.

Exterior Advertising

Of the 47 stores in Salem, 40 have some sort of exterior advertising. The stores were rated in four categories: updated, clear and visible signage; older but visible signage; small, not very visible signage; and no visible signage. The majority of the stores had updated and clear signs. However, there were several stores that were cluttered with old, worn-out advertisements, as well as dirty or ripped awnings. None of the stores had small, not visible signage.

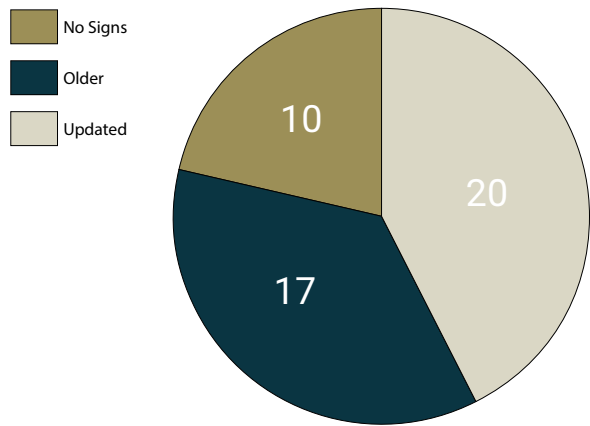
Table 36
Salem Stores
Outdoor Signage



Based on 37 stores with store front signage
All 37 with signs in English,
4 with both Spanish and English

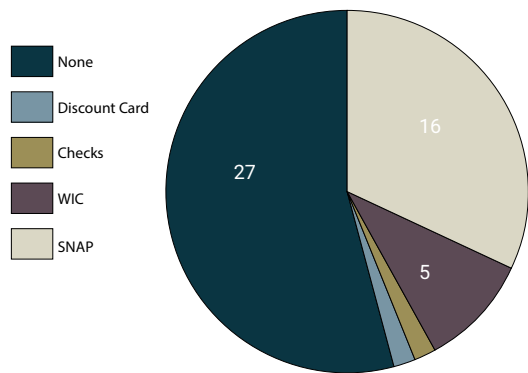
The survey also evaluated the availability of signs for use of public assistance, like SNAP and WIC, as well as senior discounts, checks, coupons and store discount cards. The majority of stores did not advertise any of these items. Sixteen stores advertised accepting SNAP on the exterior of the store. To put that number into context, every one of the 47 stores accepts SNAP. Five stores advertised WIC, out of the nine stores that accept WIC. No stores advertised senior discounts or acceptance of coupons.

Table 37
Salem Stores
Outdoor Sign Appearance



The signs were put into seven categories: food specials or sales, soda, sports or energy drinks, beer or alcohol, lottery, generic brands and fresh produce. The largest product advertised was lottery, followed by soda. Lottery signs were found in 22 stores. Produce was the least advertised, with only four stores. Eight stores advertised beer or alcohol, equaling the total amount of food stores that sell alcohol in Salem. All of the stores with signs advertised in English. Four stores had both English and Spanish advertisements.

Table 38
Salem Stores
Public Assistance and Discount Signage



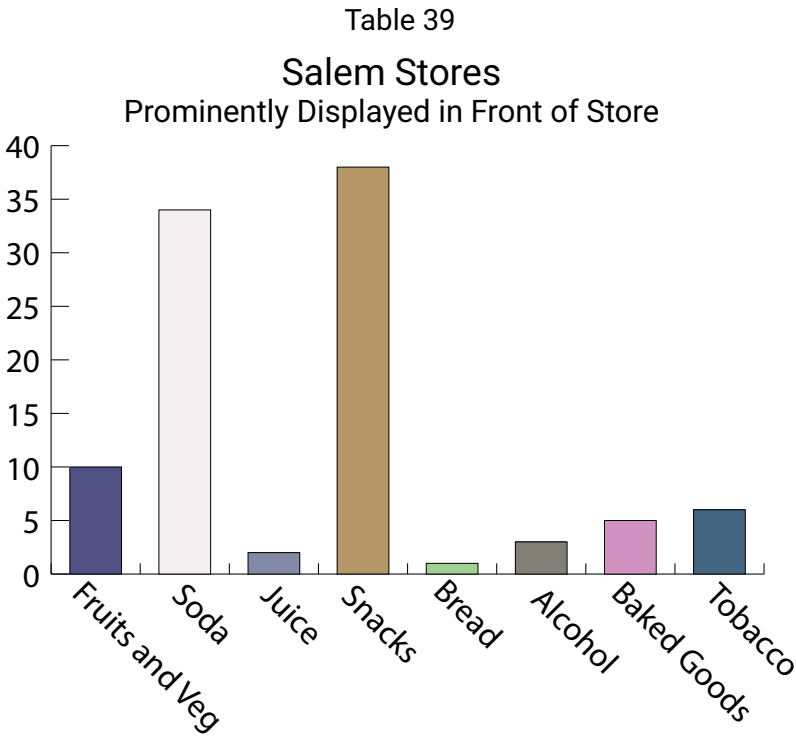
0 Stores had signs showing senior discounts or coupon offers.

Product Placement

The next area analyzed on the CSS was the most prominent foods available at the entrance of the store. Large companies have flooded the food market with money and advertisements. Unfortunately, many of those companies offer products that are processed and full of sugar and salt. Many stores survive on paper-thin margins. This requires stores to focus on products that have a history of positive sales.

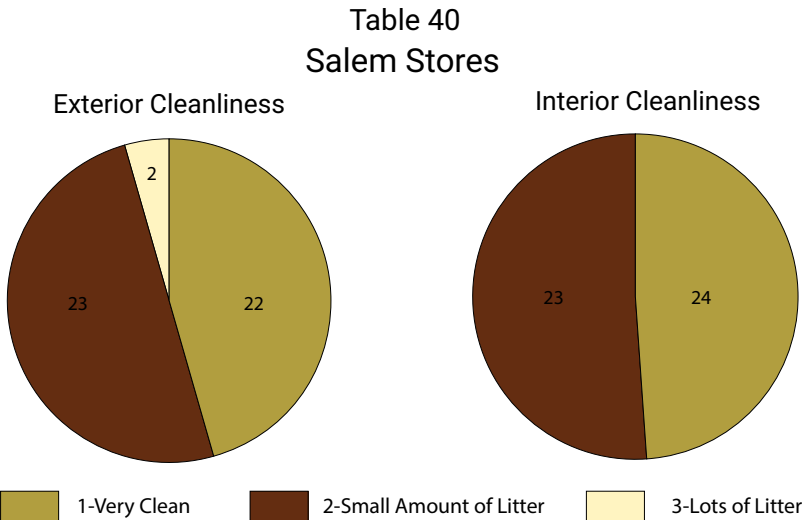
Companies such as Coca-Cola, Pepsi and Frito Lay send salesmen whose primary goal is establishing first position of their product in the front of the store. These large companies often offer money or discounts in exchange for prime product placement. Large companies’ control over product placement is clearly evident in Salem’s stores. Store owners also rely on the larger companies to provide equipment, such as refrigeration, racks and promotional material. Produce distributors do not have the same presence in these stores.

The CSS investigated the prominent foods at the front of each store. The survey focused on the following items: fruits and vegetables, soda and sports drinks, juice, snacks (chips and candy), baked goods, bread, alcohol and tobacco. The overwhelming majority of stores had soda and unhealthy snacks as the most prominently placed food options. Most of the bodegas that offered fruits and vegetables did have it displayed at the front of the store, next to unhealthy options. Both Shaw’s and Stop & Shop have doors opening into the produce section. However, each has a large area at the front of the store for promotional and sale items. These are usually dominated by unhealthy options. Market Basket’s produce section is in the opposite corner of the store from one of the entrances.



Appearance

Each store was rated in both exterior and interior cleanliness. The stores were rated between 1 and 3, with 1 being very clean and 3 representing lots of trash and debris. These ratings are based on the survey respondents’ initial view of each store. Two out of the 47 stores had lots of litter and debris outside of the store. However, zero of the stores were rated 3 for the interior cleanliness. The majority of the stores were rated as very clean for both the exterior and interior.

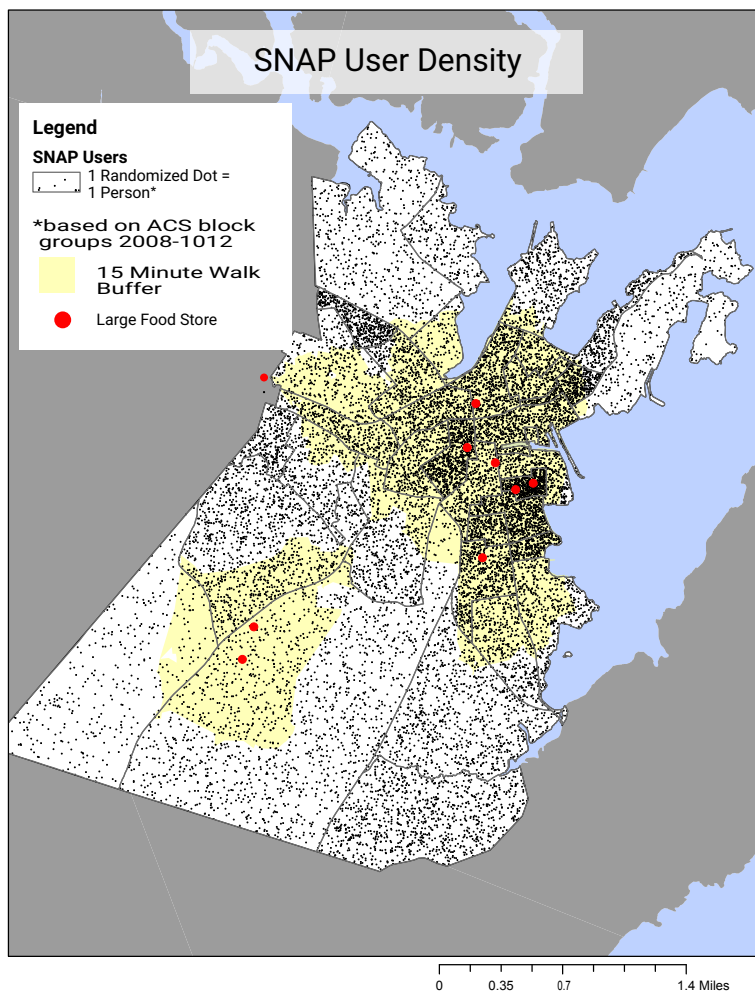


SNAP

In 2015, the USDA conducted a survey called the National Household Food Acquisition and Purchase Survey (FoodAPS). The survey collected information from 4,826 households to understand food purchases and acquisitions. The survey collected data from a wide variety of economic classes. According to the FoodAPS, 88% of Americans surveyed drive their own car to the grocery store. However, the number drops to 68% of households receiving SNAP benefits. Nineteen percent of SNAP recipients said that their primary means of transportation to stores is catching a ride with someone else. Alternatively, 95% of people who are not eligible to receive SNAP benefits (above the threshold) drive to grocery stores in their own cars. The FoodAPS survey found that the average person would drive 3.79 miles to their store of choice. On average, the closest store to survey participants is 2.14 miles away.¹⁰

In 2015, the US census showed that there were 3,194 total households that used SNAP benefits within the past 12 months within Salem. Of the 3,194 households, 2,833 (89%) are within a 15-minute walk of a store that carries 10 or more fruits and vegetables. When looking at the largest, least expensive stores, the number of SNAP households within a 15-minute walk drops to 1,147 (36%).⁹

Figure 8



89% of SNAP users in Salem live within a **15 minute walk** of a store that carries 10 or more fruits and vegetables.

36% of SNAP users in Salem live within a **15 minute walk** of the 3 most visited and least expensive grocery stores.



Emergency Food

Salem has four food pantries within the city limits, two more pantries at Salem State University and Salem High School as well as one mobile pantry. Haven from Hunger is located in Peabody, but is frequently used by Salem residents.

A 15-minute walk analysis was done on each of the locations within Salem. The area covered within a 15 minute walk of emergency food locations includes an estimate of 36,189 people, 85% of Salem's population.² The majority of low-income residents are located within a 15-minute walk of a pantry. However, the area near Salem State University has a substantial low-income population that does not have access to a pantry within a reasonable walking distance. The university does offer a pantry for students, but it cannot support local residents as well.

