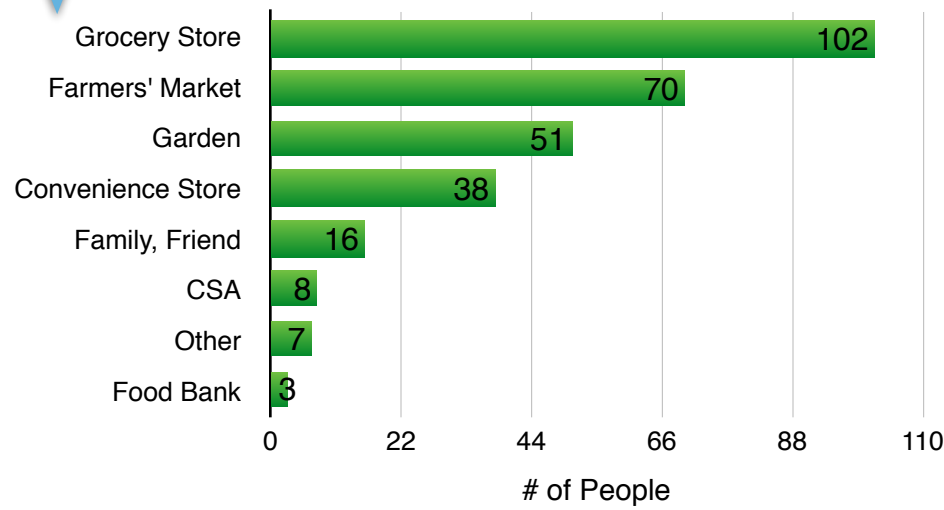


2013 Cumberland County Food Snapshot

Where do you get your food from?

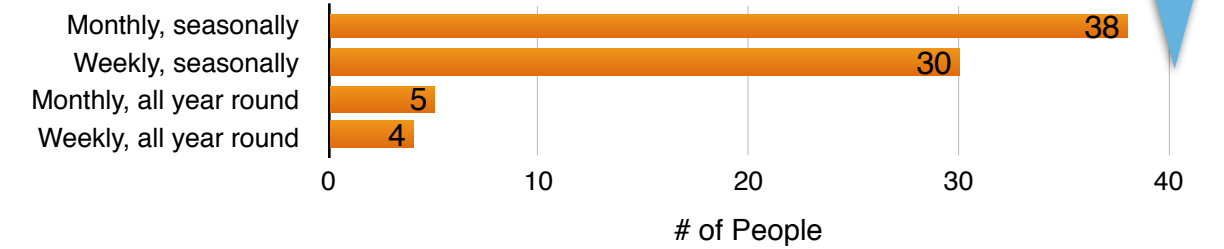


Why is food important to you?



The size of the word correlates to how often it was mentioned in the survey results

If you purchase food from Farmers' Markets, how often?



From which Farmers' Market(s)?

Amherst, Masstown, Sackville, Pugwash, Dieppe, Moncton, Truro, Tatamagouche, Springhill, Parrsboro, Chediac, Tidnish, Halifax, Fredericton, Advocate, Hannigans, Avery's

Listed in order of most mentioned to least mentioned.

Perceptions: How do people eat in the County?

