



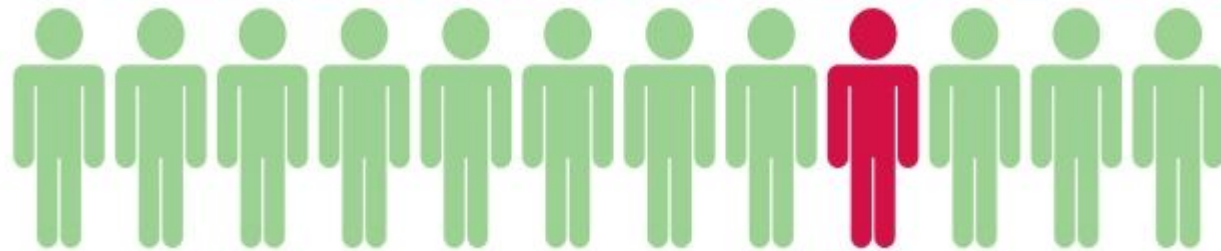
Addressing Food Insecurity in New Brunswick, New Jersey

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Overview of New Brunswick



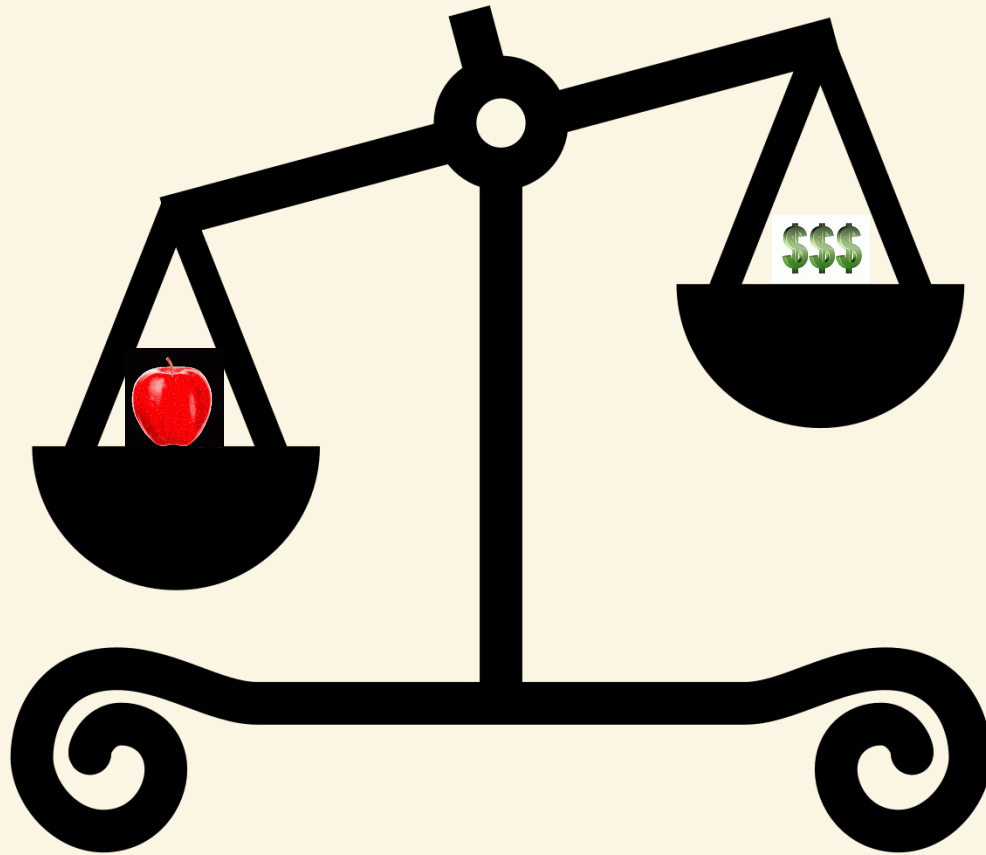
- **Population:**
Approximately 55,000 people
 - Over a third of residents are from Latin American and South American countries.



