



MPH Applied Practicum Experience

Establishing a Baseline of Local & Regional Sourcing Efforts Among National Nutrition Incentive Practitioners

Kolia Souza | *MS Arch, MS Community Development*

Site: Nutrition Incentive Program National Training, Technical Assistance, Evaluation and Information Center (NTAE)

Agenda

Exploration

Sensemaking

Conception

Limitations

Context

Translation

Competency

Perspective



Perspective

*"...a particular attitude toward or way of regarding something;
a point of view...."*



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Center for
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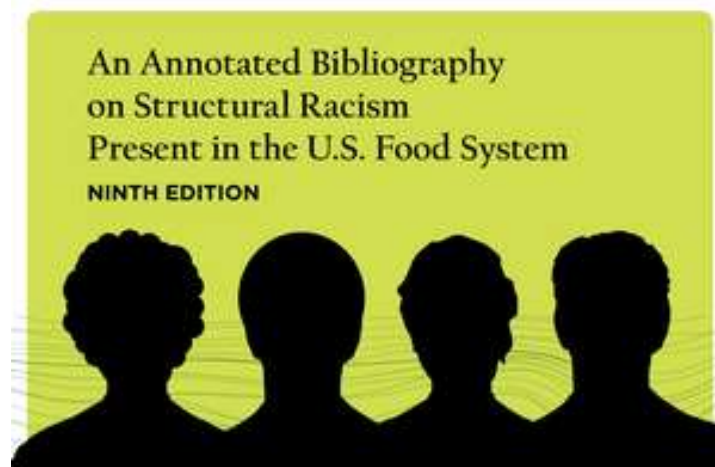


GusNIP National Training, Technical Assistance, Evaluation Center

A national resource funded by USDA NIFA to strengthen access to fruits and vegetables through nutrition incentive and produce prescription projects.

Racial Equity in the Food System Workgroup

A community of Cooperative Extension professionals and community stakeholders who connect, learn and collaborate to facilitate change within our institutions and society to build racial equity within the food system.



Michigan Local Food Council Network

Convening and engaging food councils through peer-to-peer learning to build individual and collective capacity, address food and food policy issues, and engage communities.



“People use SNAP for the time that they need - I was one of those people. This is what enabled me to finish college. Now, the work that I do is in support of individuals who use WIC and SNAP. I am a SNAP advocate. It all came full circle.”

#snapmatters #2018farmbill



Context

“...the circumstances that form the setting for an event, statement, or idea, and in terms of which it can be fully understood and assessed...”

USDA NIFA

GusNIP NTAE Center

Gretchen Swanson Center for Nutrition

Project Director

Amy Lazarus Yaroch, PhD



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TA&I Lead

Fair Food Network

Farm Direct

Farmers Market Coalition

Michigan Farmers Market Association

Ecology Center

Grocery Retail

National Grocers Association Foundation

Produce Prescription

Michigan Farmers Market Association

DAISA Enterprises, LLC



DEI, Local Sourcing, & Partnership Development

Michigan State University Center for Regional Food Systems

Corner Stores & Nutrition Education

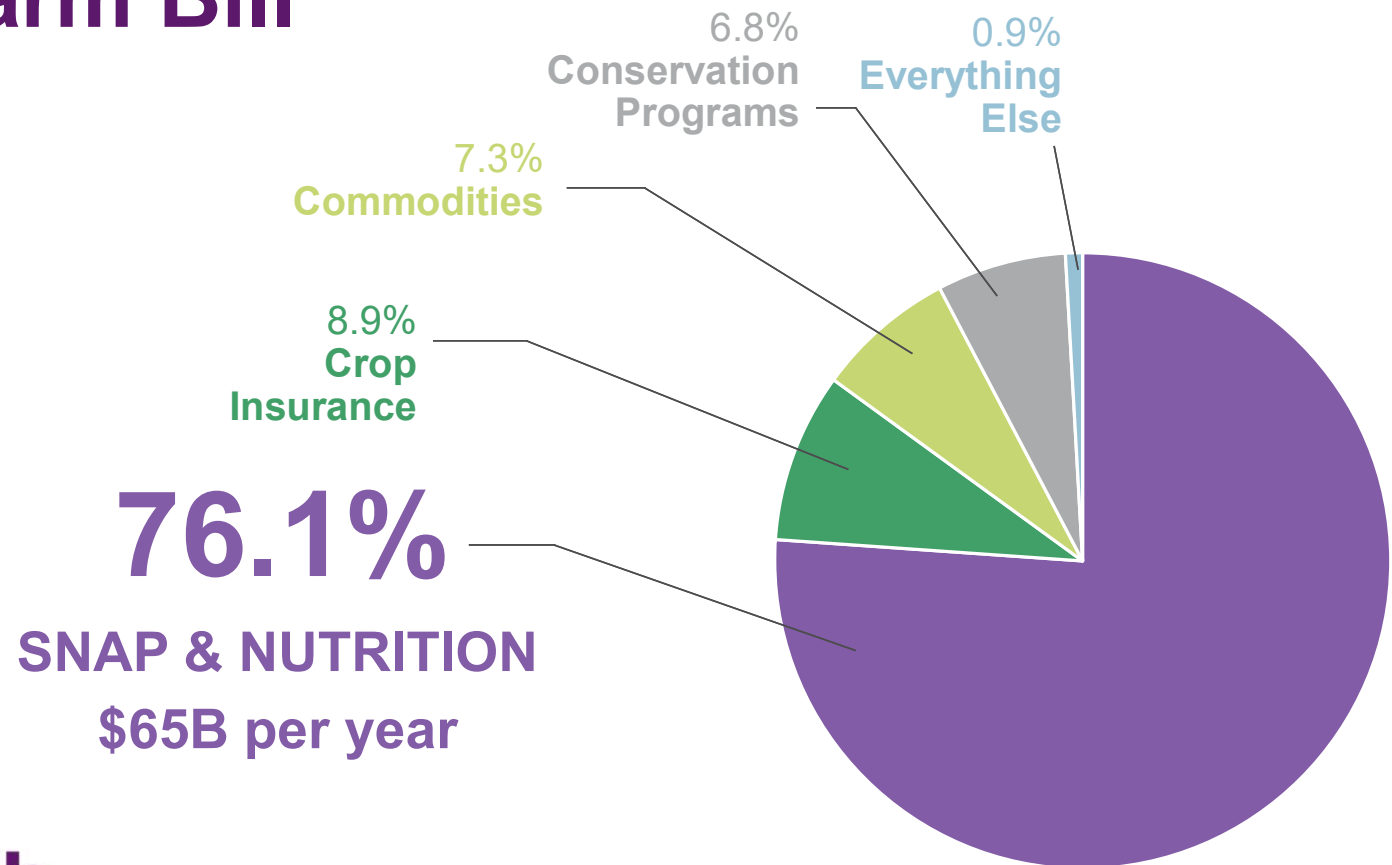
The Food Trust

GusNIP Goals

- Increase the purchase and consumption of fruits and vegetables among participating households
- Reduce individual and household food insecurity
- Improve health outcomes of participating households
- Decrease associated healthcare use and costs