Most People

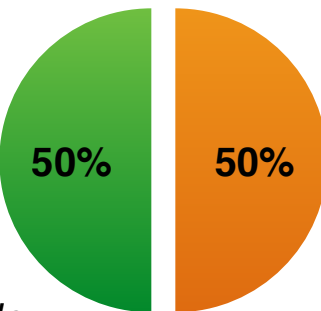
Some People

Home cooked, whole foods

15%

Processed, pre-made food

85%



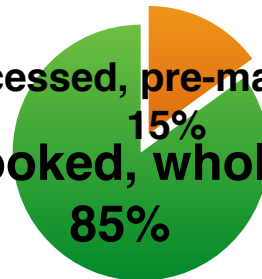
Few People

Processed, pre-made food

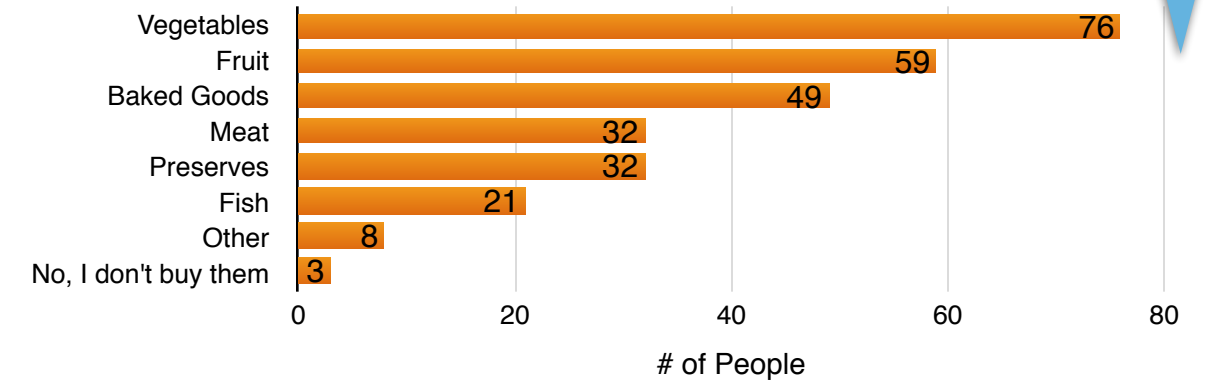
15%

Home cooked, whole foods

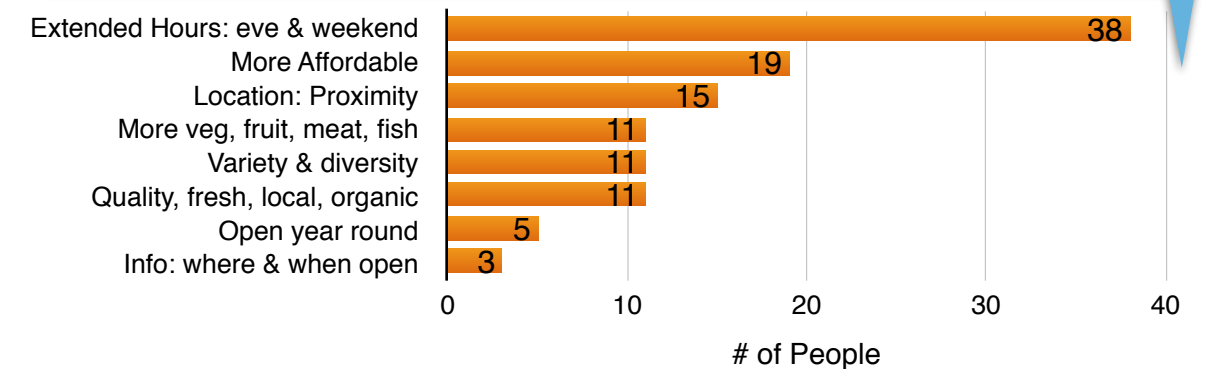
85%



Do you buy local produce & products at the Farmers' Market?



I would be more likely to buy from Farmers' Markets if...



2013 Cumberland County Food Snapshot

SUPPORTS for healthy food access

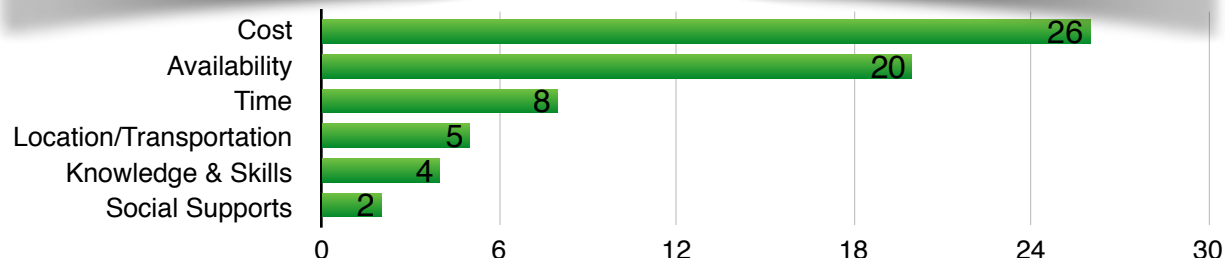
"Good food is important to me because it feeds my children and at the same time shows them healthy eating"

In order from the most mentioned by participants to the least mentioned:

1. **LAND!** arable land for growing food and existing community gardens.
2. **Availability:** existing grocery stores and markets.
3. **Knowledge & Skills:** food and growing knowledge held by farmers and seniors in the County.
4. **Money:** people that have financial resources to get all the healthy food they need and want.
5. **Social Supports:** churches supporting food access.
6. **Creativity:** bartering and using what you have.