**1 in 12 households in New Jersey
experienced food insecurity**

**This is equivalent to about
285,000 households**

**Food
Access**



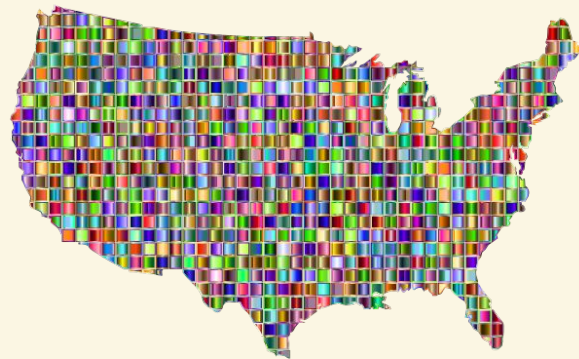
**Affordability
of Food**

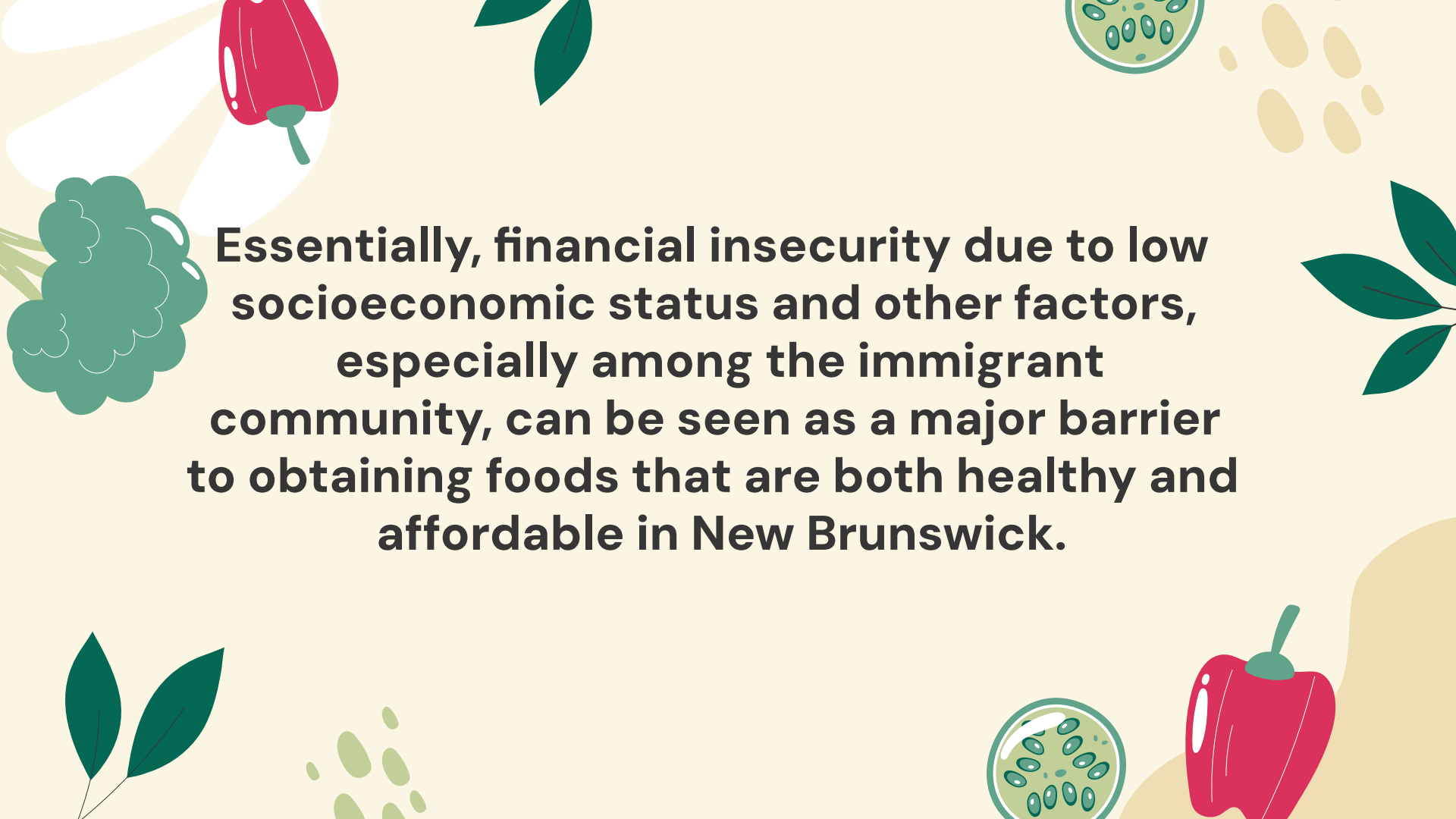
A “paradoxical set of choices”

Dietary Acculturation



- NORTH AMERICA
- CENTRAL AMERICA
- CARIBBEAN
- SOUTH AMERICA



The background is a light cream color with various food-related illustrations. In the top left, there is a red bell pepper and a green leaf. In the top right, there is a green bell pepper and a green leaf. In the bottom left, there is a green bell pepper and a green leaf. In the bottom right, there is a red bell pepper and a green leaf. The text is centered in the middle of the image.

Essentially, financial insecurity due to low socioeconomic status and other factors, especially among the immigrant community, can be seen as a major barrier to obtaining foods that are both healthy and affordable in New Brunswick.

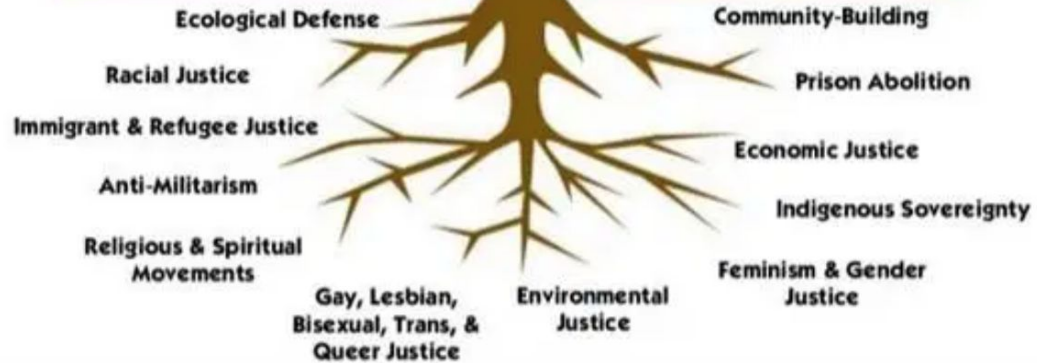
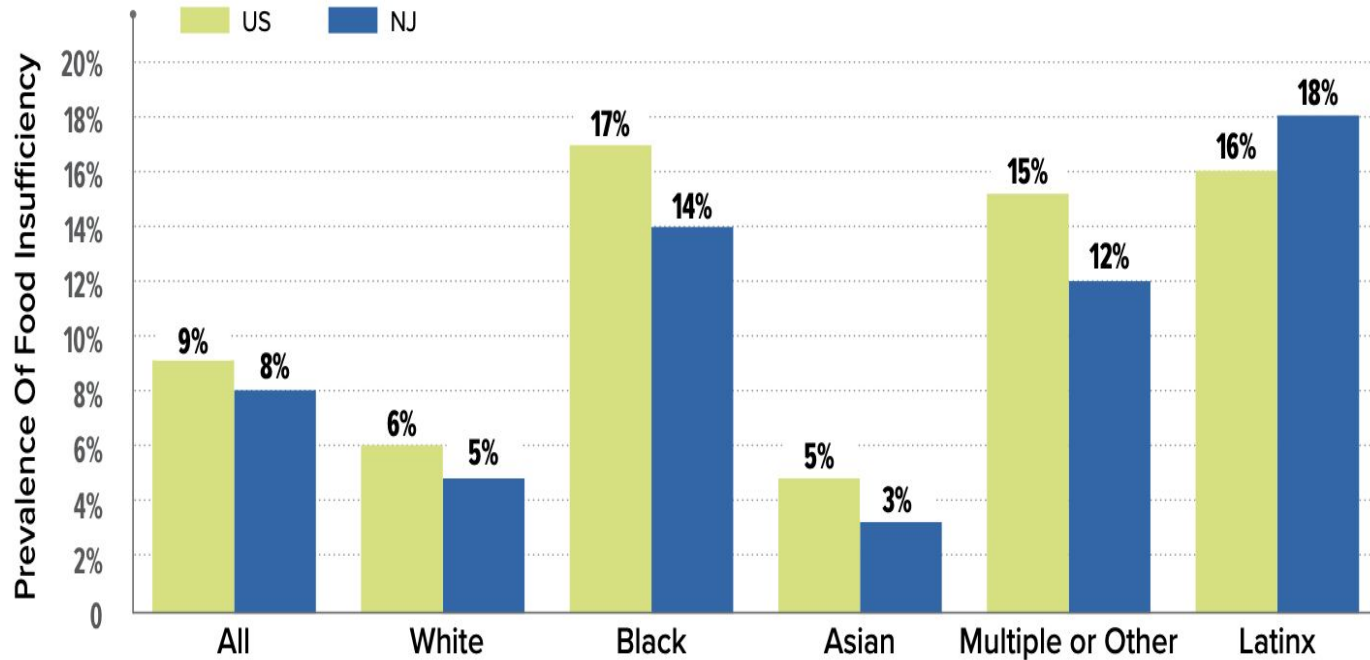