The 2018 Farm Bill



From HIP to FINI to GusNIP

HIP Pilot: 2008



- \$4.4M
- 30 cents on the dollar

FINI: 2014



- \$100M over 5 years
- Requires a 1:1 non-federal match

GusNIP: 2018



- \$250M budgeted over 5 years
- Requires a 1:1 non-federal match (for nutrition incentive programs)

The Field is Growing

FINI (2015-2018)

- \$86M*
- 114 projects**

*Avg. per year: \$21.4M

**Avg per year: 28.5 projects

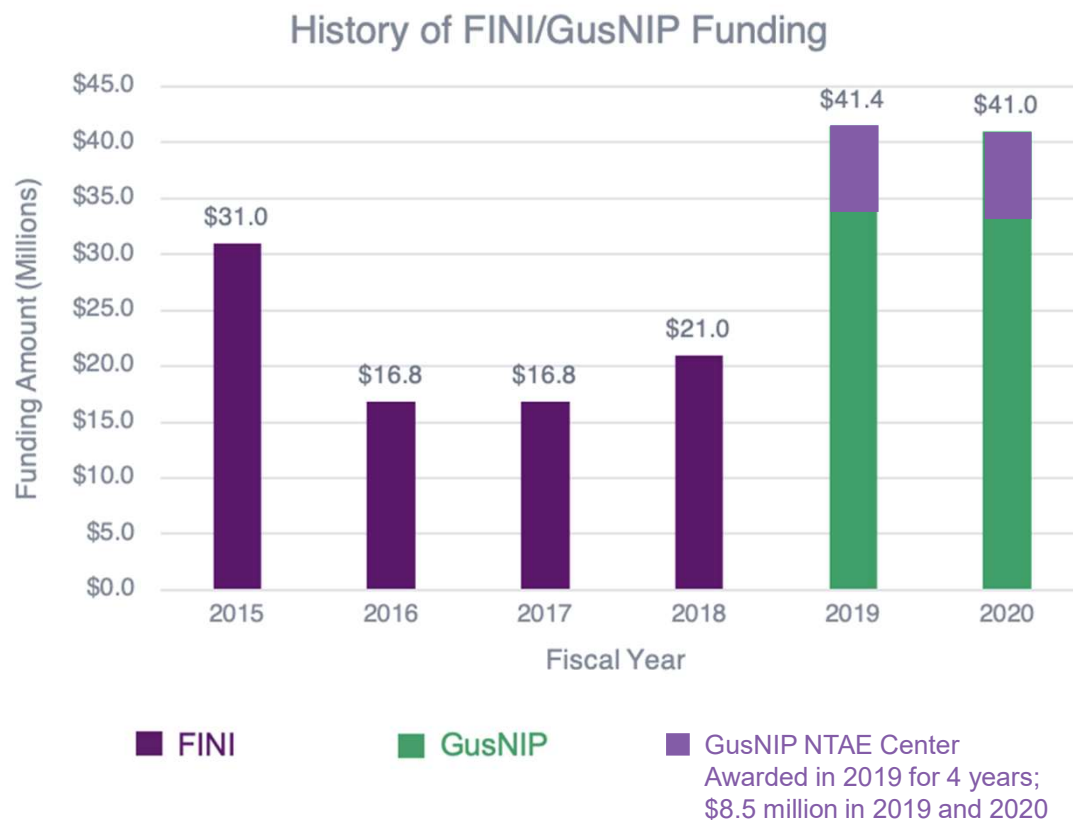
GusNIP (2019)

- \$32.9M in grants for 22 projects
- Added Produce Prescription
- Created GusNIP NTAE Center (\$8.5M)
- Total 2019 funding: \$41.4M

GusNIP (2020)

- \$32.5M in grants for 30 projects
- Continued funding for GusNIP NTAE Center (\$8.5M)
- Total 2020 funding: \$41.0M