Figure 9

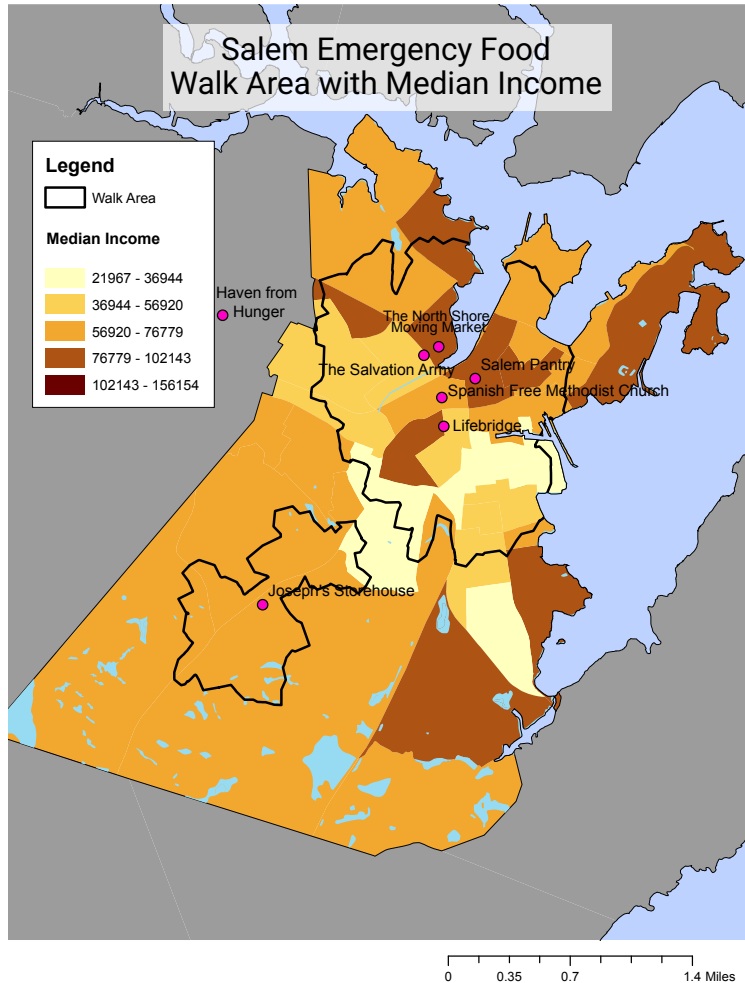
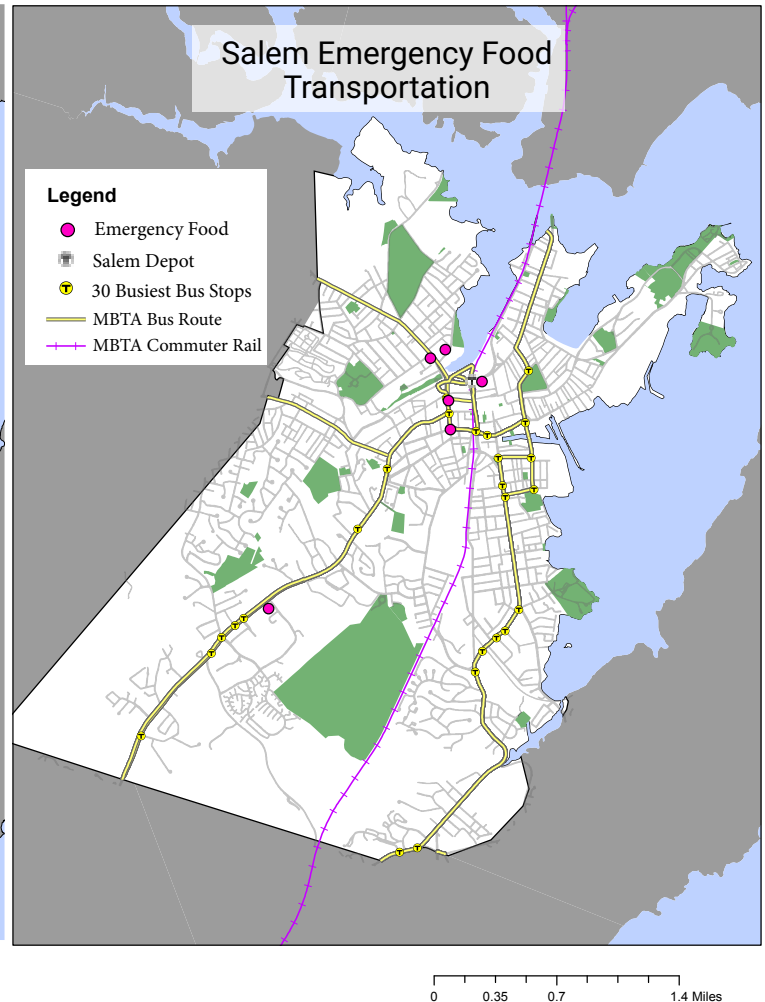


Figure 10



Shuttles

There are several options for free shuttles, including the NSMC shuttle bus, Salem State University's Viking Shuttle, Shetland Park and the Salem Trolley. The Salem Trolley is largely for tourists, but they do offer free rides for Salem residents. None of these shuttles go to food stores.

The City of Salem is currently doing a study to see if a city-wide shuttle is feasible. The feasibility study was funded by a grant awarded to the Council on Aging.

Council on Aging

The Council on Aging (COA) offers free shuttles for Salem residents over 60 years old. The shuttle is a call service that does not run on a fixed route or schedule. However, the shuttle does make daily stops at various food stores in Salem. See the schedule below.

Table 41
Council on Aging Shuttle - Food Stores

	July 1	August	September	October	November	Average per Month
Walmart	18	21	19	12	11	16.2
Trader Joe's	4	0	10	0	5	3.8
Steves	5	11	6	6	1	5.8
Market Basket	107	83	69	74	87	84
Crosby's	40	42	34	35	37	37.6
Shaw's	22	23	14	12	11	16.4

The COA vans accounted for 16,553 rides last year. 3,639 of the rides were to stores, including food shopping. The vans moved 317 seniors in 2017. The chart below shows the total trips to food stores between July 2017 and November 2017. The store most visited by COA vans was Market Basket at around 80 trips a month.

The shuttle made very few stops at emergency food locations. Over the six months, they made three stops, one at Lifebridge and two at the Salvation Army.

The COA has had a hard time maintaining the fleet of vans. At time of writing, they have four vans that are old and in constant need of repairs. Another issue related to food stores: riders are only allowed two bags of groceries in the van due to lack of space.

Table 42
Council on Aging- Food Store Schedule

Monday	Tuesday	Wednesday	Thursday	Friday
Market Basket	Crosby's Market	Market Basket	Walmart	Market Basket
Pickup: 10:30 am		Pickup: 10:30 am	Pickup: 10:30 am	Pickup: 10:30 am
Drop Off: 12:30 pm		Drop Off: 12:30 pm	Drop Off: 12:30 pm	Drop Off: 12:30 pm

Meals on Wheels

North Shore Elder Services in Danvers, Massachusetts operates the local Meals on Wheels program that serves five communities: Danvers, Middleton, Marblehead, Peabody and Salem. The program delivers meals once per day Monday through Friday. An average of 2,200 hot lunches are delivered daily across all five communities, with an average of 190 participants also receiving cold suppers with their lunches. The meals are preselected and conform to nutritional guidelines. North Shore Elder Services has a nutritionist on staff and special diets, such as lactose-free and low-sodium, are available. Participants must be 60 years or older and housebound to be eligible for Meals on Wheels. There are no income restrictions. Meals on Wheels is both state and federally funded.

Highland Avenue

The RFS illustrates that Market Basket on Highland Avenue is the busiest food store in Salem. Market Basket is located in the Hawthorne Square shopping area along with Target and Shaw's. To better understand how people access these stores, a site and circulation analysis was conducted.

Highland Avenue, or State road 107, is essentially a four-lane highway leading from downtown Salem past Hawthorne Square into Lynn. The road is a primary access point for commuters going from Salem south to Boston. The road has a speed limit of 35 mph, but traffic tends to move at a higher speed. Highland Avenue is also the home of several other important destinations: Salem High School, Collins Middle School and North Shore Medical Center (NSMC). There is currently no bike infrastructure along Highland Avenue. Very few bikers use the road because of high-speed cars and little room on the side. The Hawthorne area also sits at one of the highest elevations in Salem. Although the incline is not extremely steep, it may scare some bikers away.

Figure 11



Pedestrian infrastructure is spotty throughout the Highland Avenue corridor, as is illustrated in the images below. There is little pedestrian connection between various businesses. The road was clearly designed for cars with little thought to pedestrians.

Highland Avenue is largely zoned for industrial and business use. There is very little housing directly on this route. However, neighborhoods, public housing and apartment complexes all surround the road.

The MBTA has several bus stops around Hawthorne Square. Two of the stops include benches within a waiting shed. However, the stop closest to Market Basket does not have shelter or seating. The stop is also not easily accessible for people with disabilities.

Two bus lines run down Highland Avenue, the 450 and 455. These lines are the two busiest in Salem. It takes about nine minutes to get from the Salem station to Market Basket. However, the buses run approximately every 50 minutes, making it difficult to shop in a timely manner.

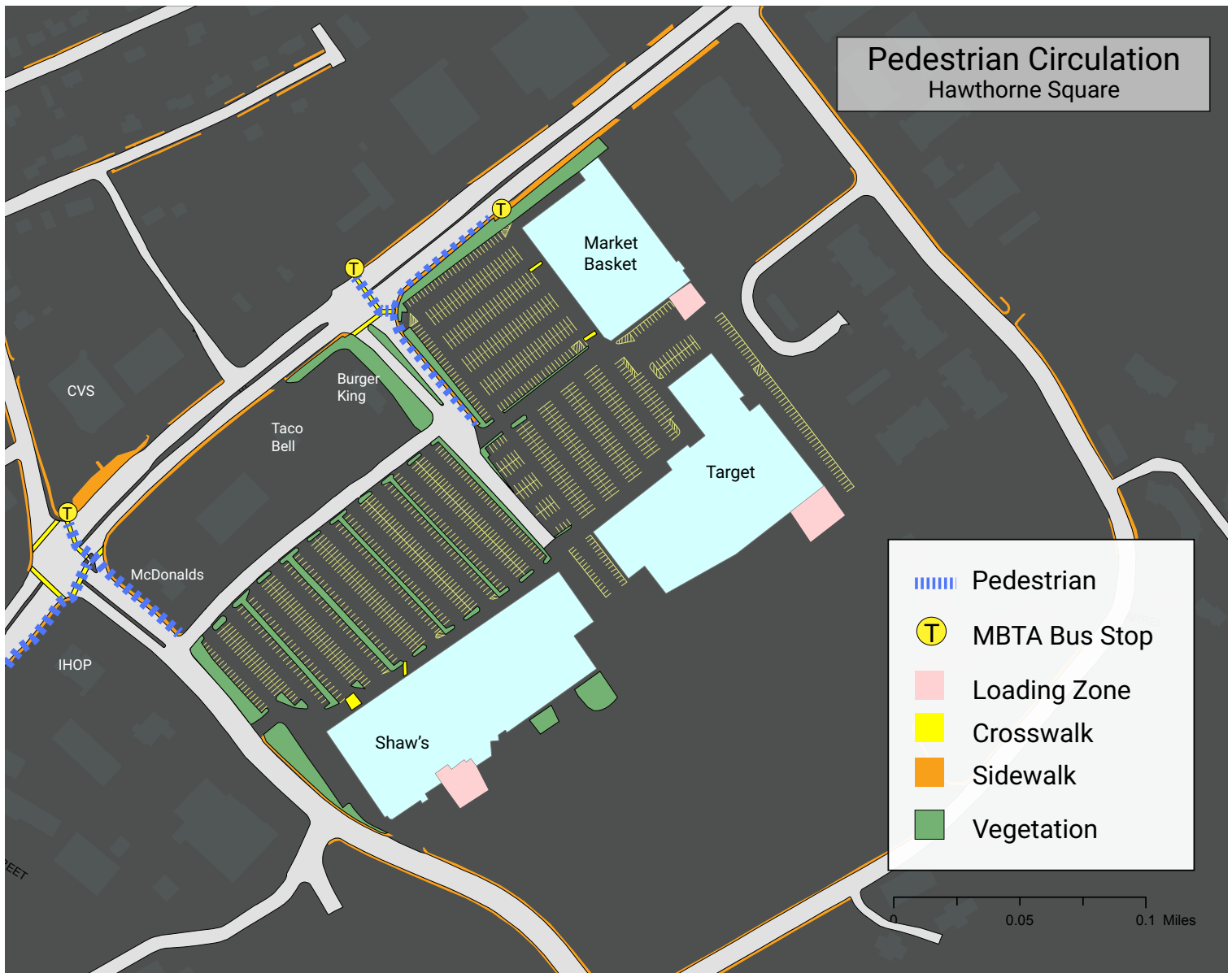
Figure 12



Figure 13



Figure 14



Hawthorne Square

Getting to Hawthorne square is difficult for all modes of transportation. A circulation study was done to better understand how people move through the parking lots and roads within a half mile of the stores. The analysis looked at car and pedestrian circulation, sidewalks and crosswalks, loading zones and nodes of congestion.

Pedestrian Circulation

The pedestrian study begins on Highland Avenue. Getting into Hawthorne Square is difficult for pedestrians coming from either direction on Highland Avenue. Accessible sidewalks are available on Highland Avenue within the half mile area studied. However, the sidewalks are broken up by large driveways, which can be very dangerous to cross. The sidewalks just outside the area of study either do not exist or are not ADA accessible. This is true in either direction of the shopping plaza. This can be seen in the image on the previous page. Crosswalks are available at each major intersection leading into the plaza (Highland/Traders Way and Highland/First Ave). At the time of this assessment, the paint is faint and in the need of a touch up.

Once a pedestrian enters the plaza, from either intersection, the sidewalks are only available on one side of the street. The sidewalks end at the first turn off into the parking lots. From the sidewalk, pedestrians are forced to walk among cars to get to each of the stores. Each store does have sidewalks directly in front, but they are disconnected from any other sidewalks.