BARRIERS to healthy food access

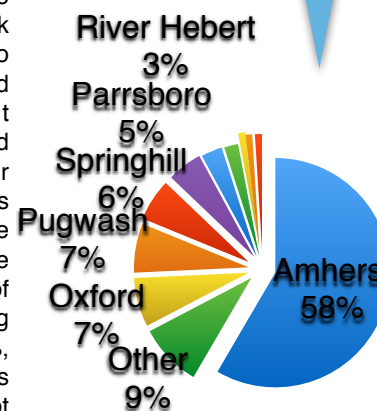
"I am concerned that processed food is becoming the new norm for younger generations"



Cost: hard to buy healthy food on a small budget. **Availability:** most people mentioned low selection of fresh, and nutritious produce in the winter. Others said low availability of organic & free range, as well as local, non-farmed fish/seafood. **Time:** to grow food, to get to market, to cook food. **Location/Transportation:** proximity to markets and grocery stores; and transportation in the winter. **Knowledge & Skills:** low awareness of healthy and nutrition; and where food comes from. **Social Supports:** ostracized for cooking whole foods; and current values and norms support processed food.

About this document

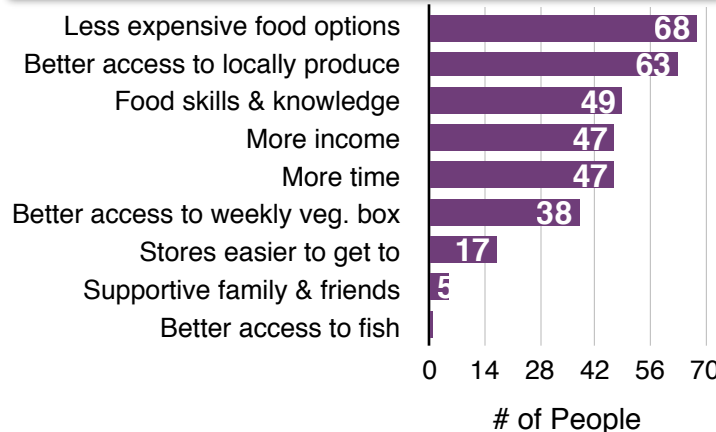
This snapshot is part of the research and evaluation work of the Our Food Project to measure the impacts of food systems interventions. It includes information collected from 101 electronic and paper surveys, as well as a focus group with 7 participants. The pie chart shows the geographical representation of survey participation (including Advocate 2%, Wentworth 1%, Southampton 1%, & Joggins 1%). A comparative snapshot will be conducted in 2016.



37% of survey respondents said "I am not able to access all the healthy food I would like"

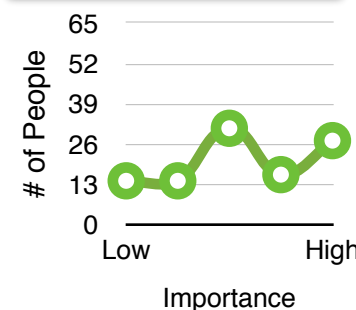
80% of survey respondents said "I would like more healthy food options at public events"

It would be easier to eat healthier with....

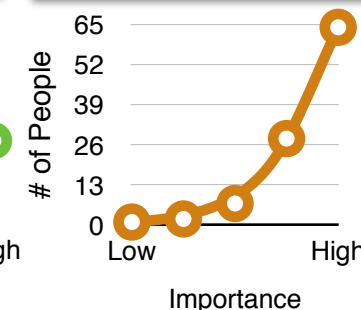


How IMPORTANT to you is.... ?