Six Year Funding History of FINI/GusNIP

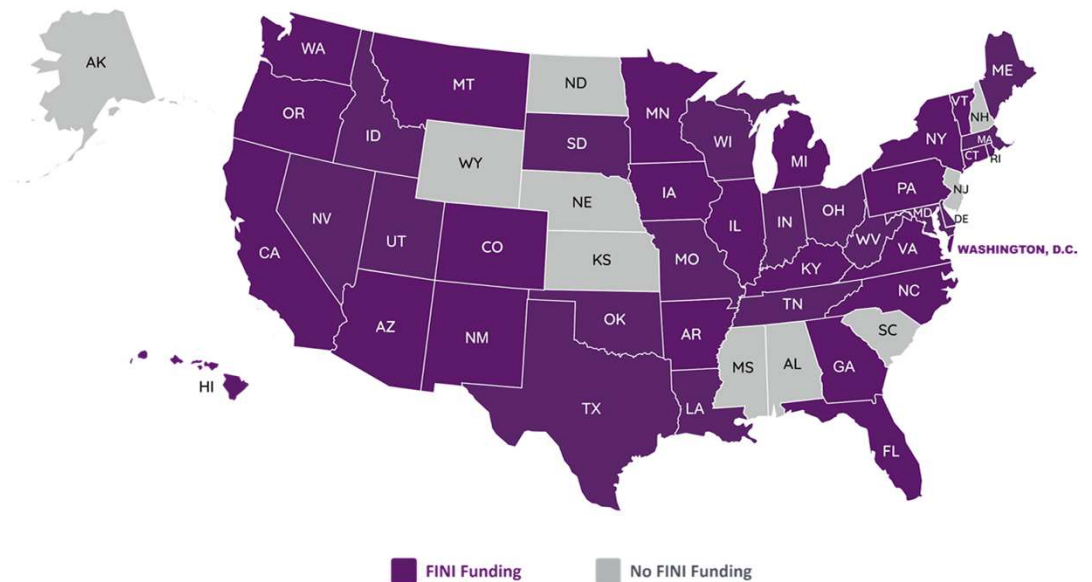


FINI 2015-2018 Grantees

FINI 2015-2018

- \$86M
- 114 projects

FINI 2015-2018 Grantees

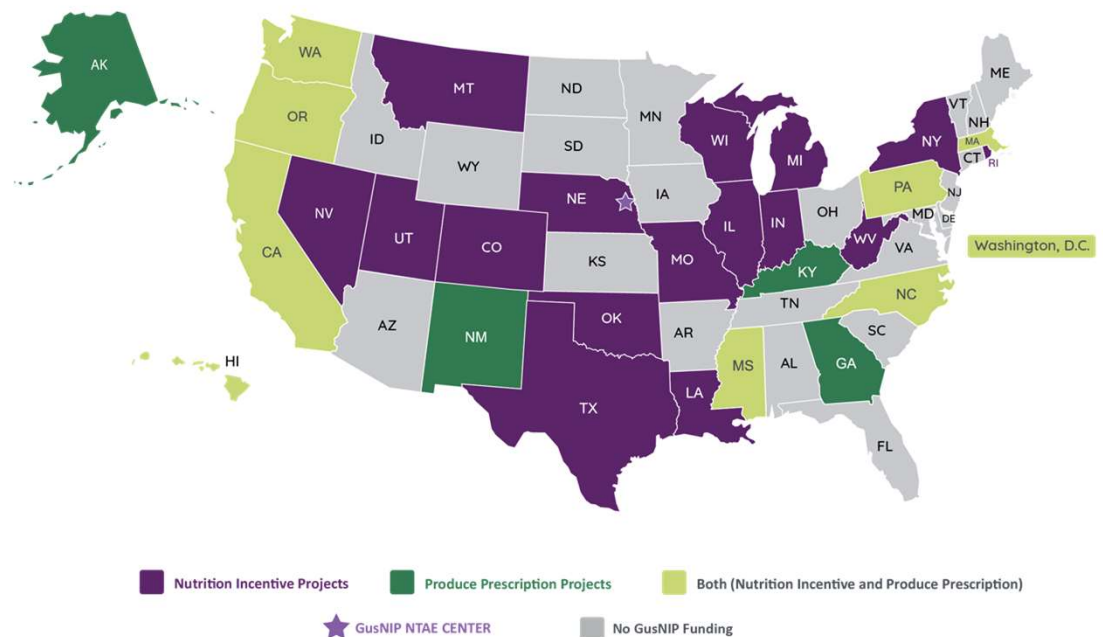


GusNIP 2019-2020 Awards

GusNIP 2019-2020

- \$82.4M
- 52 grants (awarded in 2019-2020)
 - 33 Nutrition Incentives
 - 19 Produce Prescription
- 1 GusNIP NTAE Center

GusNIP 2019-2020 Grantees by Project Type

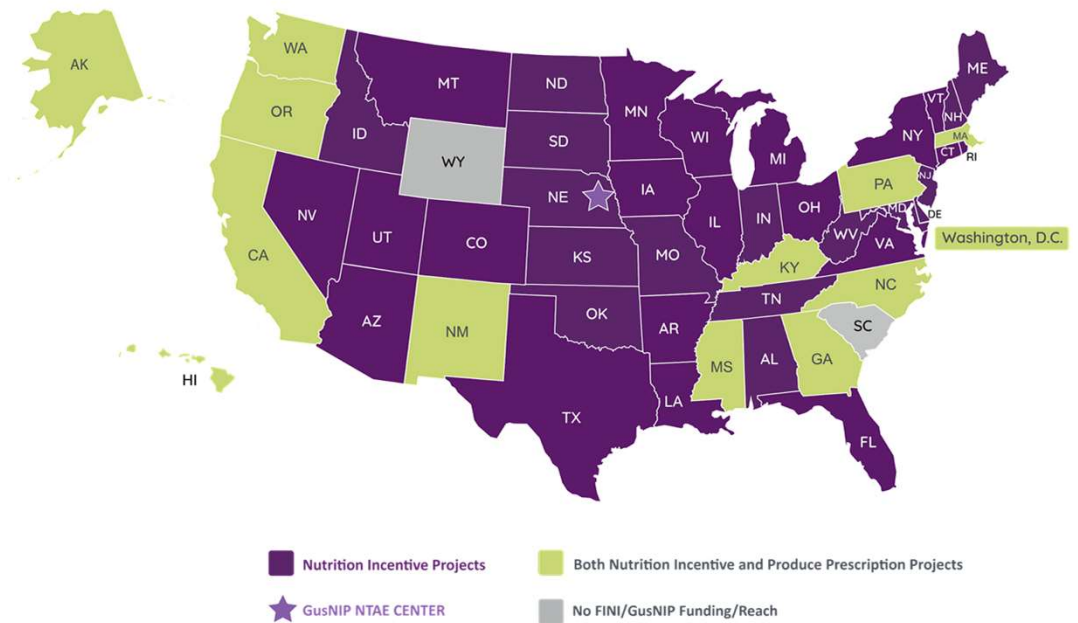


Total Reach of FINI and GusNIP

Total (2015-2020)

- \$159M
- 167 projects
- 43 states funded
- 48 states with funded project activities