Figure 15



Figure 16



Figure 17



The parking lot near Shaws has vegetated strips that offer a protected area for pedestrians to walk. However, the vegetated areas do not offer a way for people with wheel chairs or shopping carts to safely move through the lot. The vegetated strips play an important ecological role. They add some beauty, but more importantly they help to control stormwater. This is important for many reasons, including slowing toxic substances from flowing from the street to various water sources. In the case of accessibility, the vegetated strips can help reduce water from pooling on the surface of the road. This leads to safer streets for cars and a much more pleasant walking environment for pedestrians.

Figure 18



Vehicular Circulation

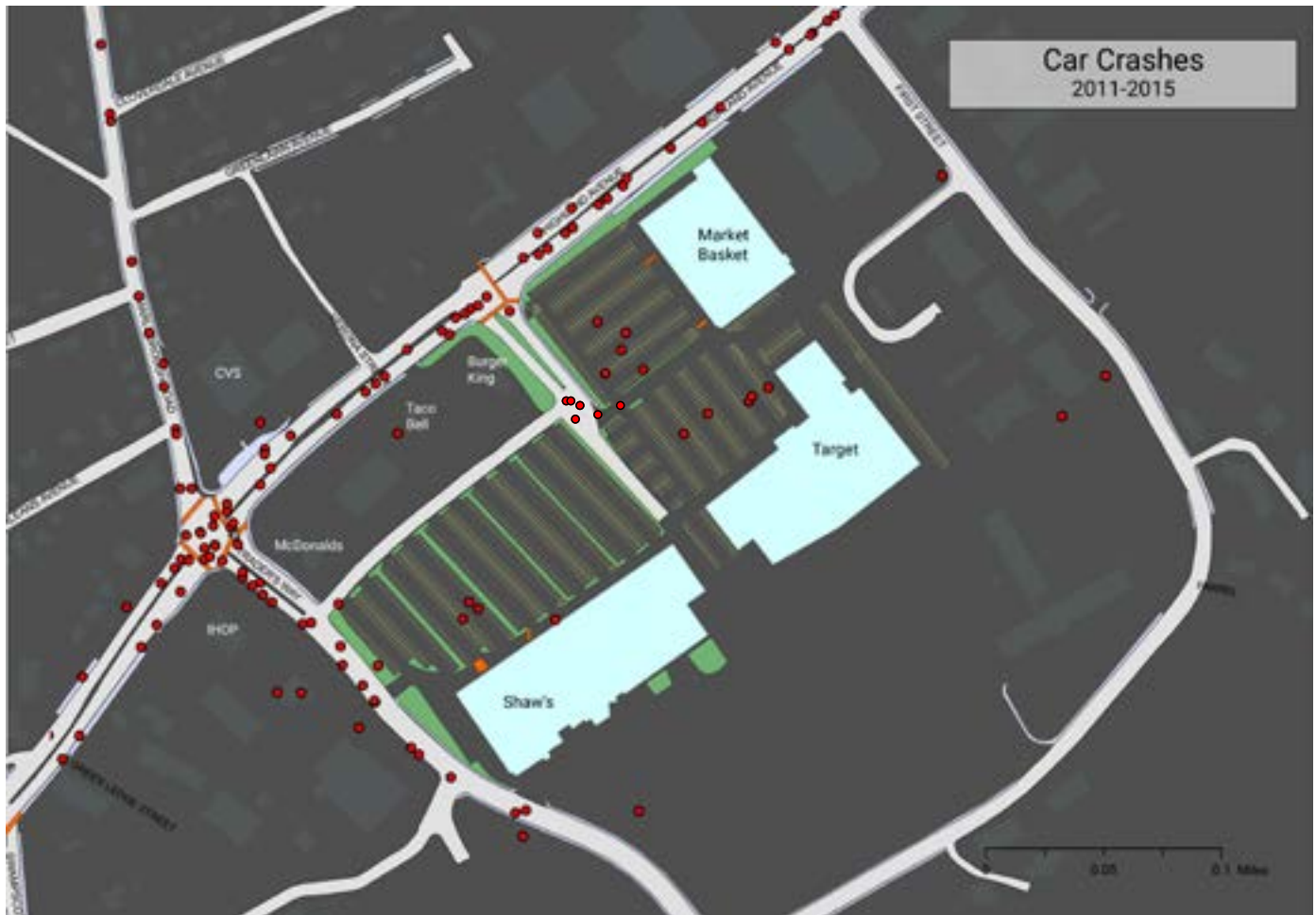
Cars dominate the area surrounding Hawthorne Plaza. Traffic flows from both directions, either coming North from Lynn or south from downtown Salem. Both the intersection of Traders way/Highland Avenue and First St./Highland Avenue are the primary means of access to the stores in Hawthorne Plaza. Traders Way also allows access to several other stores, including a PetSmart and a Home Depot.

The map below shows the various primary nodes where congestion occurs from turning cars and entrances. The diagrams on the following page illustrates the car crashes that occur in the area between 2011-2015. In those four years, there were over 90 crashes within a half mile of Hawthorne Square. A large number of these crashes occurred within the nodes presented here.

The parking lots allow cars to move in both directions throughout. The parking is very rarely (if ever) full. A more in depth study may need to occur to better understand the parking patterns. This may allow for a redistribution of space to include for safety measures for pedestrians.

Delivery vehicles use both First Street and Traders Way. Deliveries for Market Basket are received on the side of the building, forcing trucks to drive through the parking lots. Deliveries for Target, Shaws, and other adjacent stores are received behind the building. Trucks will usually enter the shopping area on Traders Way and drive behind the building avoiding the parking lot.

Figure 19



Site Analysis Conclusion

The area leading up to and inside Hawthorne Square is dominated by the automobile. Understanding how to improve the pedestrian experience is extremely important for several reasons. First, it allows safe access to people who do not have a car. Increasing pedestrian use of Hawthorne Square decreases congestion and vehicular crashes. It also allows easier access for people who require the use of a car to shop. This includes people with disabilities and the aging. There are some potential changes that could help access for all people in Hawthorne Square. A more detailed traffic study could be done to better understand various areas of congestion within the parking lot. Parking spots can be eliminated to redistribute the space to include more pedestrian infrastructure. The vegetated strips could include proper sidewalks to allow safe access to cars. The mbta bus stations can be upgraded to include benches and shelters. All these proposed changes are not meant to stop people from driving to the store. These are meant to allow access to people that need it, as well as making driving safer and more efficient.

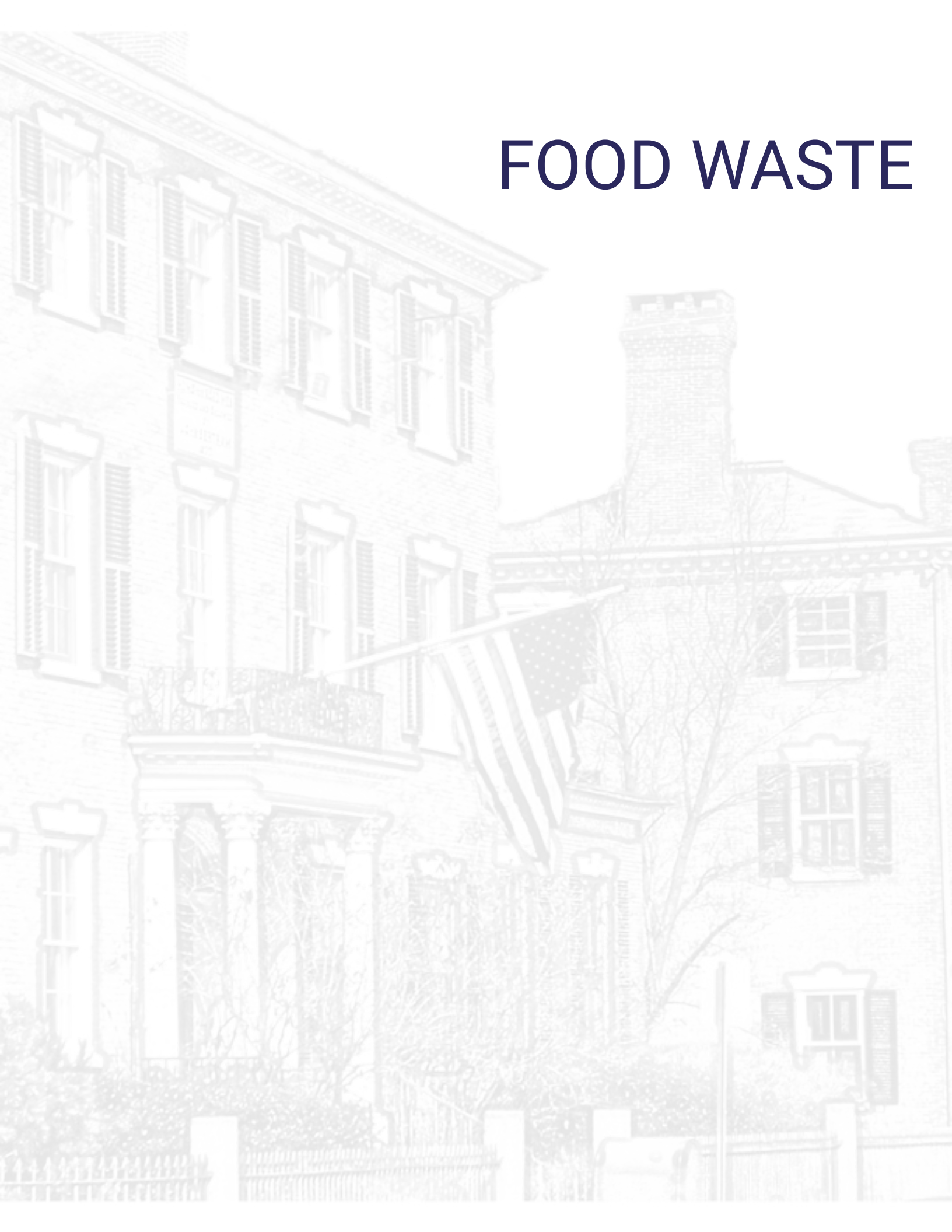
Food Access Assets:

- The majority of Salem residents (68%) are within walking distance to stores with a variety of fresh fruits and vegetables.
- The majority of SNAP users (89%) are within walking distance to stores with a variety of fresh fruits and vegetables.
- MBTA bus allows access to various food stores.
- Council on Aging vans gave 3639 free rides to stores in 2017.

Food Access Deficits:

- Stores with the least expensive, highest quality produce are outside large density areas and are difficult to access on foot or bike.
- Difficult access to major stores on the MBTA buses because of large gaps in service.
- Little to no bike parking at stores.
- Unhealthy food options are prominent in the front of most stores.
- Advertising skews heavily towards unhealthy foods.

FOOD WASTE



What is Food Waste and Where Does it Come From?

“Wasted, surplus or excess food” refers to edible food that is lost or sent for disposal. It may include unsold food from retail stores, untouched prepared food or food scraps from restaurants, grocery stores, cafeterias or industrial processing. The term “food waste” is commonly used to describe food unfit for human consumption that is sent for disposal. Food waste may be used to feed animals, composted, or sent to an anaerobic digester. According to the Massachusetts Department of Environmental Protection, food waste and other compostable material make up an estimated 25% of all waste.¹³ The 2015 Massachusetts Local Food Action Plan calls for food waste reduction as one of its primary goals.

Why is it Important to Reduce Food Waste?

Reducing food waste is good for the economy, the environment and for communities in general. In 2014 alone, more than 38 million tons of food waste was generated, with only 5.1% diverted from landfills and incinerators for composting.¹⁴ The EPA estimates that more food reaches landfills and incinerators than any other single material in our everyday trash, constituting 21.6% of discarded municipal solid waste. Additionally, the U.S. Department of Agriculture (USDA) estimates that in 2010, 31% or 133 billion pounds of the 430 billion pounds of food produced was not available for human consumption at the retail and consumer levels (i.e., one-third of the food available was not eaten).¹⁴

Community Benefits of Reducing Food Waste

Adapted from: <https://www.epa.gov/sustainable-management-food/sustainable-management-food-basics#what>

Saving Money

- Pay Less for Trash Pickup – Organizations might pay less for trash pickup by keeping wasted food out of the garbage. Some haulers lower fees if wasted food is separated from the trash and sent to a compost facility instead of the landfill.
- Receive Tax Benefits by Donating – If you donate healthy, safe, and edible food to hungry people, your organization can claim tax benefits. The Bill Emerson Good Samaritan Act protects food donors from legal liability.
- Waste Less and Spend Less – If you or your organization can find ways to prevent waste in the first place, you can spend less by buying only the food you will use. Preventing wasted food can also reduce energy and labor costs associated with throwing away good food.
- Create Job Opportunities - Recovering and recycling wasted food through donation, salvaging, processing, industrial reuse, and composting strengthens infrastructure and creates jobs. Food recycling in these sectors employs more than 36,000 people, supporting local economies and promoting innovation.⁵

Conserving Resources

- Reduce Methane from Landfills - When food goes to the landfill, it's similar to tying food in a plastic bag. The nutrients in the food never return to the soil. The wasted food rots and produces methane gas.
- Save Resources – Wasted food wastes the water, gasoline, energy, labor, pesticides, land, and fertilizers used to make the food. When we throw food in the trash, we're throwing away much more than food.
- Return Nutrients to the Soil – If you can't prevent, reduce or donate wasted food, you can compost. By sending food scraps to a composting facility instead of to a landfill or composting at home, you're helping to make healthy soils. Properly composted organics (wasted food and yard waste) improve soil health and structure, improve water retention, support more native plants, and reduce the need for fertilizers and pesticides.

