

# Project City Hall: Food Desert Awareness

City of  
SACRAMENTO  
SUMMER @ CITY HALL



Created by: Dine Without Borders



# What is a Food Desert?

- 🫐 Urban area where it's difficult to purchase healthy or nutritious food.
- 🫐 Located in low-income areas, people are far away from supermarkets and farmer's markets.

## What is the issue?

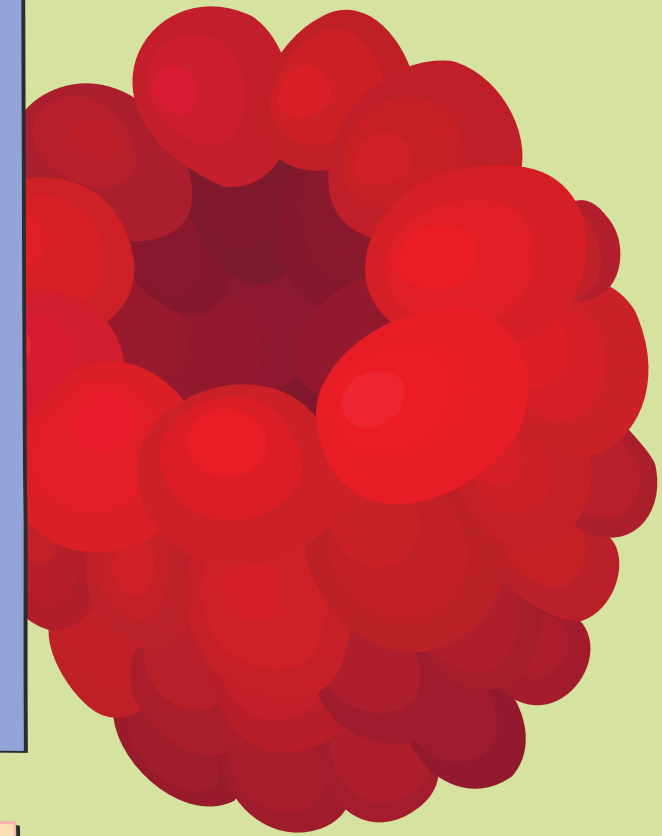
- 🍌 Restricted access to healthy food
- 🍌 Reliance on unhealthy food options
- 🍌 Large distances from Supermarkets, Grocery Stores, and Farmer's markets

## Why is it a problem?

- 🍌 Increased Disease Risks
- 🍌 Nutritional Deficiencies
- 🍌 Low economic activity in local neighborhoods

## What has the city done about it?

District 8 council member Mai Vang and Former Mayor, Steinberg partnered to form the Food Justice Task Force, which addresses food insecurity city-wide.





# Our Data Shows:

102 people were surveyed:

🍓 60% of people occasionally buy junk over healthy food

🍓 92% of people agree they would buy more produce, if there was a better variety of products

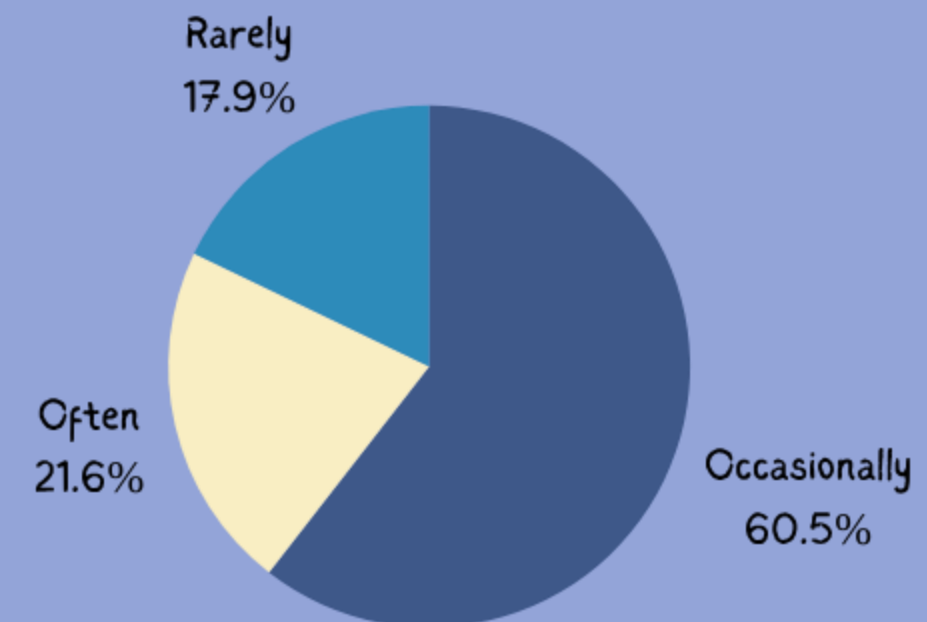
🍓 70% of people would choose to walk rather than drive if they had a supermarket in walking distance

🍓 The majority of people agree their lives would improve with better access

Would you buy more produce if there was more variety?