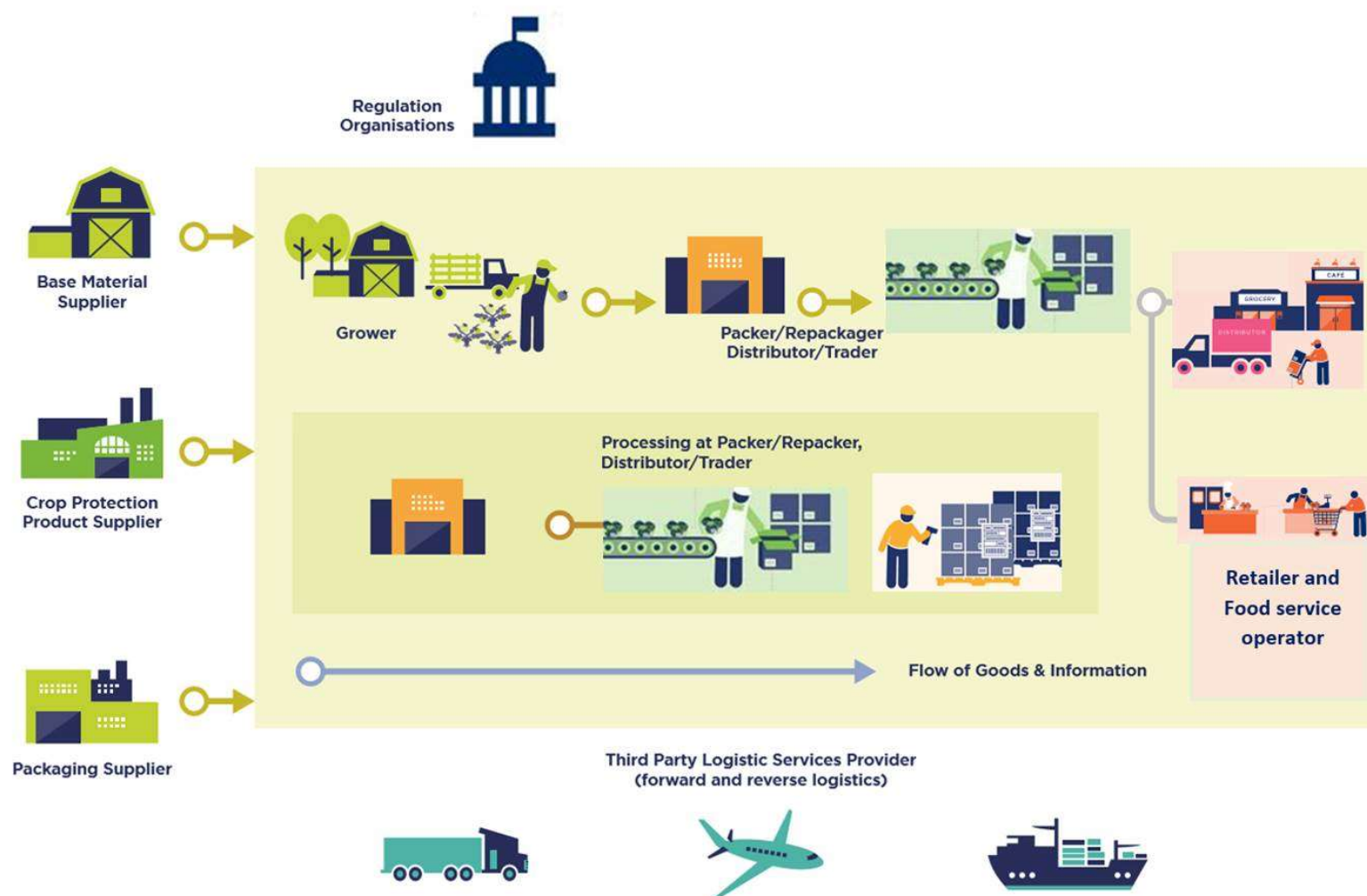
Total Reach of FINI/GusNIP 2015-2020





Conception

“...the forming or devising of a plan or idea...”



GS1. (2021). Fresh fruit and vegetable traceability guideline. Retrieved from [Fresh Fruit and Vegetable Traceability Guideline | GS1](#)