What Steps are Being Taken in Salem to Reduce Food Waste?

Restaurants

Mass in Motion distributed a food waste survey through the Chamber of Commerce to all of the Salem restaurants to find out how much, if any, food waste is generated at our local eating establishments. Seventeen restaurants responded:

- 76% of respondents said food waste is not an issue.
- 46% said they don't usually have leftover food
- 41% send leftovers home with employees
- 29% compost
- 18% donate
- 18% work with food rescue programs

Grocery Stores

Based on our consumer surveys, each grocery store that is frequented by Salem residents was contacted to find out what they are doing to reduce food waste at the retail level.

Steve's Quality Market (Salem)

Steve's Quality Market is a small grocery store located in downtown Salem. They report that they have minimal food waste, but when they do have any unsold food that cannot stay on the shelves, it is donated to Lifebridge, the local homeless shelter located next door to the store. It is mostly produce that is donated. They make their own bread at the store, and the unsold bread is re-purposed and used in other foods, such as breadcrumbs for meatloaf or meatballs.

Stop & Shop (Peabody)

At the corporate level, Stop & Shop has been diverting 88% of all food waste generated by their stores to some place other than a landfill since 2015. This includes composting, recycling, and donations to regional food banks. Their goal is to increase that number to 90% by 2020.

Stop & Shop also has a distribution center in Freetown, Massachusetts that converts inedible food waste into clean, green energy. Using a natural process called "anaerobic digestion", the facility obtains almost 40% of its energy solely from recycling.

The Stop & Shop Peabody location diverts an average of 8 pallet-sized bins (estimated at about 3200 pounds of inedible food waste) six times each week to the anaerobic digestion facility, for a total of nearly 20,000 pounds of food waste that would otherwise end up in landfills.

At the local level, Stop & Shop in Peabody, MA donates unsold items from their bakery and bread aisle each week to a local non-profit. A local rendering company also comes weekly to pick up food scraps from their meat department.

Shaw's (Salem)

The Shaw's supermarket in Salem has a store policy of 100% recycling. All foods, except for meat, that are inedible are picked up by a nearby farm and used to feed livestock. A rendering company picks up inedible meat. All other edible foods that cannot be sold, such as baked goods, are picked up daily and donated to local organizations.

At the corporate level, Shaw's store directors and managers are encouraged to "know their garbage" and maximize participation in all available recycling programs. Stores have found that by changing daily "throw away" behavior, 90% or more of the "waste" from the stores can be reused, recycled, composted or donated to food banks.

Crosby's (Salem)

Crosby's market in Salem has a donation program that donates food weekly to two local non-profits. Each organization picks up the donated food twice per week.

Market Basket (Salem)

Market Basket has virtually no edible food waste due to having a high-volume turnover rate in their stores. Market Basket has instituted an organic recycling program where an outside company picks up 100% of their food waste, which is then either diverted to compost or to feed livestock.

North Shore Medical Center, Spaulding

– need more info.

Salem State University

Salem State University sets goals each year to reduce and reuse food waste. They track their efforts and compile data to measure and evaluate their progress.

Salem State University has a composting program that operates in their two main dining halls as well as three other dining locations on campus. The university was awarded with the EPA Food Recovery Challenge Award in 2015 and a Certificate of Achievement in 2016.

Salem Public Schools

Food waste at schools is primarily avoided by giving students more time to eat. Share tables for leftover snacks are also used at the schools, but only for non-perishable, unopened foods.

Farm Direct Coop (CSA)

The FDC offers their leftovers to members first. All leftovers are given away at the very end of the service hours. Any remaining food in Salem is donated to the Council on Aging.

Residential composting:

Black Earth Compost, located in Gloucester, MA, provides compost pickup services to Salem residents for a monthly fee. About 450 residents in Salem are using Black Earth to pick up compost, averaging about 10.5 lbs each week per household. The fee for this service is \$49.00 for a six-month period.

Food Rescue Programs

Haven from Hunger:

Haven from Hunger rescues between 30,000-40,000 pounds of food per month. Their food rescue program includes numerous local grocery stores and restaurants including: BJ's Costco, Target, Shaw's, Whole Foods D'Orsi's Bakery & Deli and Olive Garden. With one truck, one driver and a volunteer assistant, Haven from Hunger is able to pick up food four days per week. The food is picked up each morning, examined and staged for distribution in their food pantry the same day. Most of the food they rescue is perishable and includes frozen meats. Any food that is not donated through the food pantry is used for their community meals program.

Lifebridge:

Lifebridge receives some prepared foods from Whole Foods, Crosby's and Panera Bread. They use mainly fresh produce for their meals, so their use of canned fruits and vegetables is limited.

Conclusion

The results of the Salem Community Food Assessment show that Salem residents find it difficult to access fresh, affordable foods in their smaller neighborhood retail stores. Additionally, public transportation to large supermarkets is often unreliable, and parking for bicycles is limited or nonexistent.

Emergency Food Providers (EFPs) are often limited in the types of fresh foods they can offer and aren't always able to provide culturally appropriate foods for Salem's diverse community. Restrictive eligibility at some local pantries may prevent participation for some residents in need. Also, the locations of Salem's pantries are not easily accessible to many of Salem's highest need populations, limiting access for those without transportation.

While there is a strong interest in community agriculture, space restrictions and lack of volunteers inhibit the expansion of the Salem Community Gardens. Salem's agricultural zoning ordinance is also more restrictive than what the state requires, making it difficult for would-be urban farmers to earn a living in Salem.

More research is needed regarding food waste. Opportunities to expand food rescue programs and composting programs to schools, local hospitals and other facilities may exist through outside funding sources.

Recommendations

Based on these findings, the Salem Food Policy Council has compiled a list of recommendations:

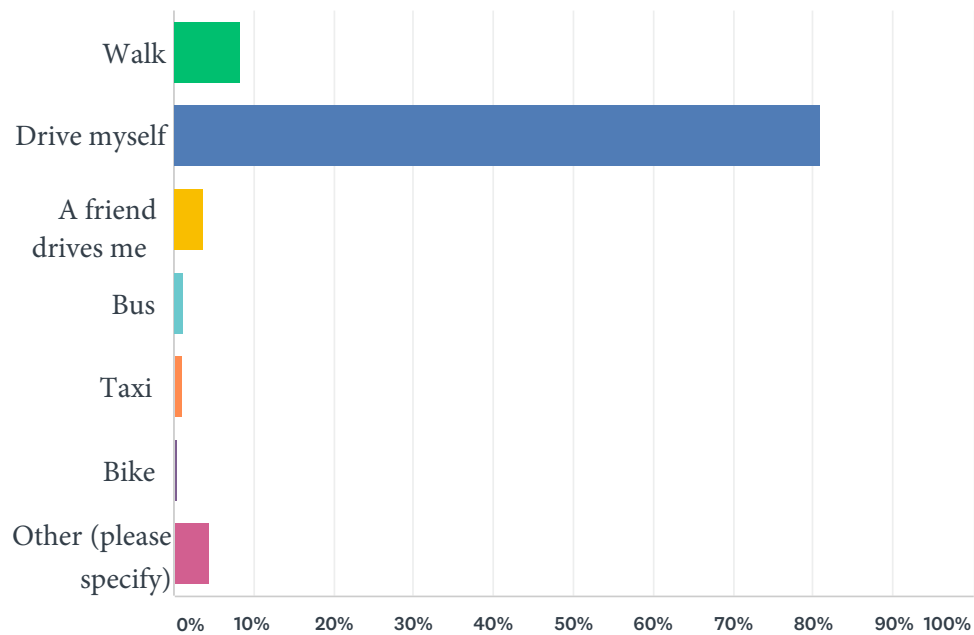
- Include food system goals in all formal comprehensive plans
- Support the creation and expansion of healthy food retail through programs such as Mass in Motion's Healthy Corner Store Initiative.
- Use the business licensing process to require corner stores to stock a minimum of healthy, fresh and prepared foods and beverages
- Ensure public transportation routes increase access to healthy foods
- Amend zoning regulations to allow mobile vendors to sell fresh produce
- Recruit additional sponsors for the Salem Summer Meals Program to increase food access for children during the summer months
- Facilitate the implementation of a mobile food pantry to provide food assistance to residents in areas without access to a traditional food pantry
- Facilitate the creation of an EFP coalition to reduce transportation costs, coordinate services and address the need for emergency food deliveries
- Work with EFPs to reduce restrictions on residents for food assistance
- Develop a bilingual community outreach strategy for SNAP and the Healthy Incentives Program
- Explore opportunities for the use of vacant municipal land and/or buildings for community agriculture
- Encourage Salem Public School administrators to adopt gardening as part of school curriculum
- Amend agricultural ordinance to reflect the requirements set by the state of Massachusetts
- Amend zoning and/or building codes to allow for green roofs and rooftop gardens (codes should address safety concerns)
- Investigate funding for research on institutional and commercial food waste and devise strategies for connecting reclaimable food to EFPs and residents in need

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Resident Food Survey

Q1 How do you usually get to the supermarket or food store?

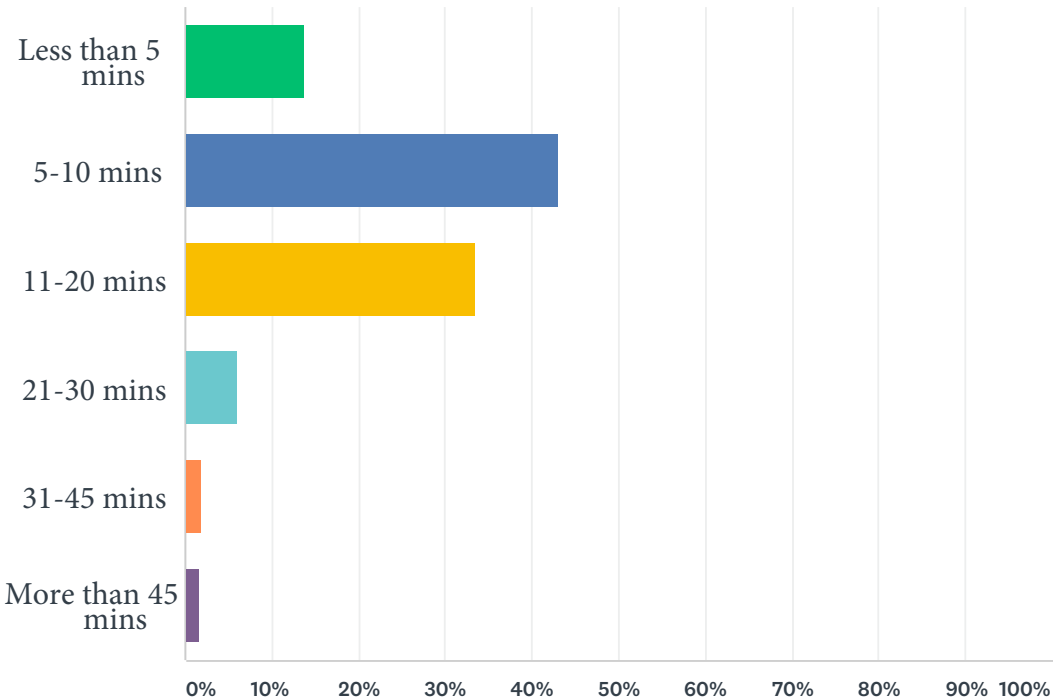
Answered: 314 Skipped: 1



ANSWER CHOICES	RESPONSES	
Walk	8.28%	26
Drive myself	80.89%	254
A friend drives me	3.82%	12
Bus	1.27%	4
Taxi	0.96%	3
Bike	0.32%	1
Other (please specify)	4.46%	14
TOTAL		314

Q2 How long does it typically take to get to the supermarket or food store?

Answered: 313 Skipped: 2



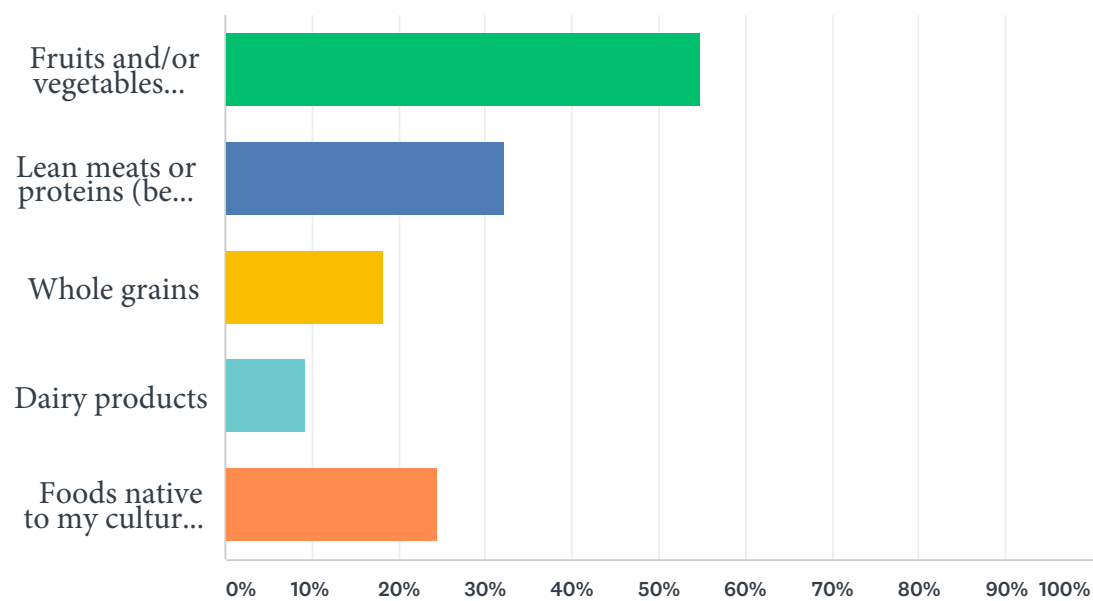
ANSWER CHOICES	RESPONSES	
Less than 5 mins	13.74%	43
5-10 mins	43.13%	135
11-20 mins	33.55%	105
21-30 mins	6.07%	19
31-45 mins	1.92%	6
More than 45 mins	1.60%	5
TOTAL		313

Q3 What is the name and location of the store where you buy MOST of your food? (e.g. "Market Basket on Highland Ave.)

Answered: 309 Skipped: 6

Q4 What foods do you have the MOST difficulty finding near your home? (Check all that apply)

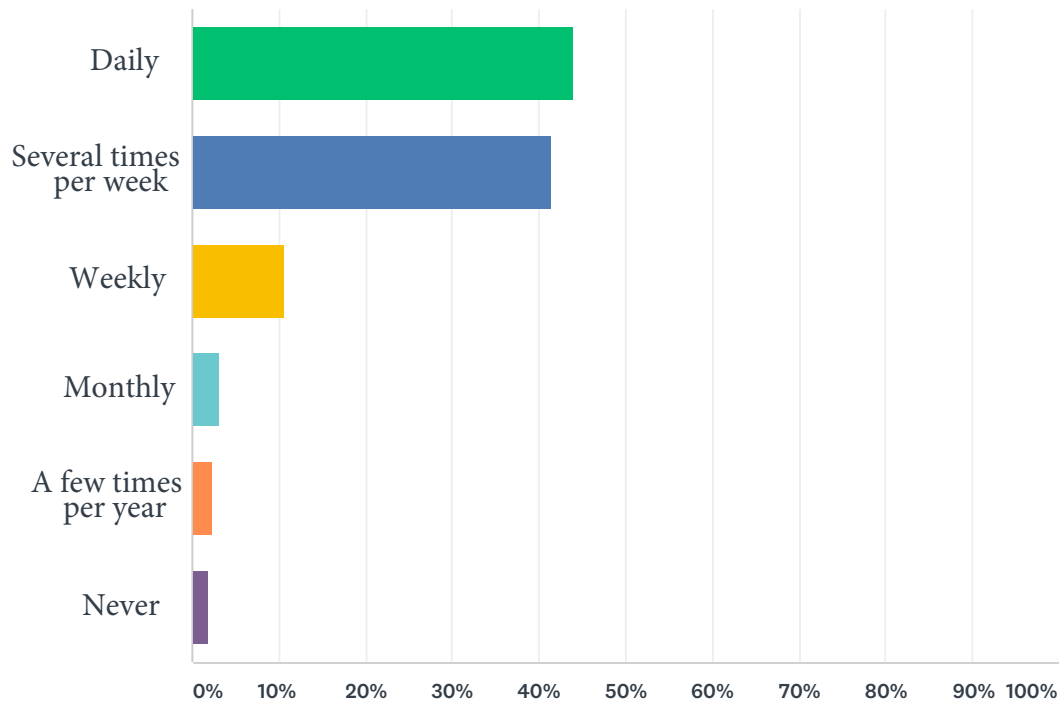
Answered: 164 Skipped: 151



ANSWER CHOICES	RESPONSES	
Fruits and/or vegetables (fresh or frozen)	54.88%	90
Lean meats or proteins (beef, poultry, fish, eggs, beans, nuts, etc.)	32.32%	53
Whole grains	18.29%	30
Dairy products	9.15%	15
Foods native to my culture or family tradition	24.39%	40
Total Respondents: 164		

Q5 How often do you (or a household member) cook or prepare meals from scratch?

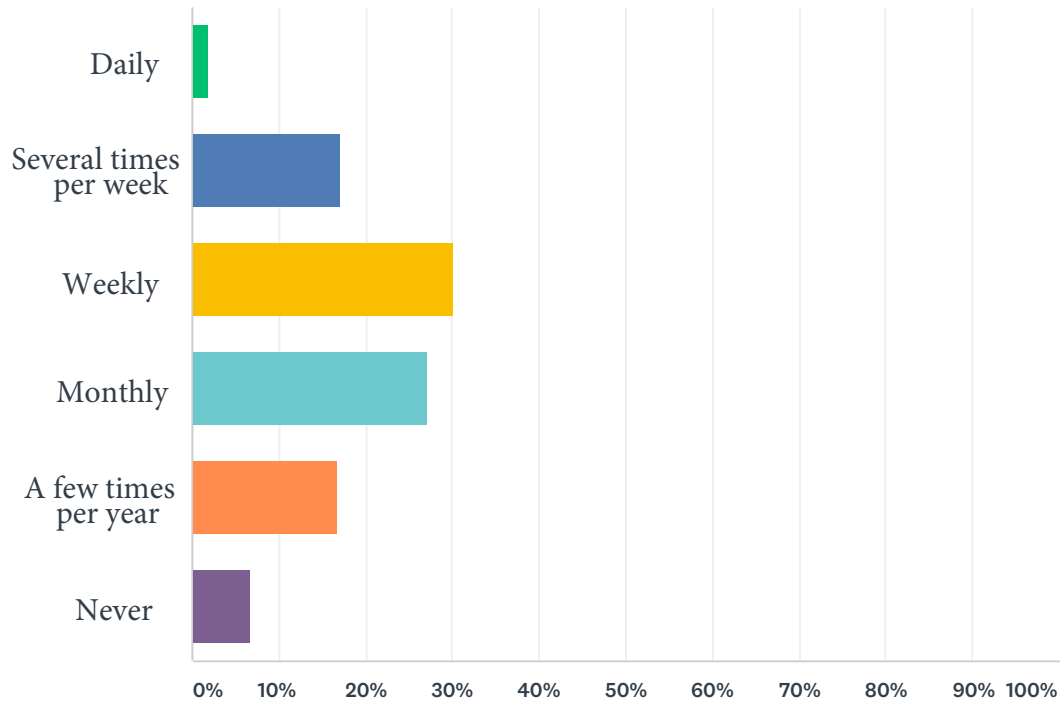
Answered: 312 Skipped: 3



ANSWER CHOICES	RESPONSES	
Daily	43.91%	137
Several times per week	41.35%	129
Weekly	10.58%	33
Monthly	3.21%	10
A few times per year	2.24%	7
Never	1.92%	6
Total Respondents: 312		

Q6 How often do you eat takeout or fast food?

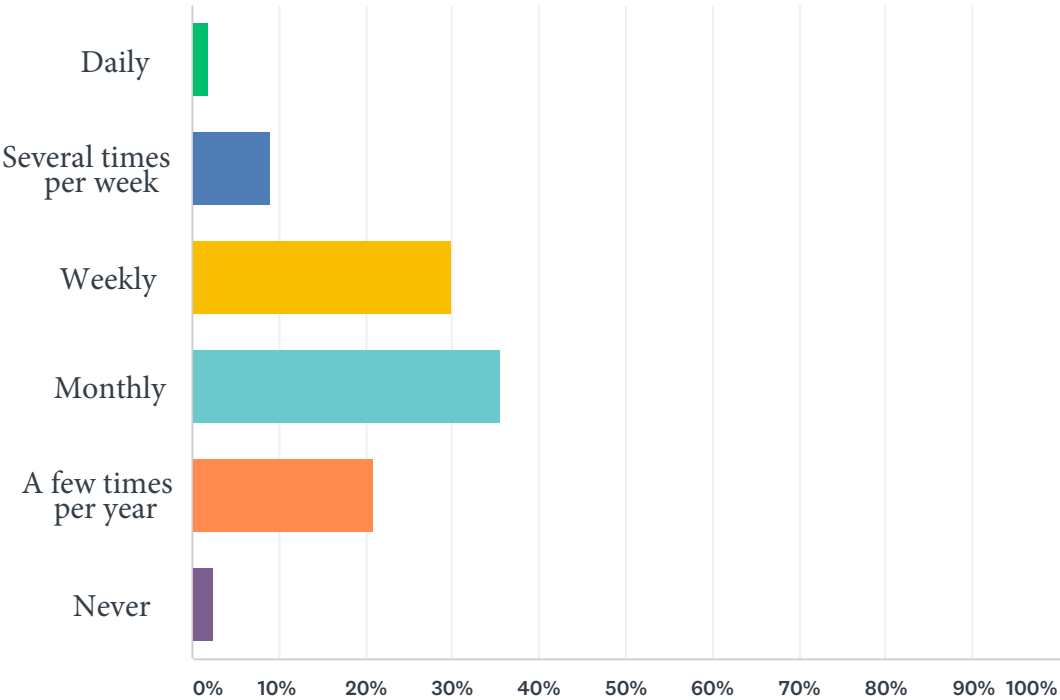
Answered: 309 Skipped: 6



ANSWER CHOICES	RESPONSES	
Daily	1.94%	6
Several times per week	17.15%	53
Weekly	30.10%	93
Monthly	27.18%	84
A few times per year	16.83%	52
Never	6.80%	21
TOTAL		309

Q7 How often do you eat out at non-fast food restaurants?

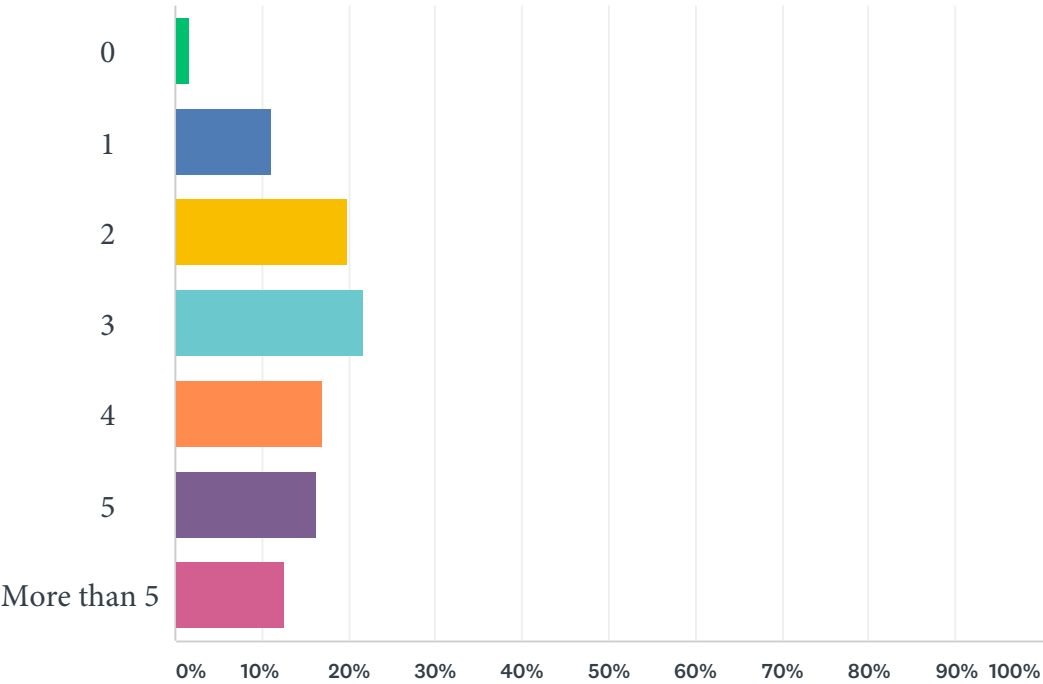
Answered: 310 Skipped: 5



ANSWER CHOICES	RESPONSES	
Daily	1.94%	6
Several times per week	9.03%	28
Weekly	30.00%	93
Monthly	35.48%	110
A few times per year	20.97%	65
Never	2.58%	8
TOTAL		310

Q8 About how many servings of fruits and vegetables do you eat each day? (Note: a serving is about 1/2 cup of chopped fruits and veg, 1 small apple, 1/2 banana, a handful of carrots, or 2 cups raw, leafy greens).

