



Photo by [Nathan Dumlaao](#) on [Unsplash](#)

Delivering to Washington DC Food Deserts

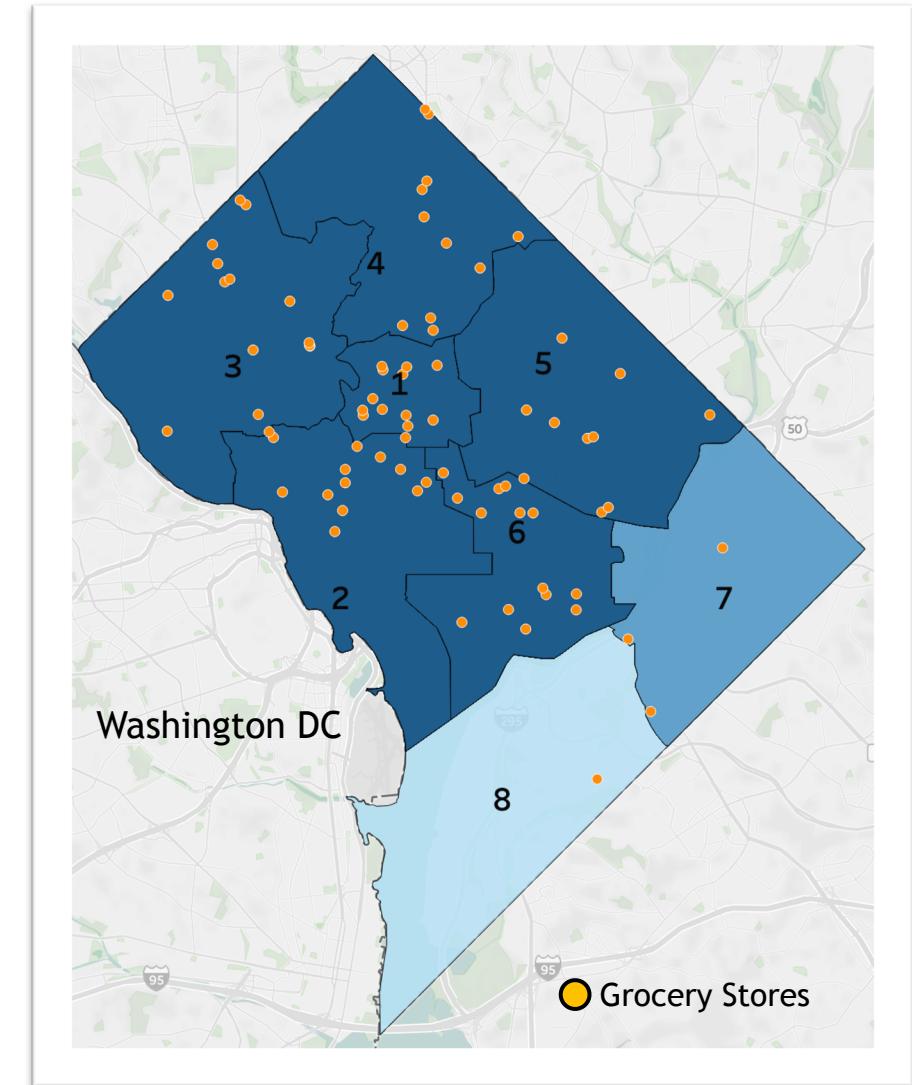
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Unsolicited Proposal to 4P Foods
15 October 2021

Introduction

- ▶ Washington DC, particularly Wards 7 and 8, suffer from Food Deserts
 - ▶ Residential areas greater than 1600m (~1 mile) from fresh, good quality food
 - ▶ Low incomes affect transportation including private automobiles and public options
 - ▶ COVID-19 further limits near term access to more conventional food distribution choices

Unofficial community solutions ... might already exist and just needs to be formalized and scaled.

