



Building Equitable Food Economies from the Ground Up

Since its early roots in West Oakland, **Mandela Partners** has been leading innovative and community-centered initiatives to address two competing food access challenges: ensuring fair pricing for small farmers who grow sustainably while simultaneously keeping the cost of produce and healthy food affordable enough for limited-resource residents.

With the proliferation of diet-related disease, communities across the Bay Area are seeking means to transform the health landscape and create food secure neighborhoods. Our food access programs were created to secure residents' right to access fresh, affordable, and healthy food.

We do this through several core initiatives:

Strengthening Sustainable Agriculture by Uplifting Local Growers

Building Healthy and Affordable Food Access Points

SNAP Incentives for Fruits and Vegetables

Engaging Parent Assistants

Providing Culturally Relevant Health and Wellness Education

Technical Support for Small Grocers and Corner Stores



MY DREAM IS FOR MANDELA AND OTHERS WHO BUY FROM ME TO GROW TOO. BECAUSE IT WOULDN'T WORK IF ONLY I GROW... IF THEY'LL BE GROWING, I'LL BE GROWING. IT'S A CONNECTION.

Efren Avalos
Owner of Avalos Organic Farms



Strengthening Sustainable Agriculture by Uplifting Local and Regional Growers

Mandela Partners developed our in-house food hub-- Mandela Produce Distribution (MPD)-- that supplies community retailers and institutions with locally-sourced produce, and provides our network of "Black, Indigenous, and people of color" (BIPOC) growers access to new markets, logistics support, and financing. MPD prioritizes small family farmers who grow sustainably and are located within a 150 mile radius of Oakland. MPD's customers make up a niche market that understand the importance of supporting socially disadvantaged farmers with fair pricing. MPD operates as a food hub instead of a traditional produce distributor because of its deep connection to Mandela Partners' community programs, which secure residents' right to access fresh, affordable, and healthy food.

Source produce from **29** BIPOC sustainable growers



\$880,000

in additional revenue was created that directly benefit local farmers

1.8 million

pounds of sustainably grown produce has been distributed from BIPOC farmers to Healthy Retail Network food access points



Building Healthy and Affordable Food Access Points

Mandela's Healthy Retail Network has grown year over year since its inception to create affordable food access points in under-resourced neighborhoods of Alameda County. The Network consists of 10 small grocers and corner market owners, eight Community Produce Stands and Community Supported Agriculture (CSA) pick-up points operated by Mandela Partners that sources fruits and vegetables through our network of sustainable growers. We integrate several levers to our Healthy Retail Network model that not only ensures food insecure children and families are being reached, but that residents can afford to purchase fruits and vegetables at centrally located neighborhood food access points. Mandela Partners goes beyond the notion that "if we build it, they will come" by activating these levers to authentically engage residents in solutions that drive an equitable local food system, rather than creating top-down programming aimed solely at minimizing food insecurity.