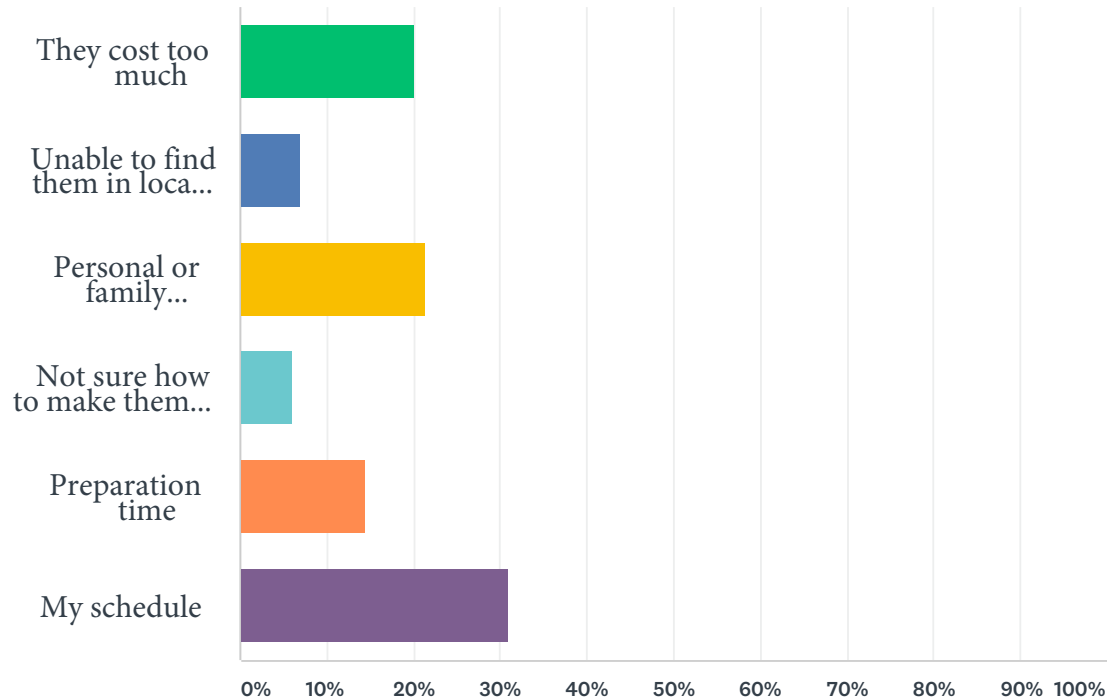
Answered: 313 Skipped: 2



ANSWER CHOICES	RESPONSES	
0	1.60%	5
1	11.18%	35
2	19.81%	62
3	21.73%	68
4	16.93%	53
5	16.29%	51
More than 5	12.46%	39
TOTAL		313

Q9 If less than 5, what MOST prevents you from eating 5 or more servings of fruits and vegetables each day? (Check all that apply)

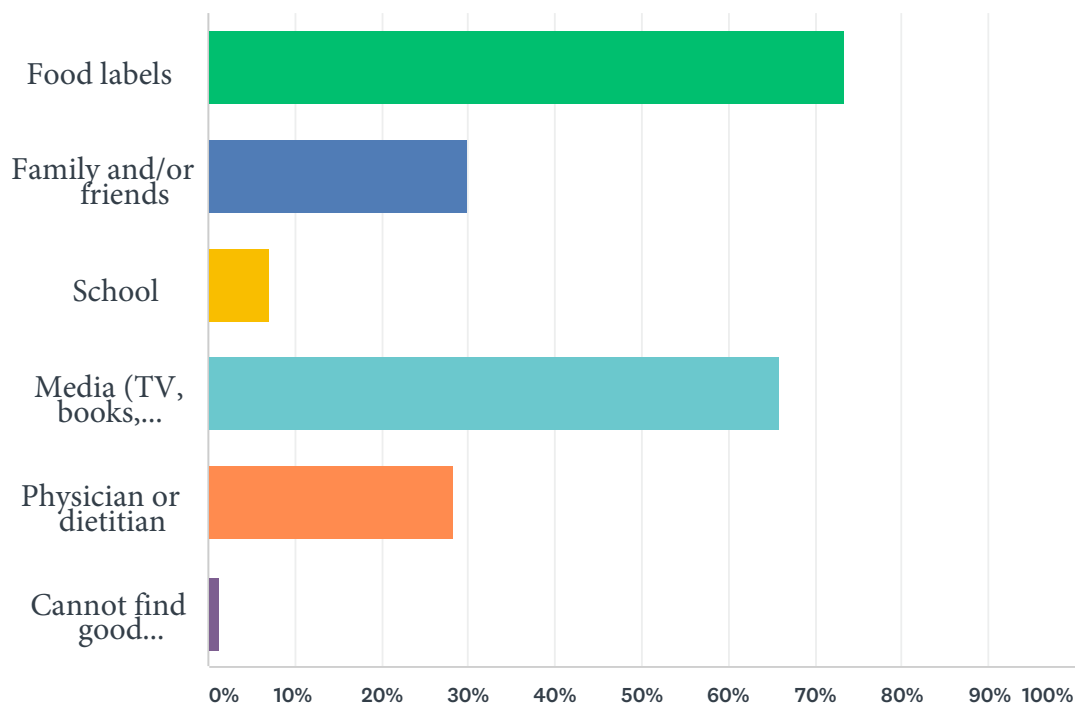
Answered: 229 Skipped: 86



ANSWER CHOICES	RESPONSES	
They cost too much	20.09%	46
Unable to find them in local stores	6.99%	16
Personal or family preferences	21.40%	49
Not sure how to make them taste good	6.11%	14
Preparation time	14.41%	33
My schedule	31.00%	71
TOTAL		229

Q10 Where do you find information on nutrition and healthy eating? (Check all that apply)

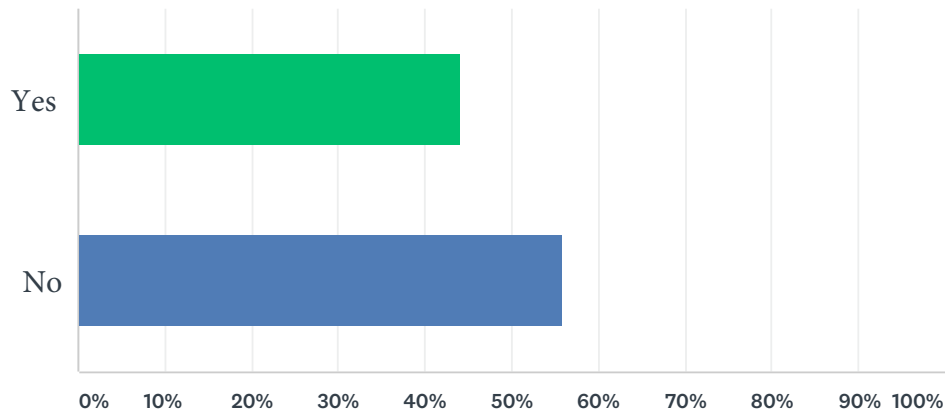
Answered: 297 Skipped: 18



ANSWER CHOICES	RESPONSES	
Food labels	73.40%	218
Family and/or friends	29.97%	89
School	7.07%	21
Media (TV, books, newspaper, internet, etc.)	65.99%	196
Physician or dietitian	28.28%	84
Cannot find good information	1.35%	4
Total Respondents: 297		

Q11 Would you be interested in participating in community nutrition education programs in Salem?

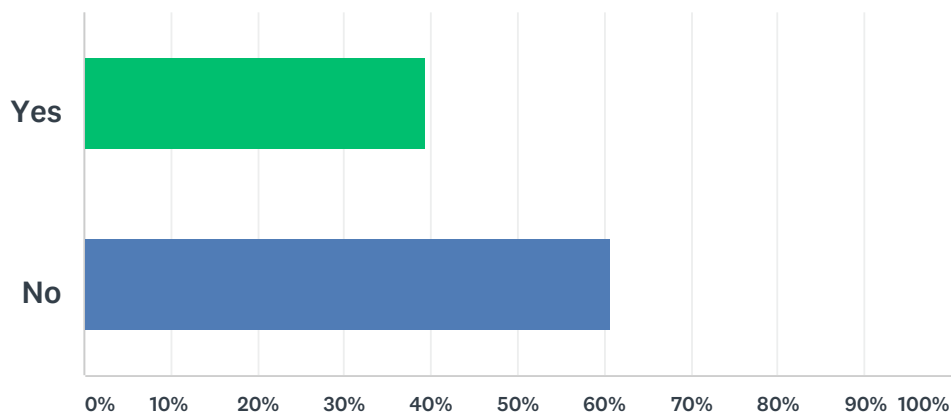
Answered: 302 Skipped: 13



ANSWER CHOICES	RESPONSES	
Yes	44.04%	133
No	55.96%	169
TOTAL		302

Q12 Do you grow any of your own food?

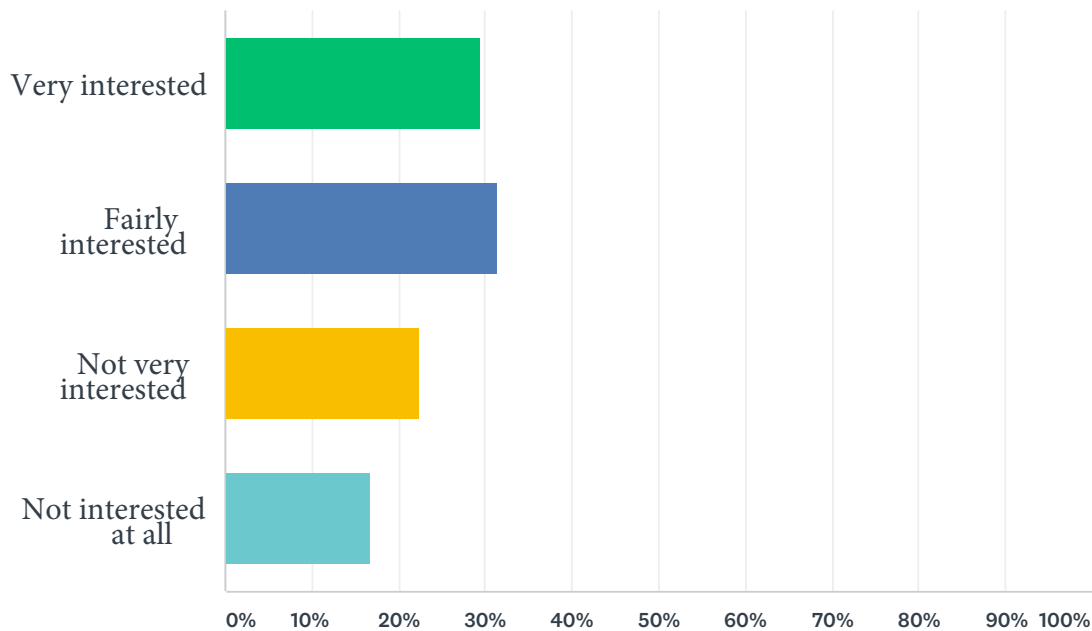
Answered: 307 Skipped: 8



ANSWER CHOICES	RESPONSES	
Yes	39.41%	121
No	60.59%	186
TOTAL		307

Q13 If 'No', are you interested in learning about growing your own food?

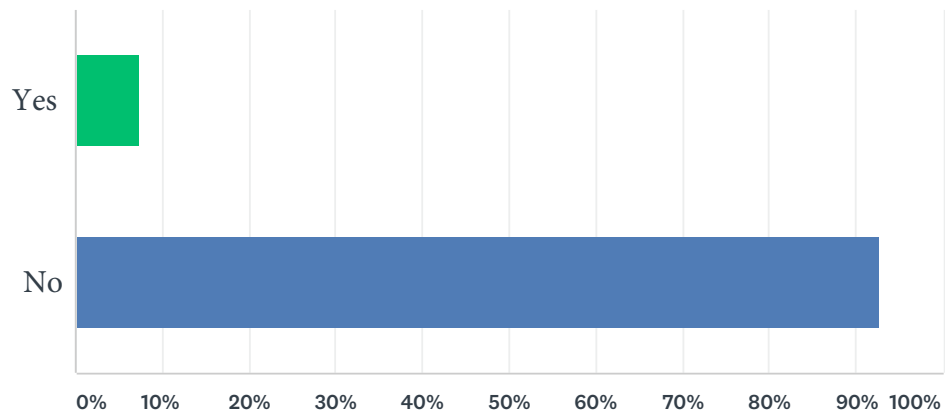
Answered: 214 Skipped: 101



ANSWER CHOICES	RESPONSES	
Very interested	29.44%	63
Fairly interested	31.31%	67
Not very interested	22.43%	48
Not interested at all	16.82%	36
TOTAL		214

Q14 Do you participate in a community garden program? (If yes, skip to question 17.)

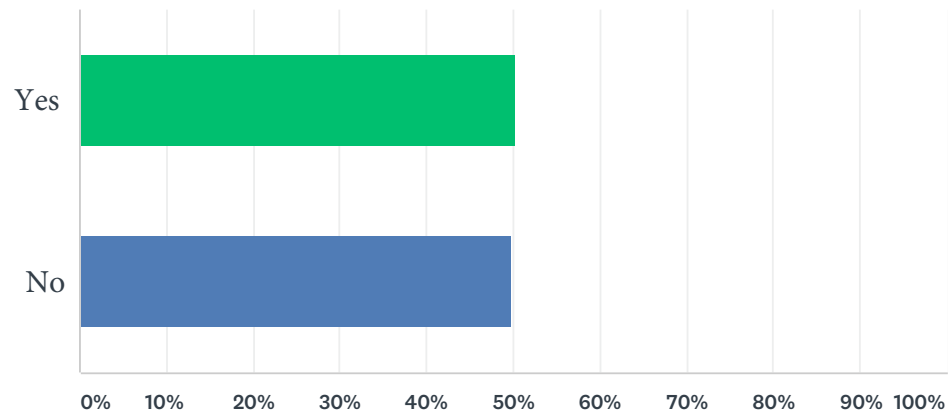
Answered: 303 Skipped: 12



ANSWER CHOICES		RESPONSES	
Yes		7.26%	22
No		92.74%	281
TOTAL			303

Q15 If 'No', would you be interested in growing your own food at a community garden in your neighborhood?