DC Hunger Solutions¹



4P Foods

- ▶ Fortunately, there are companies like **4P Foods**, a start-up with a new model of agriculture and a mission to,

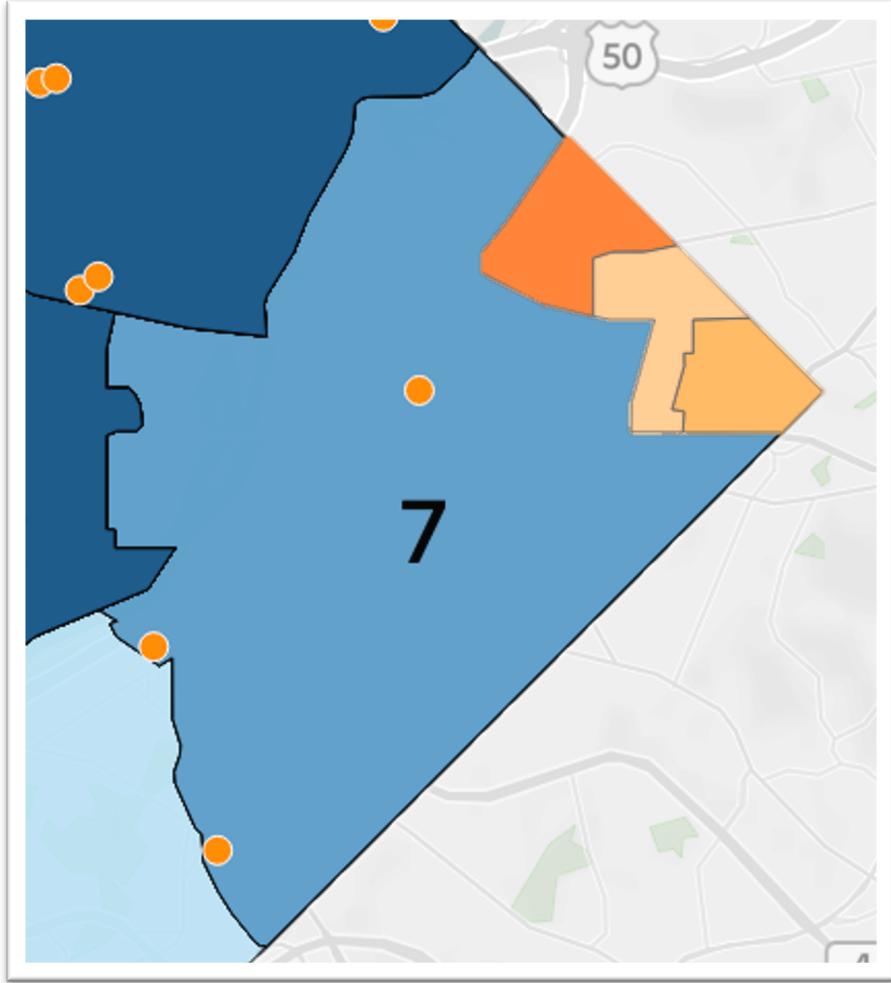
EAT GOOD FOOD
CHANGE THE WORLD

4P Foods²

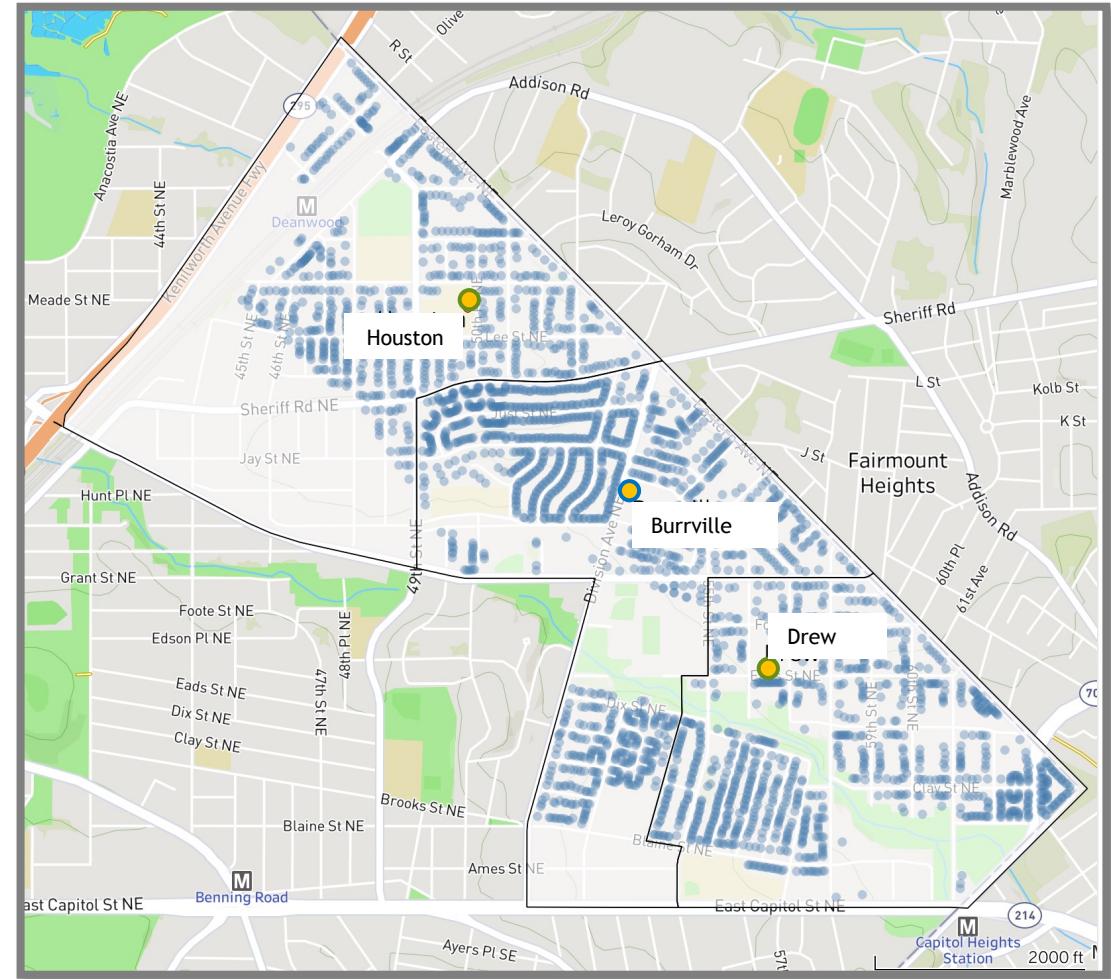
- ▶ 4P Foods supports local farmers while ensuring the community has equitable access to the food they produce

What if 4P Foods could help eliminate the Washington DC Food Deserts while growing its mission?
4P - Purpose People Planet Prosperity

Serving the Community



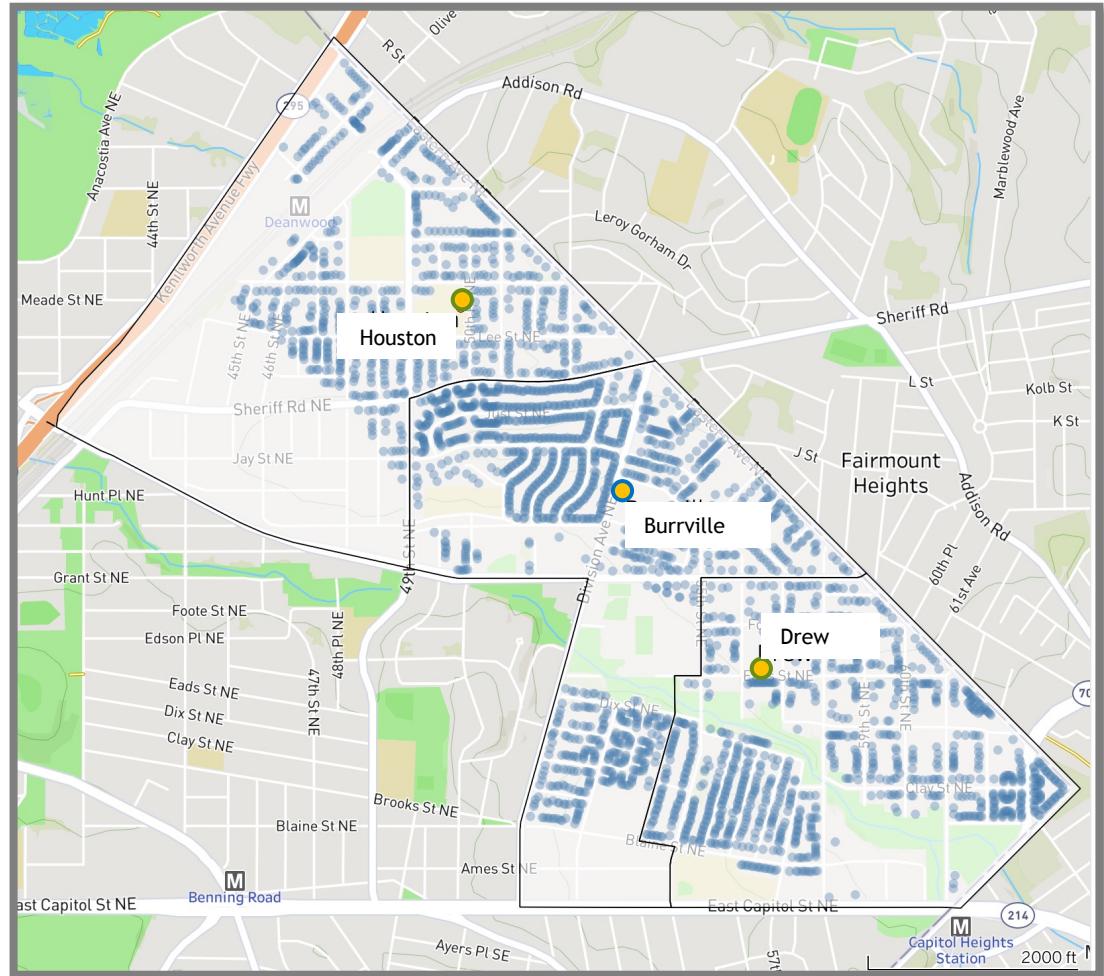
Ward 7: Deanwood, Burrville, Grant Park, Lincoln Heights, Fairmont Heights