How often do you buy junk food over produce?



# PSA

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Actors: Sulaiman Sultani, Raghav Misra, & Abdullah Mazhar


Videographer: Isa Rodriguez

Editor: Anaya Franklin


# What do we propose the City to Do?

## 2 Part Solution:

### Advocacy for New Supermarkets

 Encourage local stores and lobby local government

### Expansion of Current Programs

 Connecting to local programs, organizations and, creating community gardens.





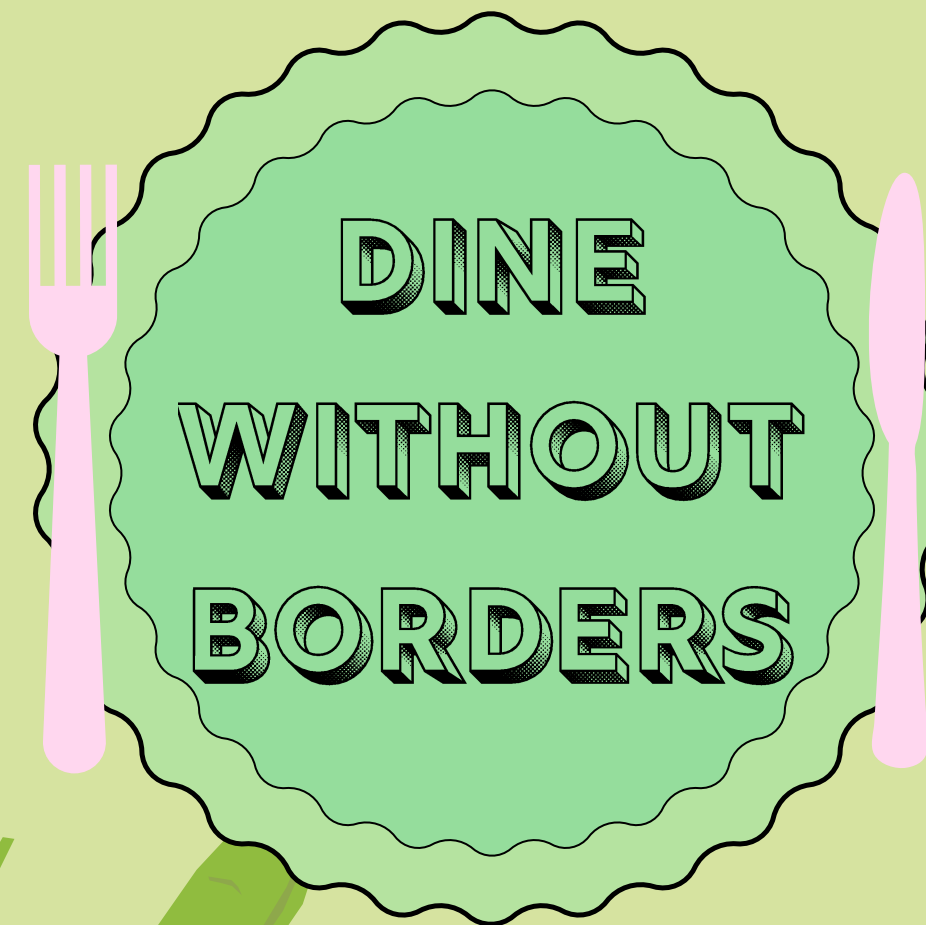
## Cur Flyer:



## Cur Billboard:



## Cur Logo:



The background is a solid light green color. It is decorated with various stylized illustrations of fruits and vegetables. In the top left, there are purple grapes, a yellow lemon, and small green and orange dots. In the top right, there are two brown almonds. In the bottom left, there is a red tomato, a yellow lemon, and a slice of orange. In the bottom right, there are three green pea pods. The text is centered in a dark blue, handwritten-style font.

Thank you for  
listening!

Any Questions?