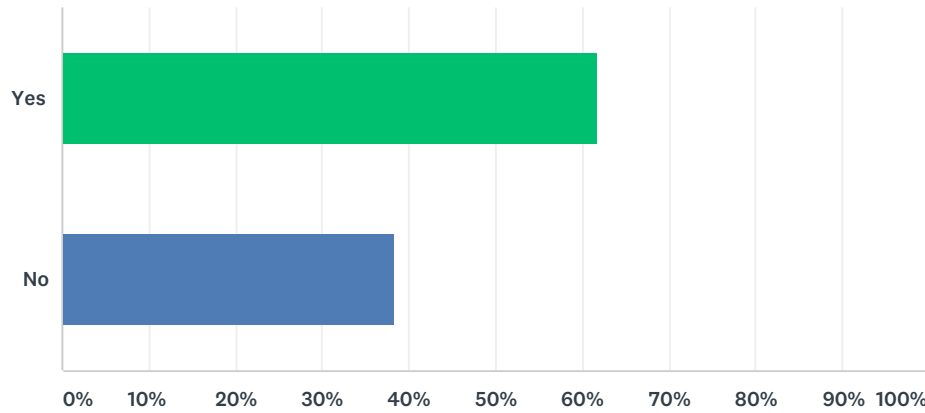
Answered: 281 Skipped: 34



ANSWER CHOICES		RESPONSES	
Yes		50.18%	141
No		49.82%	140
TOTAL			281

Q16 Do you shop at the Salem Farmers' Market?

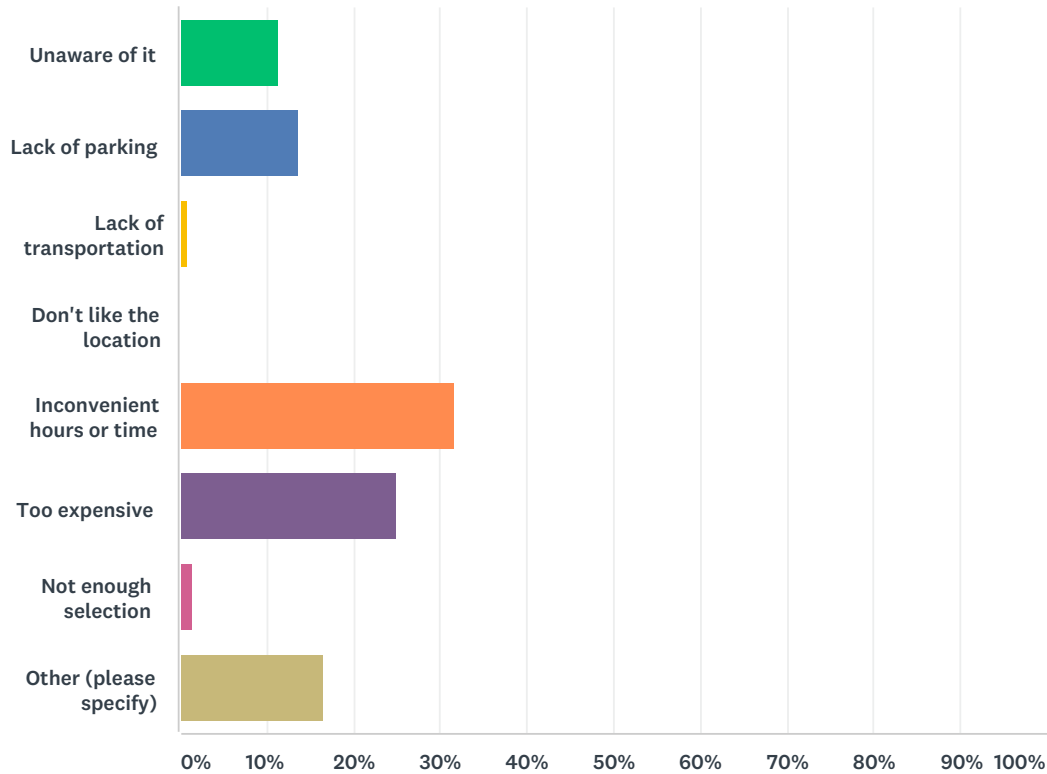
Answered: 306 Skipped: 9



ANSWER CHOICES		RESPONSES	
Yes		61.76%	189
No		38.24%	117
TOTAL			306

Q17 If 'No', why don't you shop at the Salem Farmers' Market?

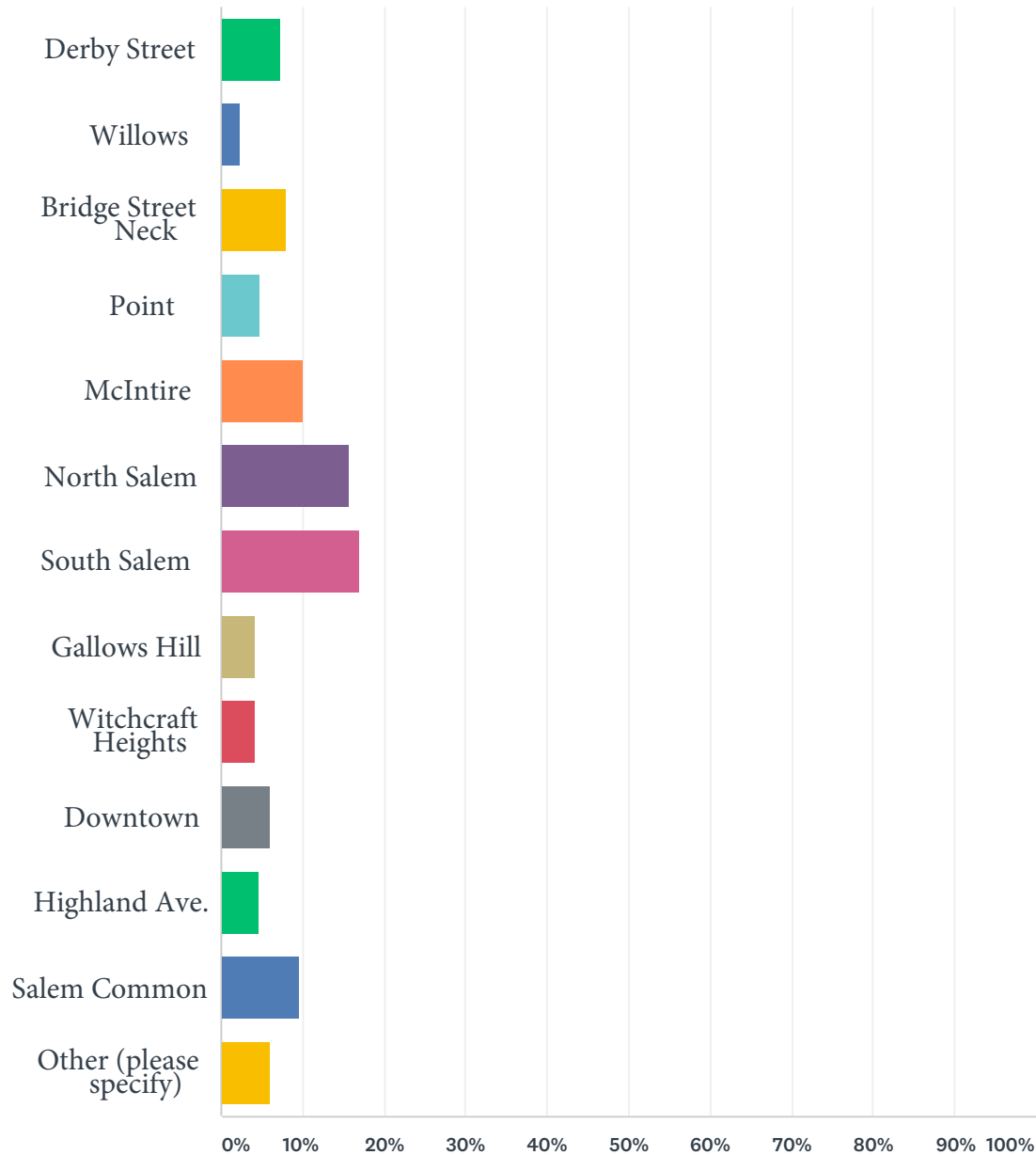
Answered: 133 Skipped: 182



ANSWER CHOICES	RESPONSES	
Unaware of it	11.28%	15
Lack of parking	13.53%	18
Lack of transportation	0.75%	1
Don't like the location	0.00%	0
Inconvenient hours or time	31.58%	42
Too expensive	24.81%	33
Not enough selection	1.50%	2
Other (please specify)	16.54%	22
TOTAL		133

Q18 Which neighborhood in Salem do you live in?

Answered: 311 Skipped: 4

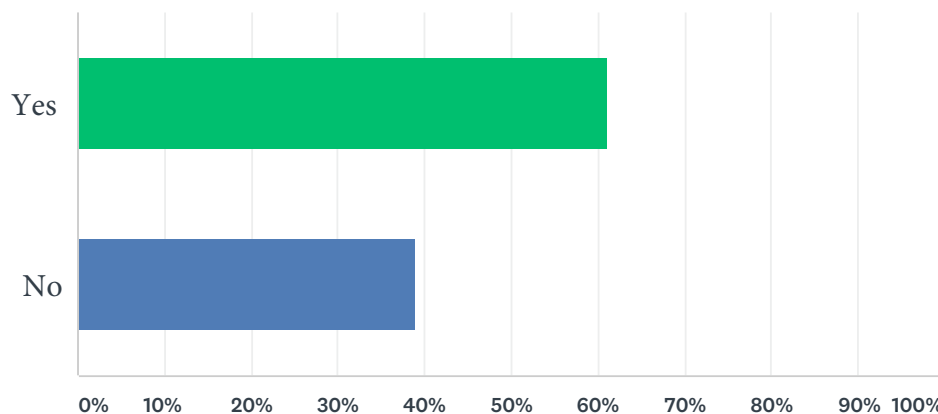


ANSWER CHOICES	RESPONSES	
Derby Street	7.40%	23
Willows	2.25%	7
Bridge Street Neck	8.04%	25
Point	4.82%	15
McIntire	9.97%	31
North Salem	15.76%	49

South Salem	17.04%	53
Gallows Hill	4.18%	13
Witchcraft Heights	4.18%	13
Downtown	6.11%	19
Highland Ave.	4.50%	14
Salem Common	9.65%	30
Other (please specify)	6.11%	19
TOTAL		311

Q19 Are you aware of any emergency food providers in Salem, such as food pantries or hot meal providers?

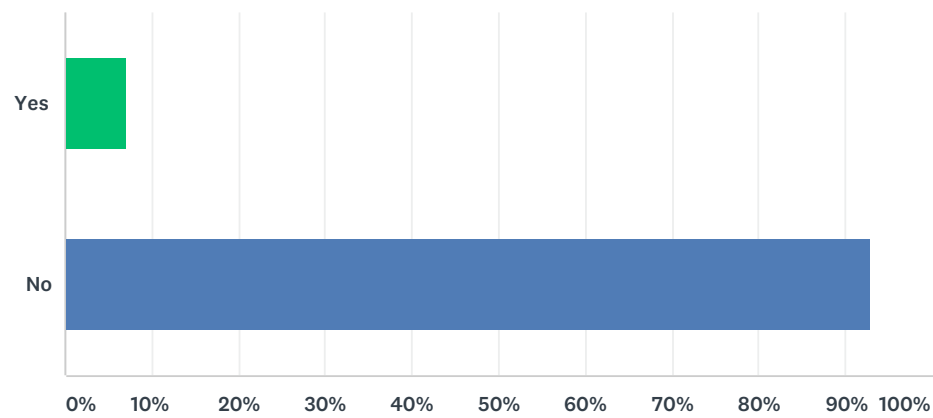
Answered: 313 Skipped: 2



ANSWER CHOICES	RESPONSES	
Yes	61.02%	191
No	38.98%	122
TOTAL		313

Q20 If 'Yes', have you used one in the past year?

