

---

# A Model For Addressing Food Security Issues In An Ethnically Diverse, Inner City Neighborhood

*Community Activism And Coalition Building*

---

**Bernadette Longo**

University of Minnesota

**Barbara Thell**

Minnesota FoodShare

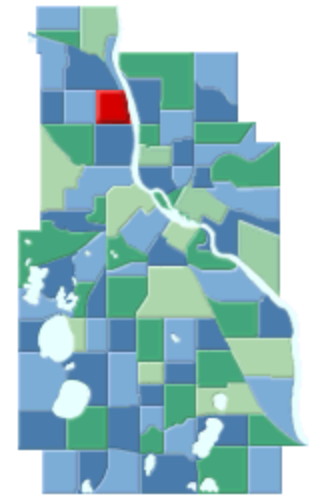
---

# The need:

## Fill the food gap in North Minneapolis

### Typical inner city situation

- ❑ Grocery stores closed
- ❑ Single Cub Foods store serves most of Northside
- ❑ Food mainly available through convenience and corner stores



McKinley neighborhood

---

---

# The need: Address health disparities

## Typical diet-related health disparities

- ❑ Obesity
- ❑ Heart disease
- ❑ Diabetes
- ❑ High blood pressure



# Jerry's Flower Shop

**WCCO.com reports  
on Jerry's:**

***Our Community Loses  
When Crime Forces  
Businesses To Close***

**(Jul 12, 2005 1:52 pm)**

“Jerry's Flower Shop in North Minneapolis closed last year after a clerk at the longtime business was shot to death...”



**...From crime scene  
to site for community development**

# Church connection

- Fellowship Missionary Baptist Church
- Greater Minneapolis Council of Churches



---

# Jerry's Cooperative Development Initiative

## Guiding principles

- The community is the client for the Jerry's Cooperative Development Initiative (JCIDI). The community includes **individuals, family units**, and the Northside **neighborhoods** including McKinley, Hawthorne, Jordan, Folwell, Webber-Camden, Cleveland, and Victory. **JCIDI will not serve special interests.**
  - Jerry's Cooperative Development Initiative will only support community initiatives that contribute to **sustainable economic development** and result in **benefits and profits remaining in Northside neighborhoods**. JCIDI will not support predatory activities in Northside neighborhoods that result in benefits and profits accruing primarily to individuals or organizations that do not have long-term commitments to the empowerment of Northside residents.
  - In order to accomplish these principles, the Jerry's Cooperative Development Initiative will **work with other Northside stakeholders** to develop a prescribed process for organizations to establish community programs and projects in Northside neighborhoods. The goal of this prescribed process will be to **coordinate efforts and resources, maximize positive client outcomes, and ensure sustainability** for economic and community development.
-

---

# Jerry's Cooperative Development Initiative

## Four principle partners

- ❑ Fellowship Missionary Baptist Church
- ❑ Greater Minneapolis Council of Churches
  - Minnesota FoodShare
- ❑ NorthPoint Health & Wellness Center
- ❑ University of Minnesota



---

# Jerry's Cooperative Development Initiative

- Parallel Projects with Working Groups
    - Jerry's Flower Shop
    - Farmers' markets
    - Food cooperative
    - Research and education
  
  - Organizing Committee
    - Legal entity
    - Project oversight and coordination
-

---

# Jerry's Flower Shop

- Private ownership
  - Non-profit organization
    - Can donate percentage of profits to JCDI
    - Can partner with UMN Horticultural Science Department
      - Service learning opportunities
      - Retail laboratory for floral design students
      - College faculty and students can provide job training for people in community
-

# Jerry's Flower Shop

## Who's participating?

- ❑ Private investors
- ❑ Retail operator
- ❑ Cub Foods manager as advisor
- ❑ UMN Horticultural Science professor
- ❑ UMN Extension educator



---

# Farmers' Markets

- Bring fresh food into neighborhood
- Market for local growers
- Job training opportunities
- Market research and nutritional education opportunities
- Fresh produce for food shelves



---

# Farmers' Markets

## Who's participating?

- ❑ Institute for Agriculture and Trade Policy
  - ❑ Minnesota FoodShare
  - ❑ NorthPoint Health & Wellness Center
  - ❑ University of Minnesota College of Agriculture, Food, and Environmental Sciences
  - ❑ Minnesota Institute for Sustainable Agriculture
-

---

# Research and education

## Research

- Measure project outcomes
  - Findings for policymakers
- Community Food Assessment
- Market research
- Social capital



---

# Research and education

## Education

- Nutrition education
- Cooking demonstrations
- Leadership development



---

**MyPyramid.gov**  
STEPS TO A HEALTHIER YOU

---

# Organizing Committee

Coalition of neighborhood associations  
and project principles

- Form legal entity
- Oversee and coordinate JCDI projects
- JCDI leadership training



---

# Organizing Committee

## Who's participating?

- ❑ McKinley, Hawthorne, and Jordan neighborhood representatives
  - ❑ Greater Minneapolis Council of Churches
  - ❑ Fellowship Missionary Baptist Church
  - ❑ NorthPoint Health & Wellness Center
  - ❑ University of Minnesota
-

---

# Leadership development

Most pressing issue for coalition building

- JCDI has many leadership needs
  - Different projects/different needs
- Understand leadership styles
  - Where each is appropriate
  - Respect each other's styles
- Facilitation through UMN Extension Community Vitality staff