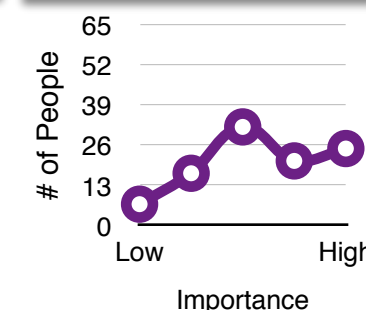
Growing food



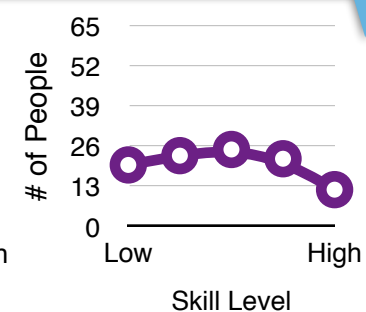
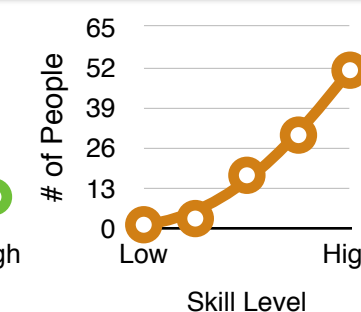
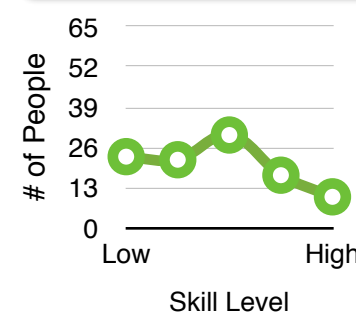
Cooking



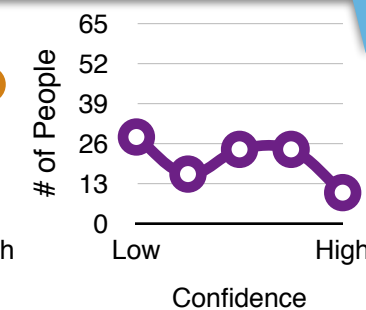
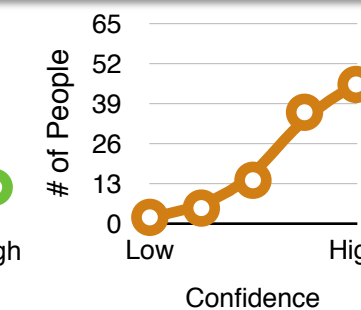
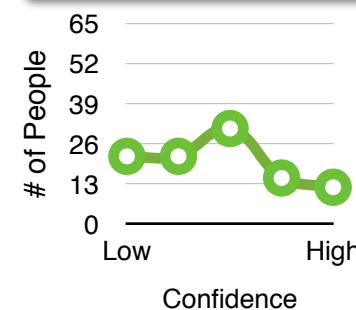
Preserving food



What is your SKILL LEVEL... ?

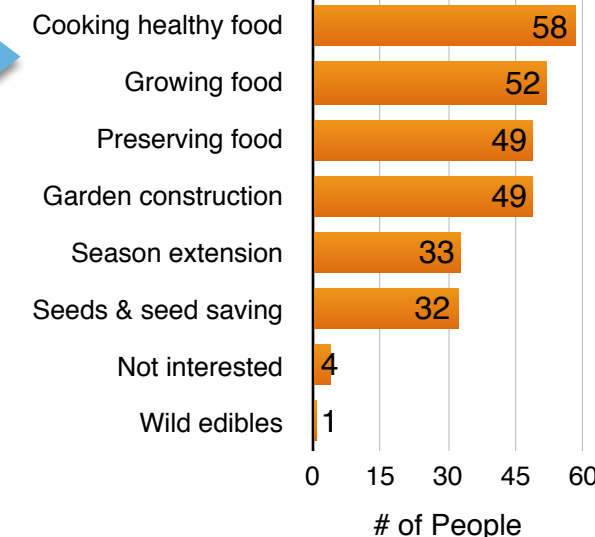


How CONFIDENT are you at... ?



The level of importance to participants for all three activities is higher than the skill level and confidence level. One thing this data tells us is that there is an appetite to learn how to grow food, cook healthy food, and preserve, among other food-related skills.

I want to LEARN about:



Opportunities for Positive Food Environments

Dream Big!!

- Grow more food: we have the land to do it
- More food infrastructure: home, community & school gardens; greenhouses
- More farmers & tons of sustainable farms
- Preserve agricultural land
- Most robust, financially viable local food economy & local distribution: vibrant farmers' markets; local seafood & fish
- Low-income food access points
- Collaboration: between food & community organizations
- Supportive policies & decision makers: reduce policy barriers, allow urban farming

My community could benefit from:

