

EAST NEW YORK FOOD BUYING CLUB

Based on previous research from ACM graduate capstone project:
Enabling Access to Fresh Affordable Food in East New York
 Jing Cui, Tess Hwang, Fatima Imram, August Ou, Pirco Wolfframm

COMMUNITY PARTNER

ENYF! (East NY Farms)

TEAM MEMBERS

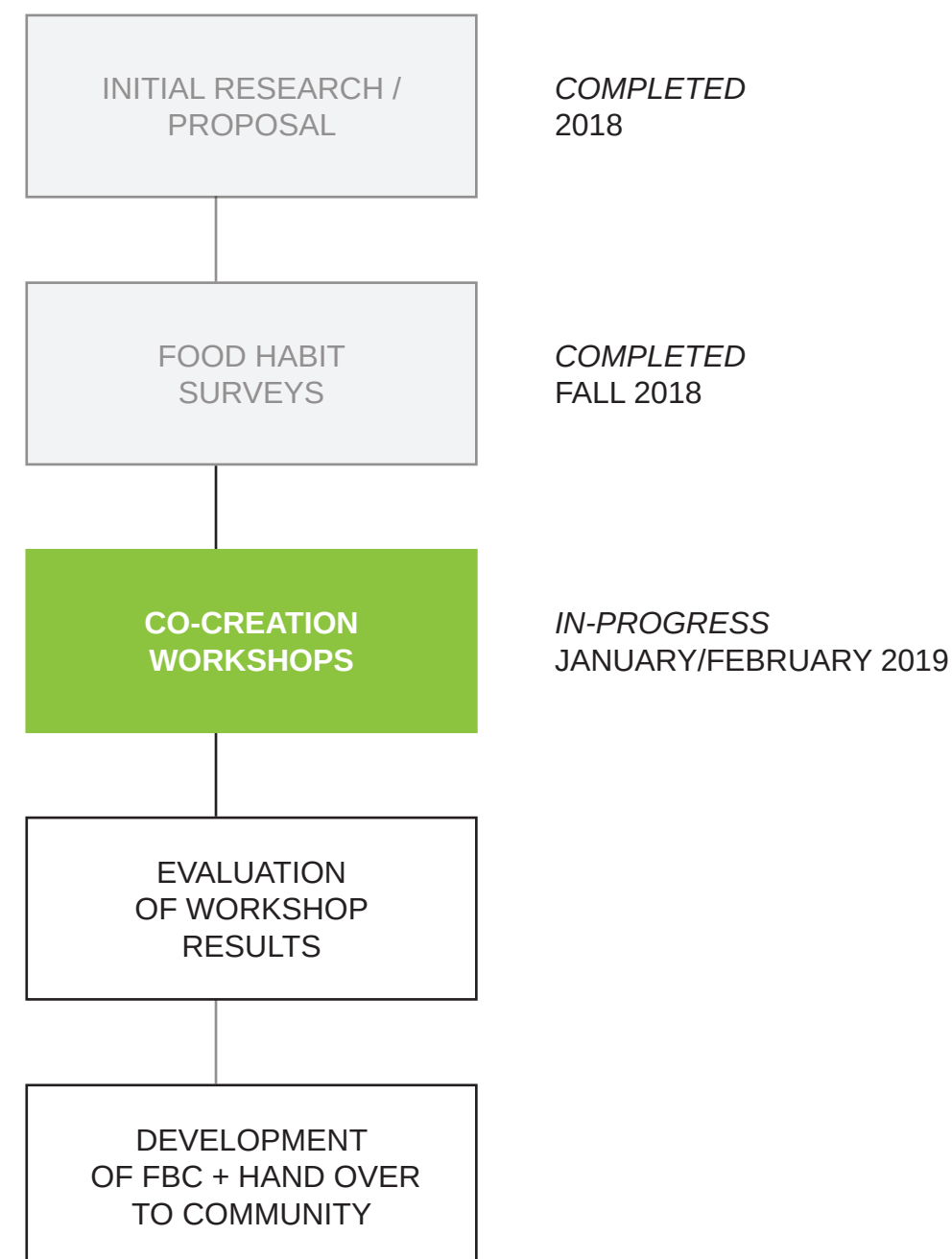
Pirco Wolfframm / COMD Assistant Dept Chair
 Stephanie Høholt-Pajuelo / Graduate COMD Student
 Tara Nasr / Graduate COMD Student
 Olivia Kwiatkowski / Undergraduate COMD Student
 Ava Wang / Undergraduate COMD Student

ABOUT

The East New York Food Buying Club (ENYFBC) is a proposed intervention to the issue of food insecurity in the low-income neighborhood of East New York in Brooklyn. Residents of underserved neighborhoods such as ENY often do not have access to affordable fresh food. The ENYFBC will encourage community empowerment through the involvement of the residents from creation to execution and onwards. For the food-buying club to become a sustainable solution, it must be governed and sustained by the community of members.

As of date, two food surveys have been held collecting data in regards to food habits of local ENY residents—one at the ENYF! Farmers' Market and the other at the Pitkin Verde Farmers' Market. The next research phase consists of a co-creation workshop to help facilitate the development of the food buying club and to identify community leaders to take charge. These workshops are intended to help the community members better understand the food-buying club model and to help our team better understand the needs, desires, and concerns of these community members.