Figure 1: 2021 Food Insufficiency in New Jersey Compared to U.S. by Race and Ethnicity



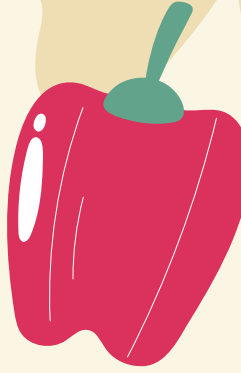
Source: FRAC analysis of U.S. Census Bureau Household Pulse Survey Data collected in 2021. Data was combined across data collection periods "Weeks 22–40." Household survey weights were used to generate representative estimates.

Local Food Justice Efforts

New Brunswick has many organizations already fighting food insecurity

- 80 food pantries/soup kitchens
- SNAP/Meals on Wheels
- 10 Community Gardens

Food is still unaffordable & tends not to be culturally appropriate





Proposed SoluTions

Brief Overview




Outreach

Ensure everyone's voice is heard

Creating Goodwill

Understand where the gap is.



Education

Introduce healthy eating

Create a mindset of understanding about food justice/healthy living

Vegetation

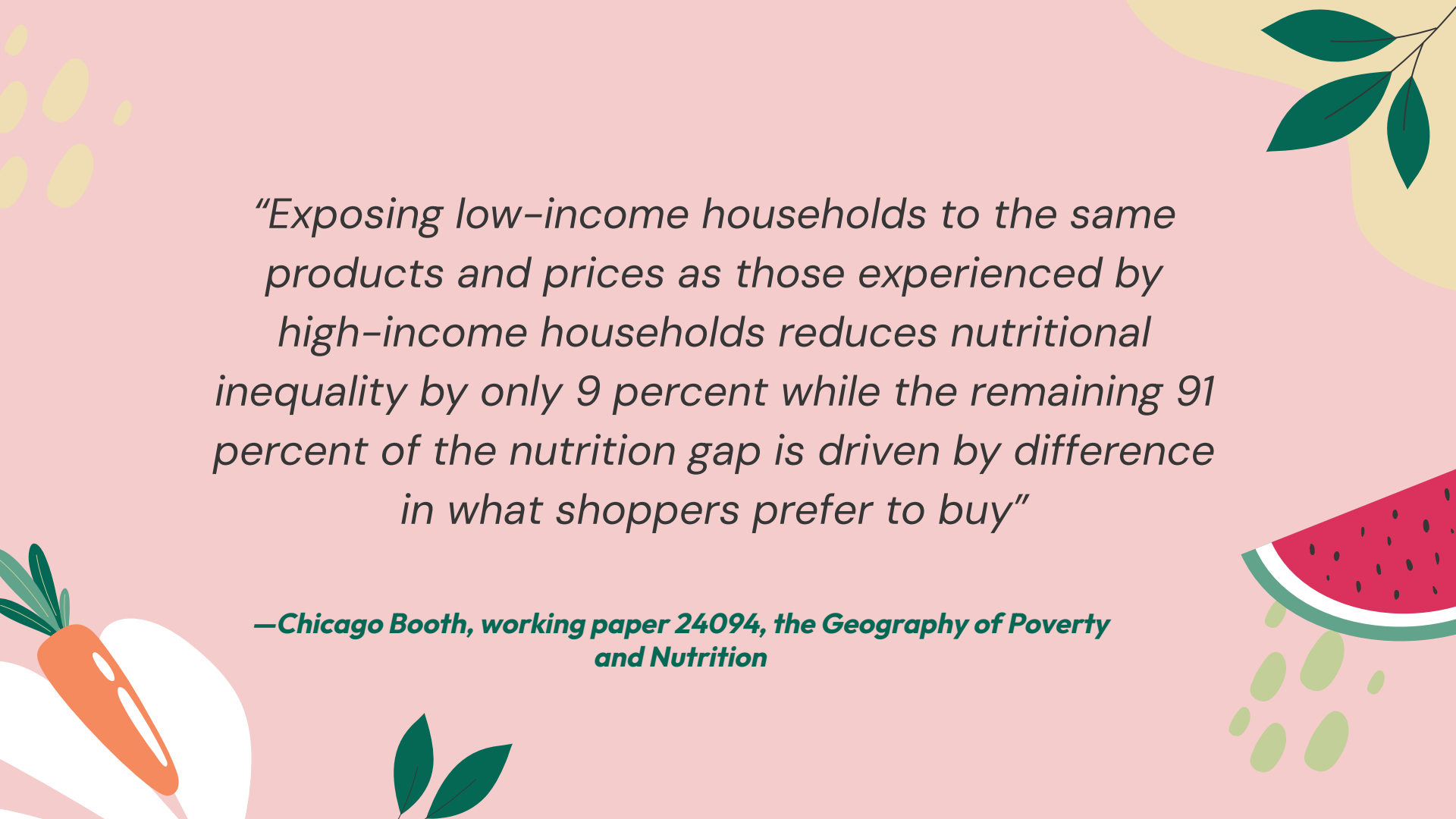
Collaboration with all 10 community gardens

Providing Fresh Produce to citizens



OutreAch

- Community outreach efforts through field research and other qualitative approaches
- Identifying areas of significant need that may be overlooked by broad-scale quantitative approaches
- Revealing “unspoken narratives” of food justice
- Building collaborative partnerships with organizations like the Robert Wood Johnson Foundation (RWJF) and the Food Research & Action Center (FRAC)
- Filling in existing gaps in food justice promotion with community-driven initiatives



“Exposing low-income households to the same products and prices as those experienced by high-income households reduces nutritional inequality by only 9 percent while the remaining 91 percent of the nutrition gap is driven by difference in what shoppers prefer to buy”

—Chicago Booth, working paper 24094, the Geography of Poverty and Nutrition

EducA^{Tion}

Prong 2: Implement education programs in schools to educate New Brunswick students on the importance of nutrition and provide foundational knowledge