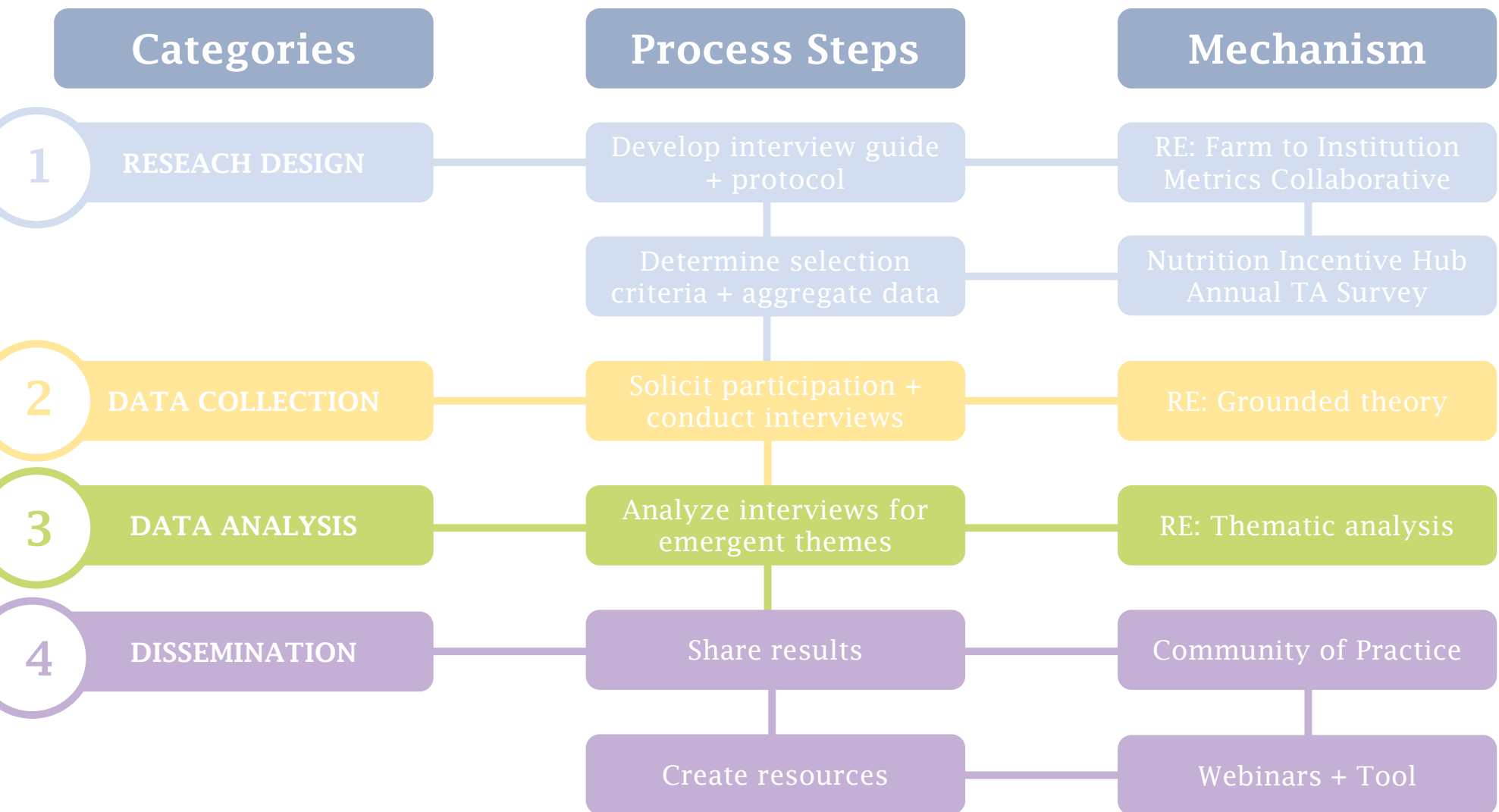


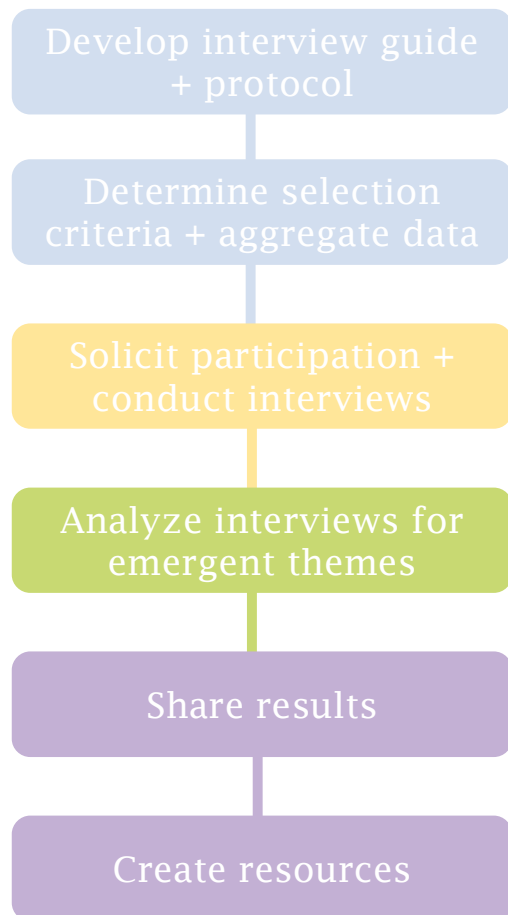
OBJECTIVE

Benchmark, standardize, and improve local and regional produce sourcing in B&M retail.

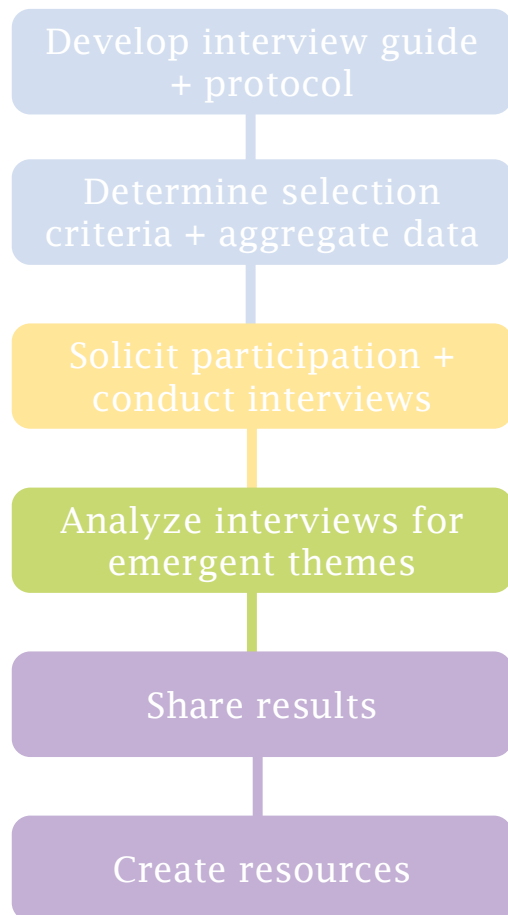
DELIVERABLES

- Templates for facilitating, tracking, and reporting of local and regional sourcing efforts, tailored to Grantee's context and seasonality.
- Benchmark field and develop roadmap for 5% increase over 4 years and all FIP and FSLP grocers exceeding 10% during growing season.





- Definition for local
- Motivations for sourcing locally
- Steps taken to establish the local & regional sourcing program
- Current local & regional sourcing program administration
- Local & regional sourcing program metrics and tracking priorities
- Supports for local & regional sourcing
- Barriers to local & regional sourcing
- Current local & regional sourcing needs
- Future plans/Next steps



Primary Selection Criteria:

- B&M local sourcing (BH)

Prioritize request for local sourcing TA:

- TA Topics (AK)
- Other TA Topics (AL)

Cross reference:

- Narrative Blurb (V)
- Retail Site Type (X)
- Challenges (AI)
- Opportunities (AJ)
- BM Local Sourcing Explained (BI)



Exploration

“...inquire into or discuss (a subject or issue) in detail...”

[illegible]

37
Interviews

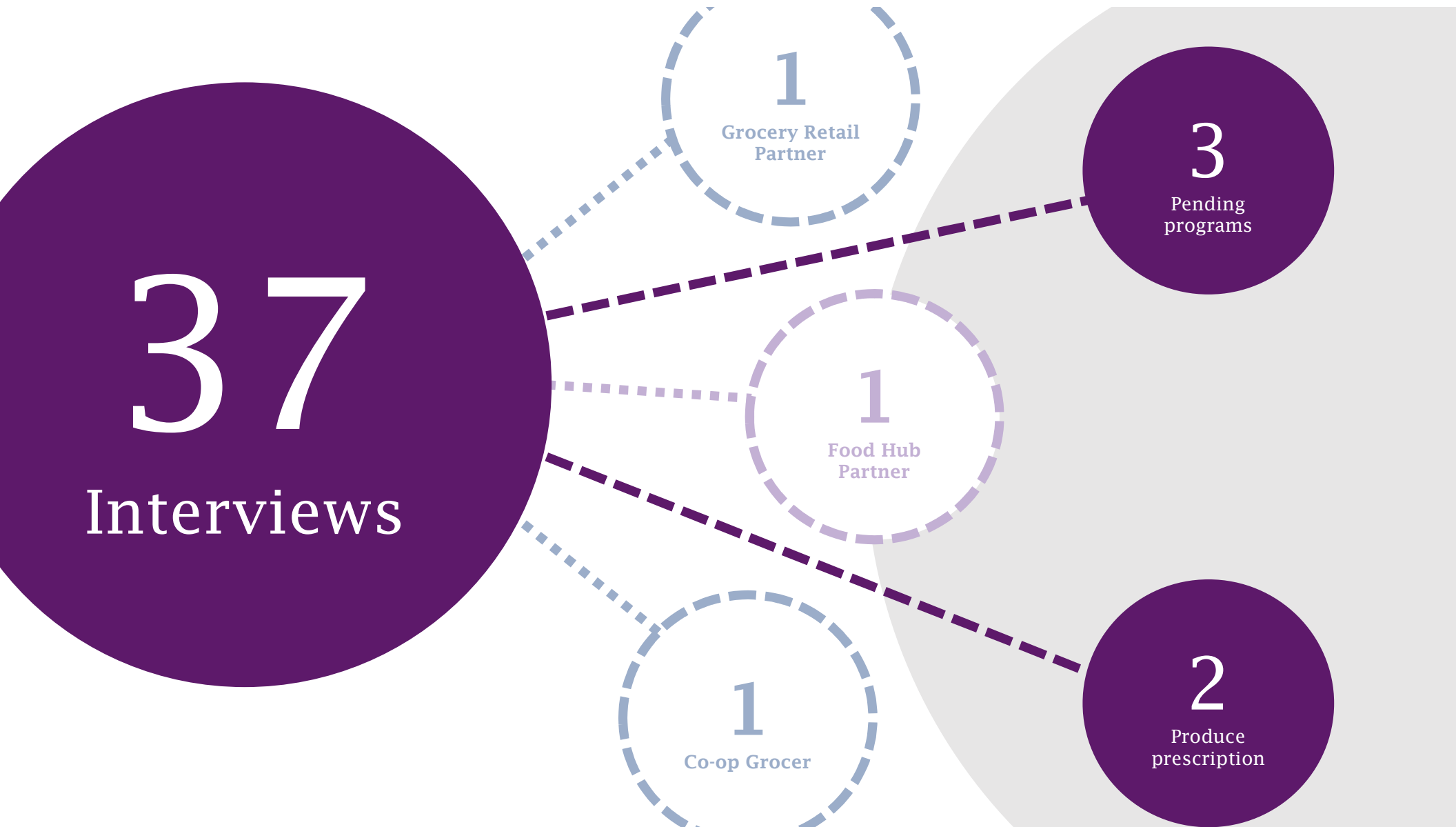
1
Grocery Retail
Partner

1
Food Hub
Partner

1
Co-op Grocer

3
Pending
programs

2
Produce
prescription





Sensemaking

“...the action or process of making sense of or giving meaning to something, especially new developments and experiences...”

Definition of Local

Theme	Overall Response Frequency	% Overall Response Frequency	Frequency of Strong Agreement	% Strong Category Agreement
Flexible	18	13.8%	8	44.4%
Mileage indicated	14	10.8%	5	35.7%
No definition	15	11.5%	8	53.3%
Point of origin	18	13.8%	5	27.8%
State only	18	13.8%	6	33.3%
State + Bordering states	22	16.9%	6	27.3%
Stakeholder influenced	17	13.1%	3	17.6%
Contextual	8	6.2%	3	37.5%
TOTAL RESPONSES	130	99.9%	44	-

Motivations for Sourcing Locally

Theme	Overall Response Frequency	% Overall Response Frequency	Frequency of Strong Agreement	% Strong Category Agreement
Political	4	3.8%	3	75%
Predetermined local sourcing requirement	2	1.9%	2	100%
Mission alignment	7	6.6%	4	57.1%
Cultural values	4	3.8%	1	25%
Growing practices	6	5.6%	1	16.7%
Favorable growing conditions	2	1.9%	1	50%
Develop producer market channels	23	21.7%	15	65.2%
Build the local economy	19	17.9%	15	78.9%
Support families	23	21.7%	11	47.8%
Change the food system	4	3.8%	3	75%
Build on existing program	5	4.7%	0	0%
Leverage social networks	2	1.9%	1	50%
Promote equity	5	4.7%	4	80%
TOTAL RESPONSES	106	100%	61	-

Steps Taken to Establish the Local & Regional Sourcing Program

Theme	Overall Response Frequency	% Overall Response Frequency	Frequency of Strong Agreement	% Strong Category Agreement
Mission alignment	7	9.7%	3	42.9%
Leverage supplier relationships	21	29.1%	17	81%
Leverage strong supply base	3	4.2%	2	66.7%
Leverage cross-sector relationships	11	15.3%	2	18.2%
Expand on existing programming	18	25%	12	66.7%
Develop and translate foundational understanding	1	1.4%	1	100%
Build consumer demand	6	8.3%	1	16.7%
Develop a pilot model	5	6.9%	2	40%
TOTAL RESPONSES	72	99.9%	40	-

Current Local & Regional Sourcing Program Administration

Theme	Overall Response Frequency	% Overall Response Frequency	Frequency of Strong Agreement	% Strong Category Agreement
Leverage supply chain relationships	11	25.6%	8	72.7%
Leverage cross-sector relationships	4	9.3%	0	0%
Establish a local supply baseline	5	11.6%	2	40%
Select retail stores to partner with	8	18.6%	5	62.5%
Assist in marketing local product	3	7%	1	33.3%
Expand existing programming	3	7%	1	33.3%
Include flexible local sourcing requirements	1	2.3%	1	100%
Increase farmer production capacity	3	7%	0	0%
Forecast local supply	1	2.3%	1	100%
Select suppliers to partner with	4	9.3%	1	25%
TOTAL RESPONSES	43	100%	20	-

Local & Regional Sourcing Program Metrics

	Theme	Overall Response Frequency	% Overall Response Frequency	Frequency of Strong Agreement	% Strong Category Agreement
Tracking Priorities	No identifiable metrics or tracking priorities	9	16.1%	5	55.6%
	Retailer commitment to % locally sourced	5	8.9%	2	40%
	Establish local sourcing baseline	4	7.1%	1	25%
	Data snapshots	4	7.1%	1	25%
	Flexible data collection priorities	6	10.7%	0	0%
Metrics	% locally sourced (Retailer-provided)	10	17.9%	5	50%
	Other local / non-local sales data (Retailer-provided)	9	16.1%	4	44.4%
	Farmer participation (Retailer- and Practitioner-provided)	4	7.1%	0	0%
	List of local product availability (type/quantity)	5	8.9%	2	40%
	TOTAL RESPONSES	56	99.9%	20	-

Supports for Local & Regional Sourcing

Theme	Overall Response Frequency	% Overall Response Frequency	Frequency of Strong Agreement	% Strong Category Agreement
Consumer education	3	3.4%	2	66.7%
Working with small, independent retailers	2	2.3%	1	50%
Producer access to market channels	9	10.5%	4	44.4%
Reliable supply	4	4.7%	3	75%
Program evaluation	0	0%	0	0%
Existing programming	3	3.4%	2	66.7%
Reinforcing program design	6	7%	2	33.3%
Program marketing	8	9.3%	6	75%
Nutrition Incentive Hub technical assistance	2	2.3%	2	100%
Strategic relationships	16	18.6%	11	68.8%
Producer relationships	12	14%	9	75%
Networking and mentorship	4	4.7%	2	50%
Retailer technical assistance	4	4.7%	2	50%
Producer technical assistance	6	7%	4	66.7%
Diversified funding mix	4	4.7%	2	50%
Dedicated personnel	0	0%	0	0%
Market control	3	3.4%	2	66.7%
TOTAL RESPONSES	86	100.0%	54	-