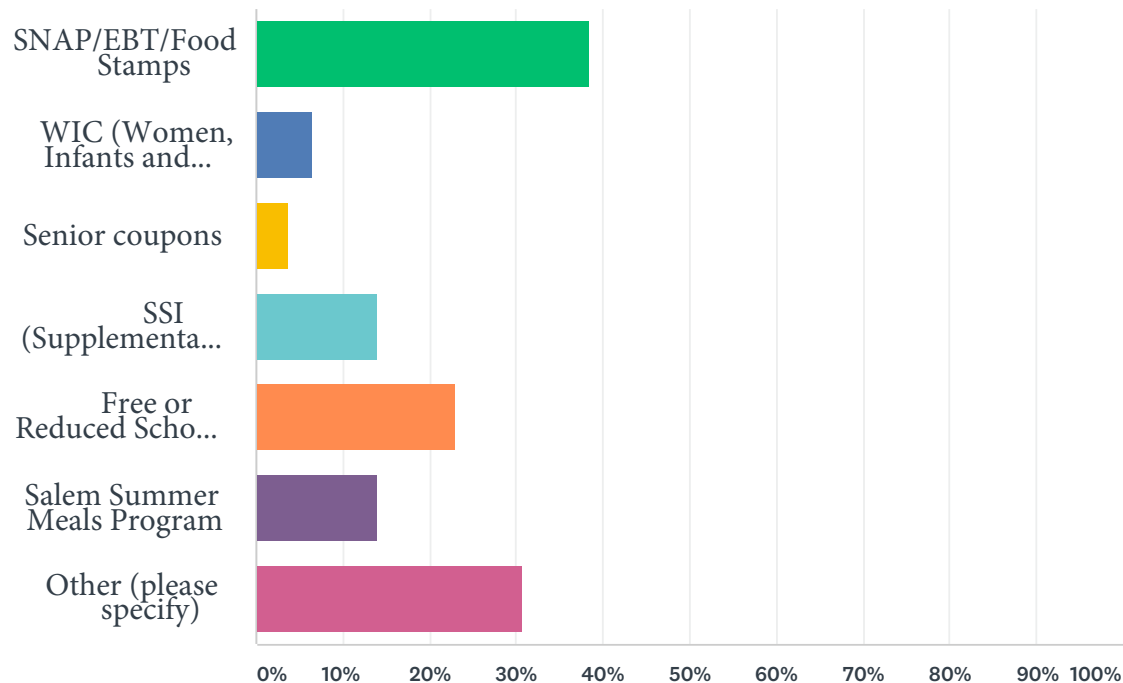
Answered: 225 Skipped: 90



ANSWER CHOICES		RESPONSES	
Yes		7.11%	16
No		92.89%	209
TOTAL			225

Q21 Do you or does anyone in your household currently participate in any of the following programs? (Check all that apply)

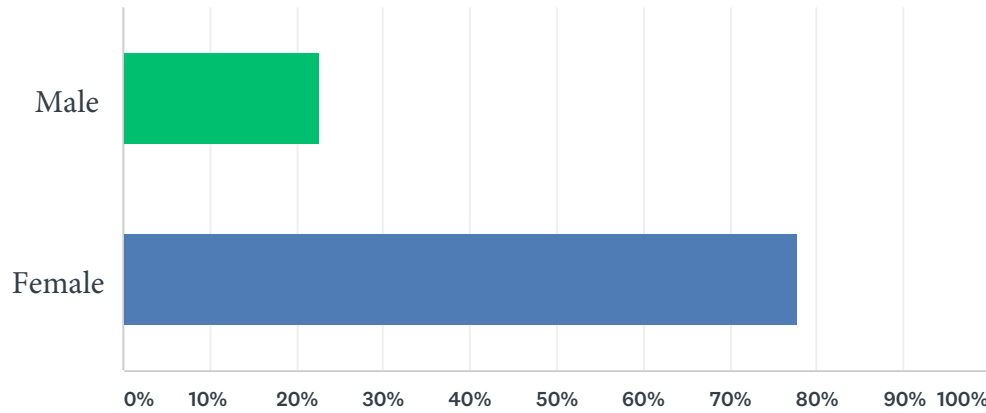
Answered: 78 Skipped: 237



ANSWER CHOICES	RESPONSES	
SNAP/EBT/Food Stamps	38.46%	30
WIC (Women, Infants and Children)	6.41%	5
Senior coupons	3.85%	3
SSI (Supplemental Security Income)	14.10%	11
Free or Reduced School Lunch	23.08%	18
Salem Summer Meals Program	14.10%	11
Other (please specify)	30.77%	24
Total Respondents: 78		

Q22 Are you:

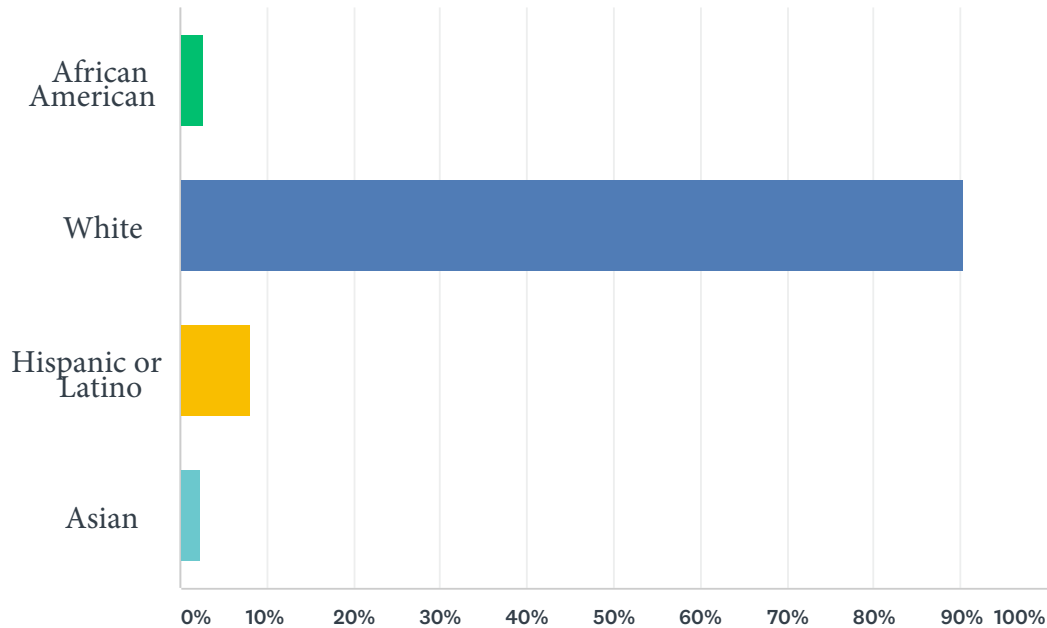
Answered: 306 Skipped: 9



ANSWER CHOICES	RESPONSES	
Male	22.55%	69
Female	77.78%	238
Total Respondents: 306		

Q23 What is your race/ethnicity?

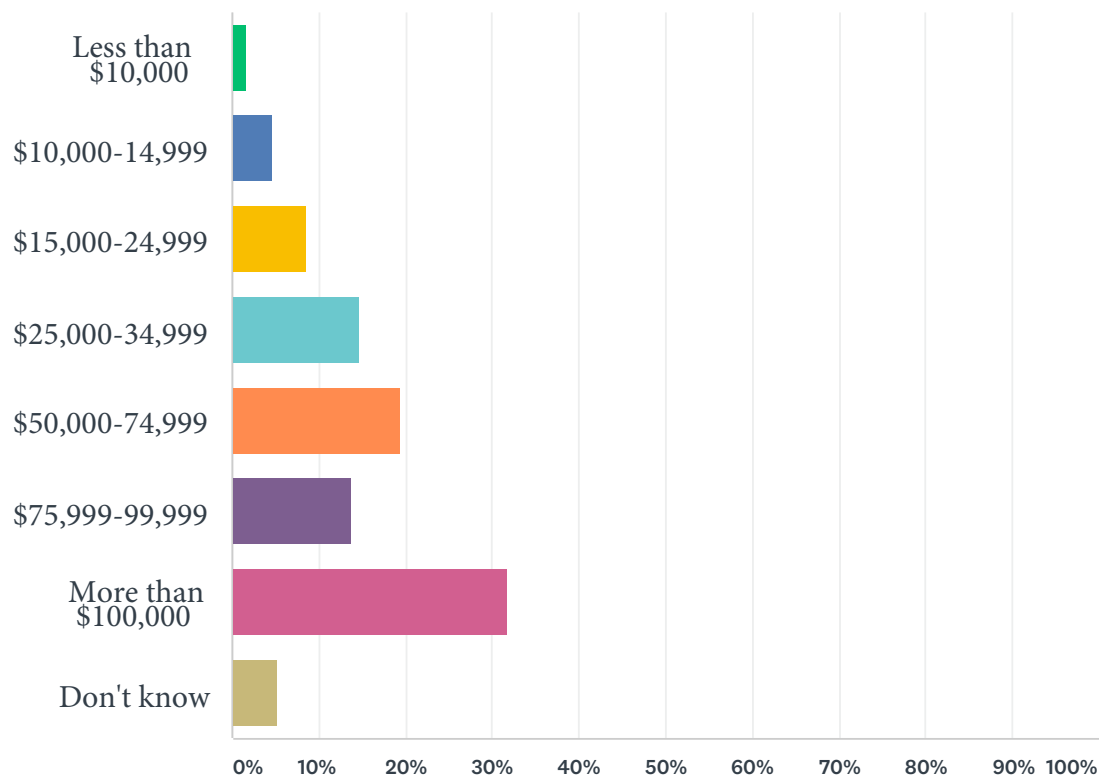
Answered: 294 Skipped: 21



ANSWER CHOICES	RESPONSES	
African American	2.72%	8
White	90.48%	266
Hispanic or Latino	8.16%	24
Asian	2.38%	7
Total Respondents: 294		

Q24 In what range does your household income fall?

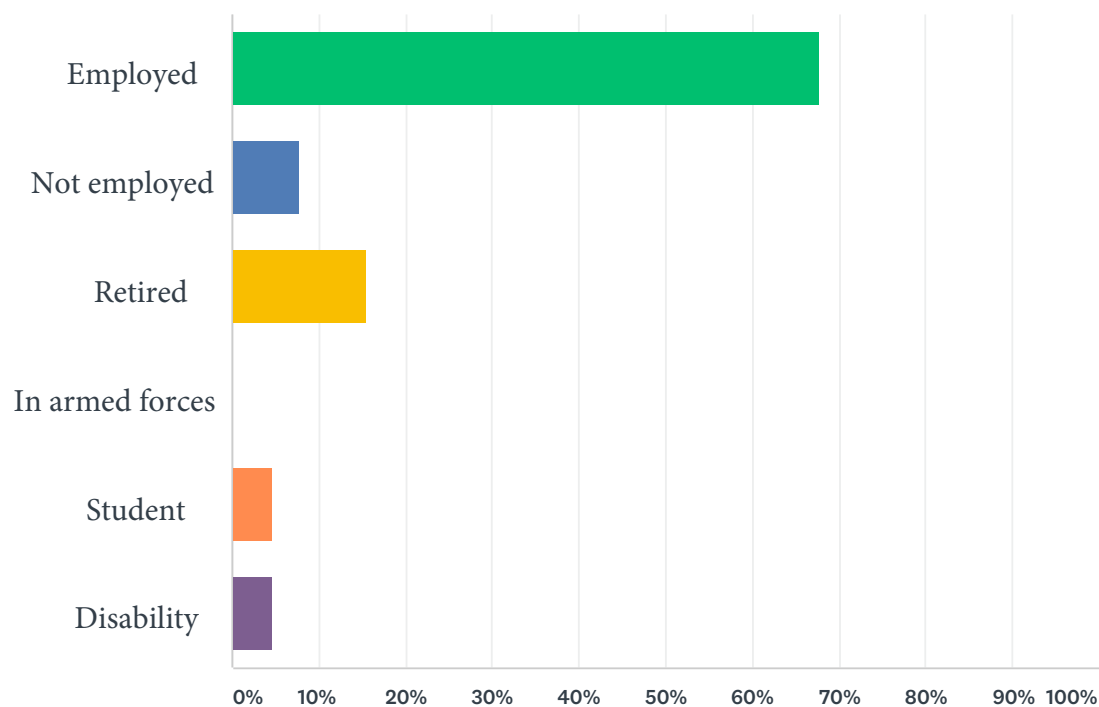
Answered: 302 Skipped: 13



ANSWER CHOICES	RESPONSES	
Less than \$10,000	1.66%	5
\$10,000-14,999	4.64%	14
\$15,000-24,999	8.61%	26
\$25,000-34,999	14.57%	44
\$50,000-74,999	19.54%	59
\$75,999-99,999	13.91%	42
More than \$100,000	31.79%	96
Don't know	5.30%	16
TOTAL		302

Q25 What is your employment status?

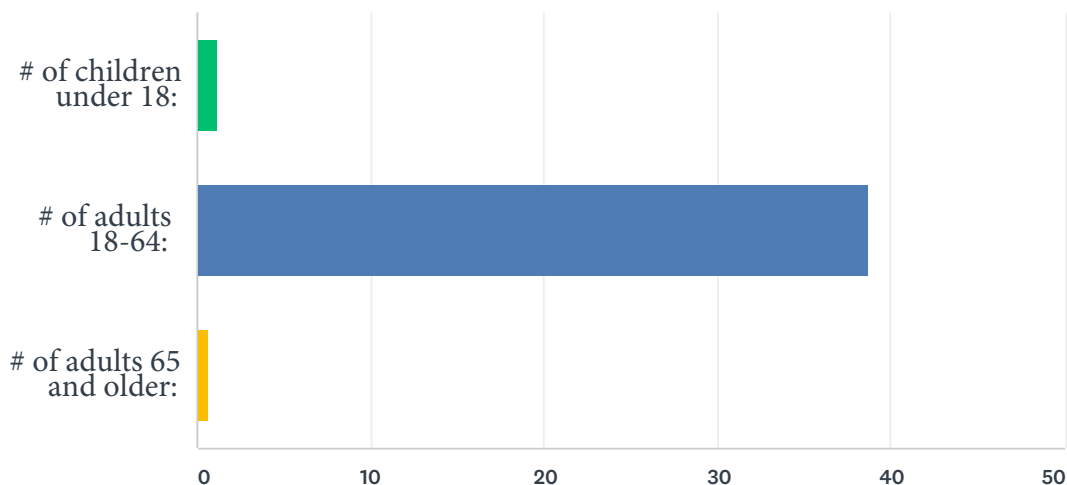
Answered: 310 Skipped: 5



ANSWER CHOICES	RESPONSES	
Employed	67.74%	210
Not employed	7.74%	24
Retired	15.48%	48
In armed forces	0.00%	0
Student	4.52%	14
Disability	4.52%	14
TOTAL		310

Q26 How many people live in your household? (include yourself)

Answered: 307 Skipped: 8



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
# of children under 18:	1	209	188
# of adults 18-64:	39	10,478	271
# of adults 65 and older:	1	90	143
Total Respondents: 307			