PROGRESS



WHAT IS A FOOD BUYING CLUB?



ENY FBC EAST NEW YORK FOOD BUYING CLUB

A **food buying club** is a member-based, purchasing organization. It involves a community of like-minded individuals working together to resource local produce and promote accessibility to healthy eating. The produce will be sourced from a distributor of New York State farmers' produce and delivered fresh directly to a neighborhood hub at regular intervals (weekly or monthly). Members will contribute to the club with some tasks such as unloading the truck, bagging, cleaning, promoting, and recruiting other members.

- Fresh Produce Available Year-Round**
Your grocery bags will always be fresh and local; you can eat healthy while supporting a healthy community.
- Food at Wholesale Prices**
Buying in bulk as a community saves you money because you get to purchase at wholesale price points.
- Free Delivery to a pick up Location**
Food will be distributed at an accessible neighborhood location which will also host fun and educational activities about healthy eating habits.
- Members Collectively Choose Foods**
Members will be able to vote on the grocery content for each delivery interval based on a menu of what is available from farms.

INFORMATIONAL FLYER



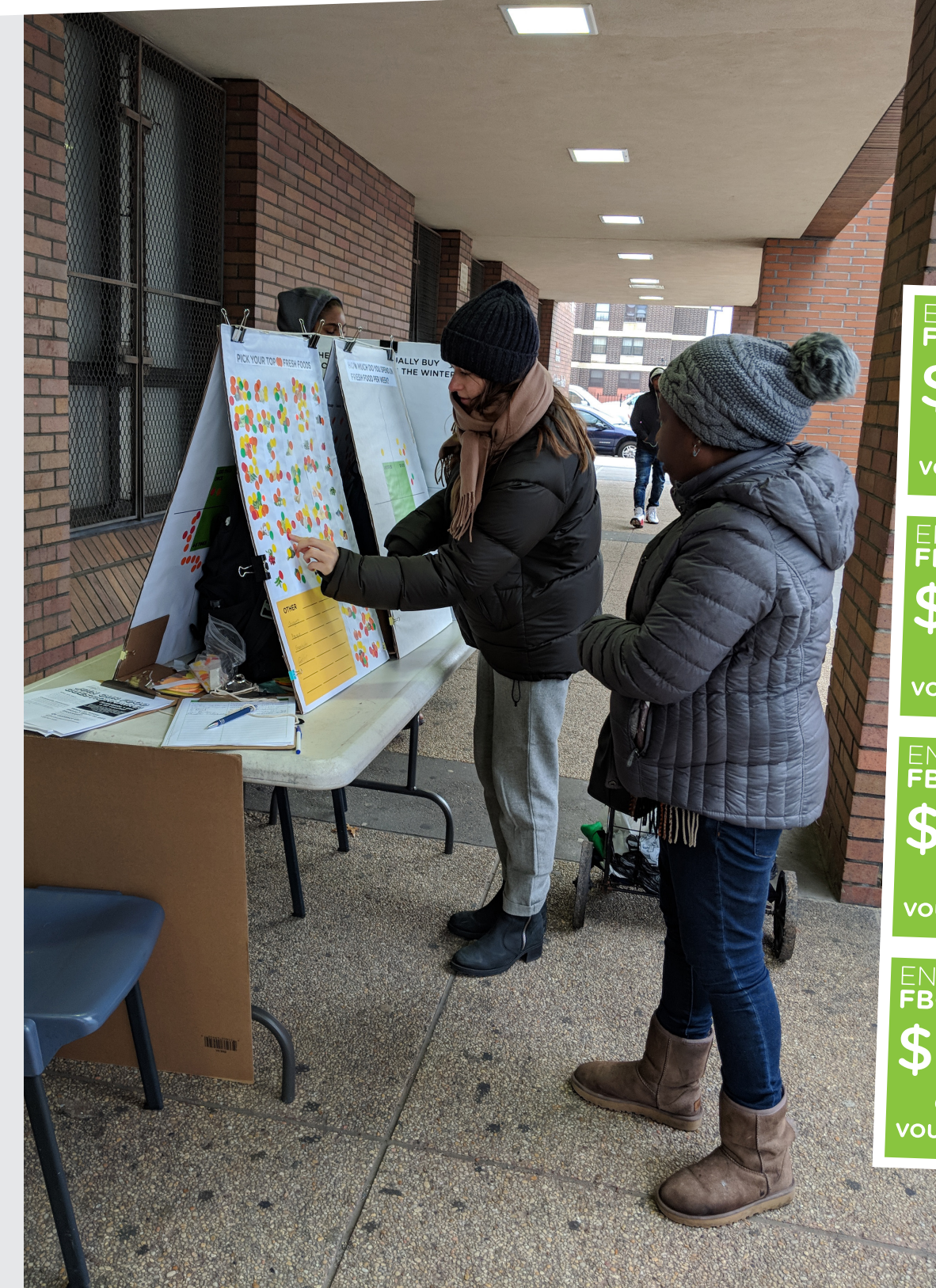
CO-CREATION WORKSHOP TEST RUN 1.26.18



PITKIN VERDE FARMERS' MARKET, 11.20.18



EAST NEW YORK FARMERS' MARKET, 11.3.18



PARTICIPATION REWARD VOUCHERS