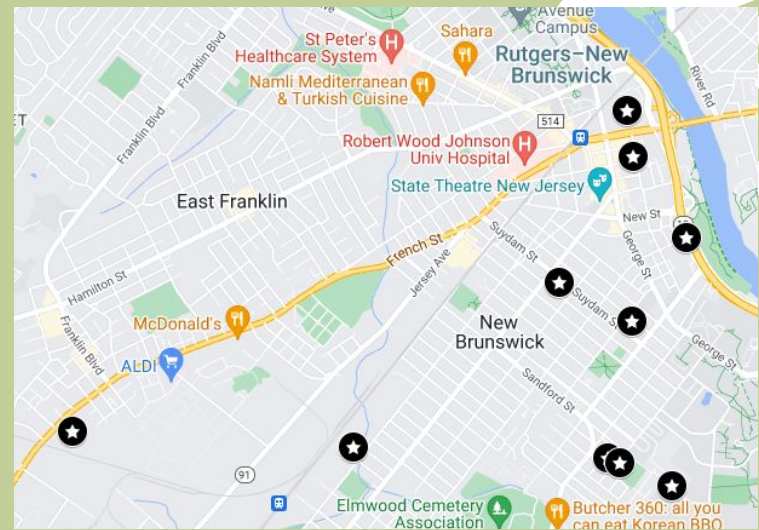
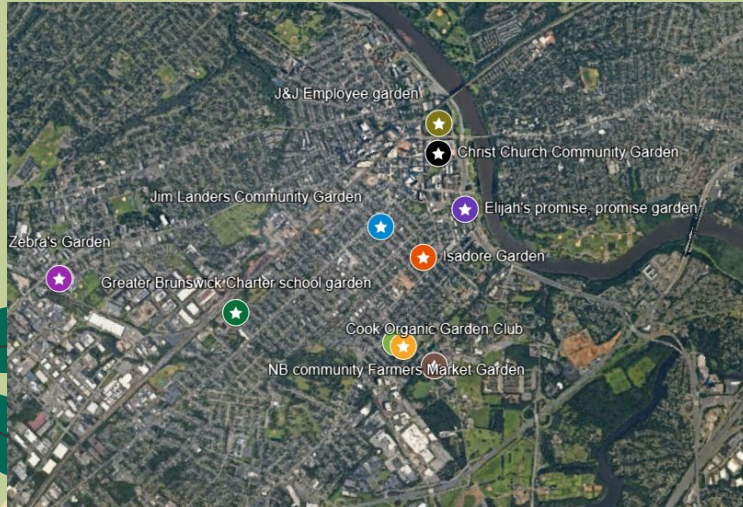
- Elementary through High School Students
- Interwoven education in classes students already take
- Education once per month in Health/Physical Education
 - Importance of nutrition
 - Aspects of a healthy diet
 - How to cook basic meals
 - How to get involved
 - Culturally appropriate recipes



VegetA^{ti}on

The city of New brunswick currently has 10 community gardens that fall into three categories.

- Special interest groups
- Community oriented
- Individual plots of land



Christ Church Community Garden
Cook Organic Garden Club
Elijah's Promise, promise garden
Greater brunswick charter school garden
Holy Family Isadore Garden
Jim Landers Community Garden
Recreation PArk Garden
Nb community farmers market garden
J&J employee garden
Zebra's Garden

Expansion

- Each community garden sets aside 4-10 raised beds for community growing efforts.
- Produce grown in this bed is sent directly to soup kitchens, grocery store, and elementary schools.
- By involving all community gardens in this operation, a collaborative front will be formed that has a vested interest in the betterment of the community.



Revitalization

Revamping the The New Brunswick Community Garden Coalition

"The New Brunswick Community Garden Coalition began in 2012 with the aim of developing community among the various gardens in New Brunswick, NJ. With hopes of holding an urban master gardener's training program aimed at building leaders in the neighborhood,"



Rutgers University Partnership

- Build interest by offering university credit for Volunteering in the community Gardens
- University Sustainability
- Involving university students, will create an environment where there is a steady supply of volunteers to help maintain the upkeep of these gardens



Providing Produce

Soup Kitchens

Produce will be donated free of cost and a request will be made to hold onto the organic waste so it can be composted in the garden.

Grocery Stores

Store in question adopts a non profit model where produce is offered free of cost to markets to sell at a substantial discount.

Elementary Schools

Introducing fresh produce along with supplemented education will provide both a tangible and conceptual understanding of healthy eating.



Impact on New BRunswick

Outreach

- Interconnectedness of community members, leaders, and partners
- Forefront of solution

Education

- Mindset of confidence/understanding of nutrition
- Generational effect

Vegetation

- Affordable food
- Greater support for soup kitchens
- Focus on culturally appropriate options

References

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