Barriers to Local & Regional Sourcing

Theme	Overall Response Frequency	% Overall Response Frequency	Frequency of Strong Agreement	% Strong Category Agreement
Wholesale requirements for producers	13	9.8%	10	76.9%
Retail operations requirements	8	6.1%	3	37.5%
Lack of investment in supply chain development/investment	15	11.4%	12	80%
Environment/Seasonality	20	15.2%	19	95%
Cost of local produce	16	12.1%	14	87.5%
Retailer attitudes	13	9.8%	4	30.8%
Market competition	11	8.3%	10	90.1%
Inventory tracking and reporting	11	8.3%	9	81.8%
Marketing local produce	2	1.5%	2	100%
Consumer perceptions and expectations	9	6.8%	7	77.8%
Lack of network connections	7	5.3%	4	57.1%
Uncertain program viability	7	5.3%	4	57.1%
TOTAL RESPONSES	132	99.9%	98	-

Current Local & Regional Sourcing Program Needs

Theme	Overall Response Frequency	% Overall Response Frequency	Frequency of Strong Agreement	% Strong Category Agreement
Strategic relationship development	16	23.9%	7	43.8%
Increased local product availability	14	20.9%	5	35.7%
Access to best practices	15	22.3%	13	86.7%
Access to economic impact data	3	4.5%	2	66.7%
Retailer training	7	10.4%	1	14.3%
Producer training	2	3%	1	50%
Public education	7	10.4%	6	85.7%
Local business support	3	4.5%	2	66.7%
TOTAL RESPONSES	67	99.9%	37	-

Future Plans + Next Steps

Theme	Overall Response Frequency	% Overall Response Frequency	Frequency of Strong Agreement	% Strong Category Agreement
Organizational development	6	6.1%	4	66.7%
Improving reporting	5	5%	5	100%
Advocating for funding	9	9.1%	8	88.9%
Investing in infrastructure	6	6.1%	5	83.3%
Partnership and coalition building	20	20.2%	13	65%
Firm expansion	14	14.1%	9	64.3%
Increase outreach and participation	13	13.1%	5	38.%%
Strengthening diversity, equity, and inclusion	5	5%	4	80%
Understanding grocery retail operations	5	5%	1	20%
Increasing local sourcing	9	9.1%	5	55.6%
Program re-application	1	1%	1	100%
Transforming food systems	6	6.1%	2	33.3%
TOTAL RESPONSES	99	99.9%	62	-

	1st highest frequency	%	2nd highest frequency	%	3rd highest frequency	%
Definitions	State + Bordering states	16.9%	State only	13.8%	Point of origin	13.8%
Motivations	Develop producer market channels	21.7%	Support families	21.7%	Build the local economy	17.9%
Establishment	Leverage supplier relationships	29.1%	Expand on existing programming	25%	Leverage cross-sector relationships	15.3%
Administration	Leverage supply chain relationships	25.6%	Select retail stores to partner with	18.6%	Establish a local supply baseline	11.6%
Metrics/Tracking	% locally sourced (retailer-provided)	17.9%	Other local/non-local sales data	16.1%	No identifiable metrics	16.1%
Supports	Strategic relationships	18.6%	Producer access to market channels	10.5%	Program marketing	9.3%
Barriers	Environment/ Seasonality	15.2%	Cost of local produce	12.1%	Lack of supply chain investment	11.4%
Needs	Strategic relationship development	23.9%	Access to best practices	22.3%	Increased local product availability	20.9%
Future plans/ Next steps	Partnership and coalition building	20.2%	Firm expansion	14.1%	Increase outreach and participation	13.1%

Practitioner gaps in supply chain
knowledge

Macro-level barriers vs. contextualized
supports

Partnership development for local and
regional food systems

The background of the slide is a grayscale photograph of a greenhouse. In the foreground, there are rows of plants growing in white plastic trays. The plants appear to be small seedlings or young vegetables. The background shows the structure of the greenhouse with translucent panels and support beams, creating a sense of depth.

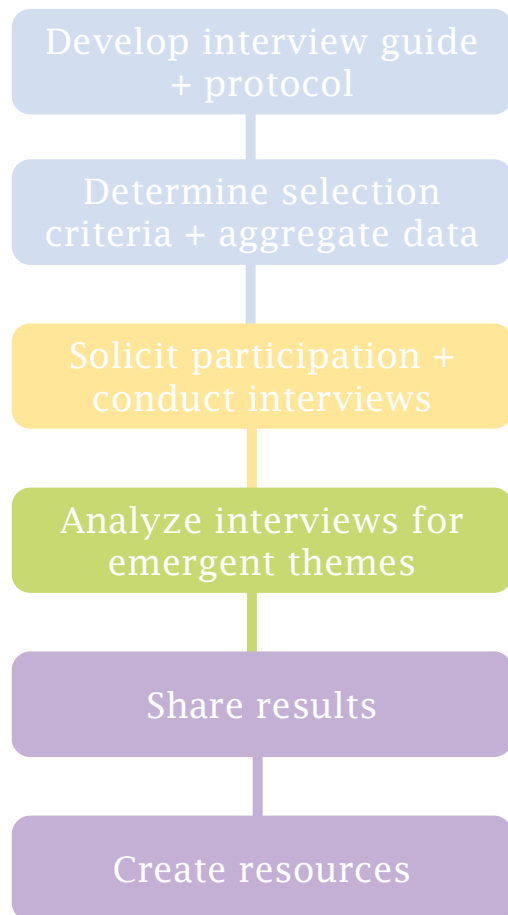
Limitations

“...weaknesses within a research design that may influence outcomes and conclusions of the research...”



Translation

“...the act of converting something into another form or medium...”

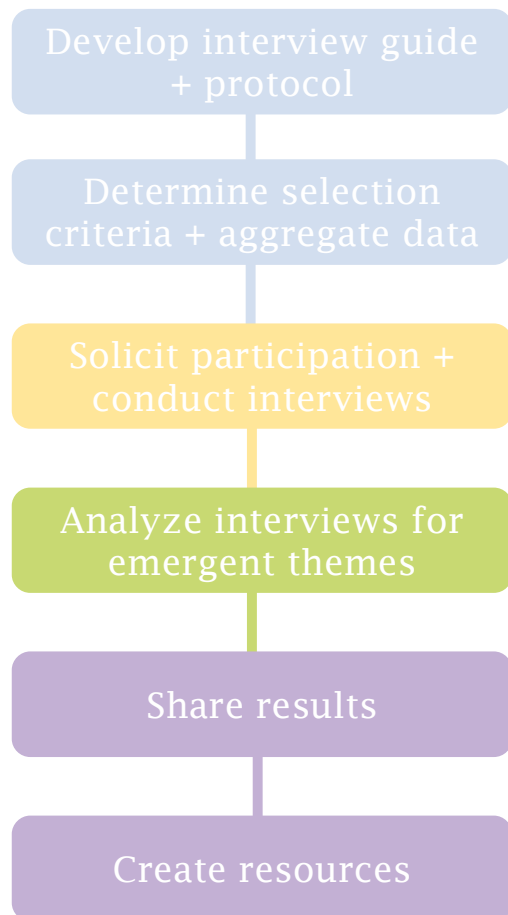


Community of Practice (2021)

- **August:** Preview of the *Partnership Development for Higher Impact Nutrition Incentive Programs* webinar training series, informed by interview themes.
- **November:** Grocery supply chain development and succession planning with Taste the Local Difference and the Rural Grocery Initiative.
- **December:** Review supports/challenges in local & regional sourcing, how grantees started sourcing locally and processes established, metrics used. Preview of 2022 community of practice structure.

