

Why a Fresh Food Initiative?

Many neighborhoods in Huntsville and across north Alabama have all the hallmarks of a food desert:

- Incomes well below half the area's median household income;
- Residents lacking reliable transportation;
- The absence of a full-service grocery within the neighborhood's borders; and
- Rates of diet-related diseases well above national average.

Many residents do not have access to nutritious food choices within their neighborhood's borders. Lacking reliable transportation and thus dependent upon public bus routes or taxi rides, many community members find shopping, particularly grocery shopping, difficult and expensive. As a result, many residents purchased their groceries from small, conveniently located —quick stops that typically have unhealthy food selections and high prices.

- **Help everyone have access to healthy food choices!** Considering donating to the Food Bank of North Alabama in support of “Fresh Food vouchers” redeemable by public housing residents at participating farmers markets.
- This **“Fresh Food” Initiative** is a win-win-win for local farmers, the local economy and families trying to eat healthy on a tightening budget – especially in the summer when reduced or free school lunch programs for children are not offered.



There are 11 “fringe food” establishments, like this convenience store on Holmes Avenue, in closer to many downtown residents than a full-service grocery store.



Fresh, healthy food choices available at the Green Street Market in downtown

- As a result of this initiative, transportation to farmers markets for seniors and other public housing residents who do not have reliable transportation has been organized. This initiative also complements the “Taste of Health” fairs that feature nutrition talks and cooking demos using fresh, healthy ingredients.

- The North Alabama Food Policy Council steering committee is partnering with the Food Bank of North Alabama, Huntsville Housing Authority, Madison County Farmers Market and Greene Street Market on this initiative.

All contributions are tax-deductible to the extent permitted by law.

Please make donations to the Food Bank of North Alabama.

See www.nafoodpolicycouncil.org for details.