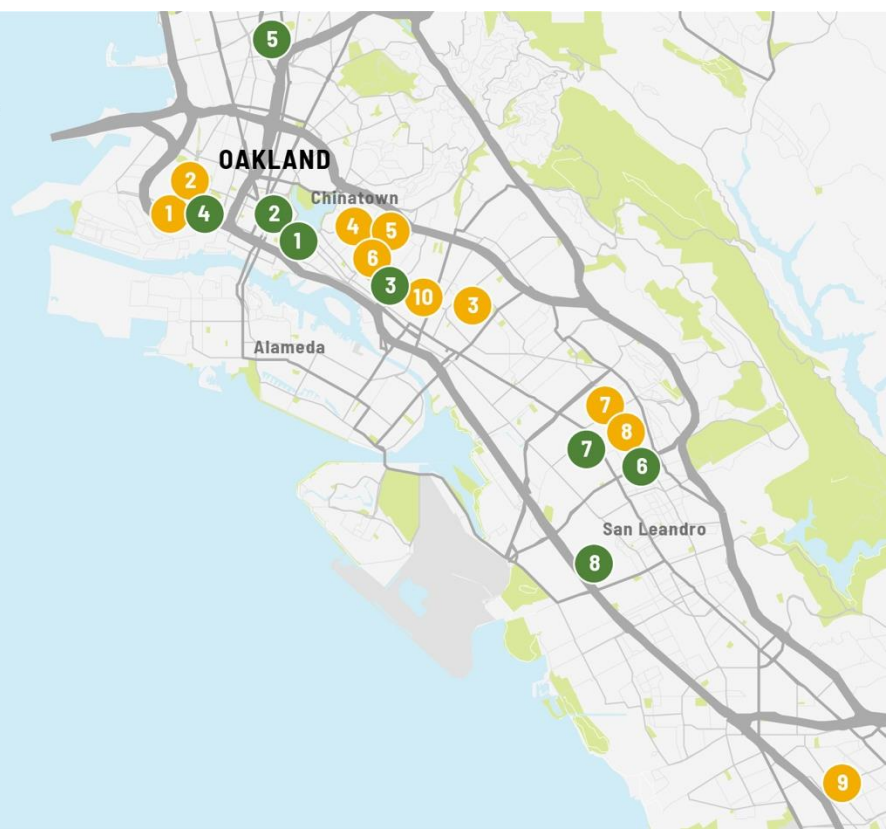
COMMUNITY PRODUCE STAND

- | | |
|--|---|
| 1 La Escuelita Elementary School
1050 2nd Ave.
Tuesday 2-4 pm | 5 North Oakland Senior Center
5714 Martin Luther King Jr Way
Wed 10:30-12:30 |
| 2 Oakland Public Library
125 14th St.
Thursday 11-1 pm | 6 REACH Academy
9845 Bancroft Ave.
Tuesday 2-4 pm |
| 3 Garfield Elementary School
1640 22nd Ave.
Thursday 2-4 pm | 7 RISE/New Highland
85th Ave.
Thursday 2:30-4 pm |
| 4 West Oakland Health Council
700 Adeline St.
Friday 11-1 pm | 8 Madison Park Academy
470 El Paseo Dr.
Thursday 2:45-4 pm |

HEALTHY GROCERY INITIATIVE

- | | |
|--|---|
| 1 Mandela Foods Cooperative ◊
1430 7th St. | 6 A-G Market ◊
1849 E 21st St. |
| 2 Sav Mor Liquor Store ◊
1333 Peralta St. | 7 7 Amigos Market ◊
8135 Bancroft Ave. |
| 3 Jalos Market ◊
2267 38th Ave. | 8 Rowald Market
2123 90th Ave. |
| 4 Wah Fay Liquors ◊
2007, 2101 8th Ave. | 9 Hank's Liquor ◊
19989 Meekland Ave. |
| 5 Sky Market ◊
2645 14th Ave. | 10 Mi Carnal Market ◊
2755 Foothill Blvd. |

◊ ACCEPT FRESH CREDITS



Our model ultimately strengthens family purchasing power of affordable fruits and vegetables among low-access neighborhoods. Mandela Partners' comprehensive set of program levers leads to successful implementation and community engagement through:

SNAP Incentives for Fruits and Vegetables

Mandela Partners administers the Fresh Creds Incentive Program, which is an online, cloud-based redemption tool at the point of sale that provides CalFresh/SNAP shoppers a 50% discount on fruits and vegetables purchased at food access points. Shoppers use their EBT card and receive a \$1-for-\$1 match that is recognized as an immediate discount.

Engaging Parent Assistants

Mandela Partners' Parent Assistants are deeply involved in school and community activities, and are well connected to parents and families, school staff, and residents who contribute to building a robust customer base. Parent Assistants receive stipends at \$15 per hour for facilitating outreach, promoting Community Produce Stands and the Fresh Creds Program in and around their neighborhood, helping coordinate wellness education events, and managing Produce Stand operations on-site.

1,900

children and families participate in nutrition and wellness education offered at food access points annually



\$281,000

of Fresh Creds incentive dollars have been redeemed for fruits and vegetables among CalFresh/SNAP beneficiaries



IT'S NICE TO KNOW I AM HELPING PEOPLE, BUT ESPECIALLY BECAUSE THESE ARE FAMILIES IN MY COMMUNITY. THE LITTLE I'M DOING IS MAKING A DIFFERENCE TO SOMEONE.

Silvia Guzman
Parent Assistant





Providing Culturally Relevant Health and Wellness Education

With support from Parent Assistants, we provide health and wellness education that compliments healthy food and produce options at Healthy Retail Network locations. We offer fresh food samples along with recipes, coupons and giveaways to promote healthy eating and the availability of seasonal fruits and vegetables available at Healthy Retail Network locations. These demonstrations are set-up intentionally to reach local children and families at the point of purchase, and to provide culturally-appropriate and seasonally-tailored recipes that highlight items that are available specifically at these corner stores, small grocers and Community Produce Stands.

Technical Support for Small Grocers and Corner Stores

Mandela Partners provides complementary support services and technical assistance that benefits store owners and the surrounding community to encourage consumption of healthier food options, which include: store environment improvements, business planning, Fresh Creds administration assistance, marketing, nutrition education, and sourcing and procurement assistance. Our technical support model has become nationally recognized for demonstrating the connection between economic development and health with small business owners in under-resourced communities. We've been providing technical expertise and resources to other communities across the country to support them in strengthening food security by uplifting healthy retail options.



\$509,000

in loan funds have been dispersed to food retailers, local growers and distributors



mandelapartners.org

info@mandelapartners.org

1344 7th Street | Oakland, CA 94607
(510) 433-0993