Coming Soon

- State of Grocery Local & Regional Sourcing in Nutrition Incentive Programs publication



Partnership Development for Higher Impact Nutrition Incentive Programs

- Part 1: Considerations for Incorporating Stakeholder Values into Nutrition Incentive Program Local & Regional Sourcing Efforts
- Part 2: Building Local & Regional Food Systems Partnerships for Nutrition Incentive Programs
- Part 3: Developing Value Chain Partnerships for Nutrition Incentive Programs

The Local & Regional Food System Partnership Planning Tool: A Guide for Nutrition Incentive Practitioners

Coming Soon

- Local & Regional Sourcing Program Readiness Assessment Tool



Competency

“...the ability to do something successfully or efficiently...”

22 Public Health Foundational Competencies Course Mapping	MPH 701	MPH 720	MPH 754	MPH 802	MPH 818
Evidence-based Approaches to Public Health					
1. Apply epidemiological methods to the breadth of settings and situations in public health practice	x		x		
2. Select quantitative and qualitative data collection methods appropriate for a given public health context	x	x	x		
3. Analyze quantitative and qualitative data using biostatistics, informatics, computer-based programming and software, as appropriate	x	x	x		
4. Interpret results of data analysis for public health research, policy or practice	x		x		

Public Health and Health Care Systems	MPH 701	MPH 720	MPH 754	MPH 802	MPH 818
5. Compare the organization, structure and function of health care, public health and regulatory systems across national and international settings		x			
6. Discuss the means by which structural bias, social inequities and racism undermine health and create challenges to achieving health equity at organizational, community and societal levels					x
Planning and Management to Promote Health					
7. Assess population needs, assets and capacities that affect communities' health		x		x	
8. Apply awareness of cultural values and practices to the design or implementation of public health policies or programs					x
9. Design a population-based policy, program, project or intervention			x		
10. Explain basic principles and tools of budget and resource management		x	x		
11. Select methods to evaluate public health programs	x	x	x		
Policy in Public Health					
12. Discuss multiple dimensions of the policy-making process, including the roles of ethics and evidence		x	x	x	
13. Propose strategies to identify stakeholders and build coalitions and partnerships for influencing public health outcomes		x		x	x
14. Advocate for political, social or economic policies and programs that will improve health in diverse populations		x			x
15. Evaluate policies for their impact on public health and health equity		x		x	
Leadership					
16. Apply principles of leadership, governance and management, which include creating a vision, empowering others, fostering collaboration and guiding decision making		x			x
17. Apply negotiation and mediation skills to address organizational or community challenges		x			
Communication					
18. Select communication strategies for different audiences and sectors	DMP 815, FNDH 880 or KIN 796				
19. Communicate audience-appropriate public health content, both in writing and through oral presentation	DMP 815, FNDH 880 or KIN 796				
20. Describe the importance of cultural competence in communicating public health content		x			x
Interprofessional Practice					
21. Perform effectively on interprofessional teams		x			x
Systems Thinking					
22. Apply systems thinking tools to a public health issue			x	x	

	Product	Description		Product	Description
1	Community of practice (1.27.2021)	- Highlights from the Nutrition Incentive Hub annual - Discussion about the Nutrition Incentive Hub local sourcing objectives, intersection with grantee and practitioner projects. - Preview of the activities and offerings planned for 2021 related to local sourcing	6	Webinar #1: Considerations for Incorporating Stakeholder Values into Nutrition Incentive Program Local & Regional Sourcing Efforts	Exploring how partner values inform local and regional sourcing strategies and translate to the nutrition incentive program context.
2	Community of practice (3.24.2021)	Emerging interview theme: Political influences on funding Discussion on how organizational mission, values, and political interests influence local and regional sourcing goals.	7	Webinar #2: Building Local & Regional Food Systems Partnerships for Nutrition Incentive Programs	Understanding the role of diverse partnerships and collaborative infrastructure in the development of a healthy, thriving local or regional food system that supports nutrition incentive programming.
3	Community of practice (8.25.2021)	- Update on the local & regional sourcing interview themes (definition of local, motivations for sourcing locally) - Preview the Partnership Development for Higher Impact Nutrition Incentive Programs series	8	Webinar #3: Developing Value Chain Partnerships for Nutrition Incentive Programs	Focus on three programs that have developed robust partnerships and strategies to support local and regional sourcing efforts across production, processing, and wholesale and retail distribution.
4	Community of practice (11.3.2021)	Thematic focus: Understanding grocery retail operations This session hosted two initiatives working on grocery supply chain development and succession planning, Taste the Local Difference and Rural Grocery Initiative	9	The Local & Regional Food System Partnership Planning Tool: A Guide for Nutrition Incentive Practitioners	This tool provides a step-by-step process to help practitioners identify and prioritize food system partnerships that support nutrition incentive programs.
5	Community of practice (12.15.2021)	- Update on local & regional sourcing interview themes (how grantees started sourcing locally and processes established, tracking/metrics used, supports/challenges in local & regional sourcing) - Gather feedback on new structure for the community of practice in 2022			

Portfolio Product		Number and Competency Addressed	
	Partnership Development for Higher Impact Nutrition Incentive Programs webinar training series	13	Propose strategies to identify stakeholders and build coalitions and partnerships for influencing public health outcomes
		18	Select communication strategies for different audiences and sectors
	Local & Regional Sourcing in Grocery community of practice	4	Interpret results of data analysis for public health research, policy or practice
		18	Select communication strategies for different audiences and sectors
		21	Perform effectively on interprofessional teams
	The Local & Regional Food System Partnership Planning Tool: A Guide for Nutrition Incentive Program Practitioners	18	Select communication strategies for different audiences and sectors
		22	Apply systems thinking tools to a public health issue

References

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Questions