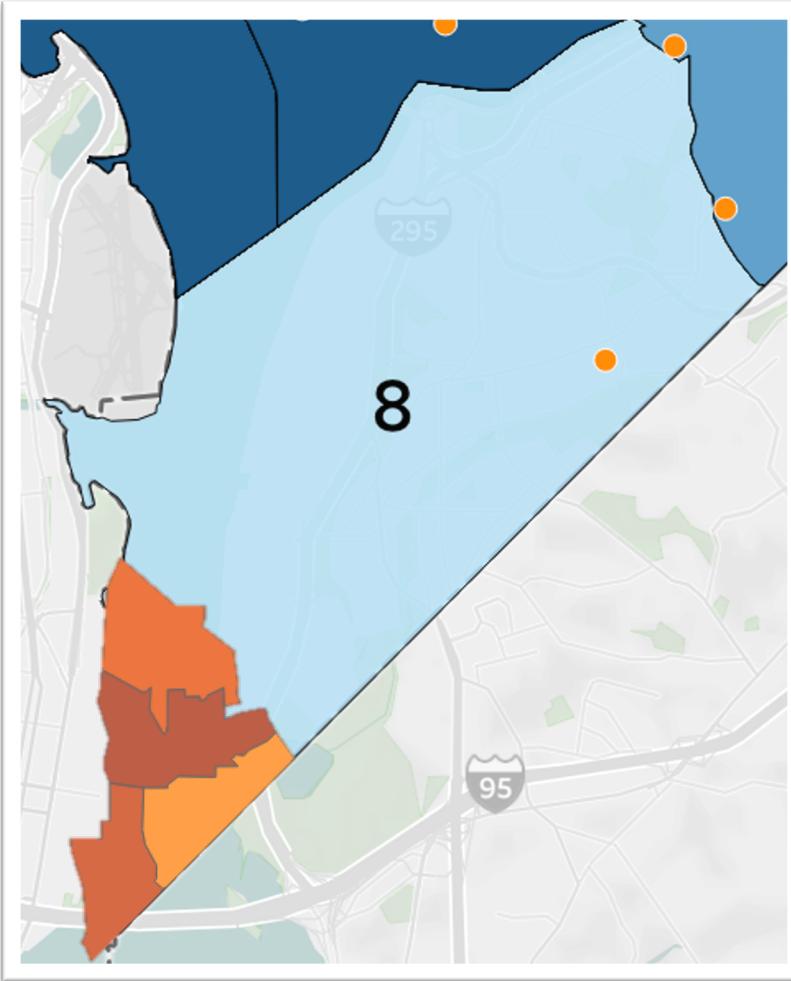
Serving the Community

- ▶ Population of 11,944 of which 25% are children
- ▶ Averaging 2.3 people per household
- ▶ 16% households without vehicle
- ▶ 13% households use SNAP
- ▶ Existing Wednesday delivery route adding three elementary schools: Burrville, Drew, Houston

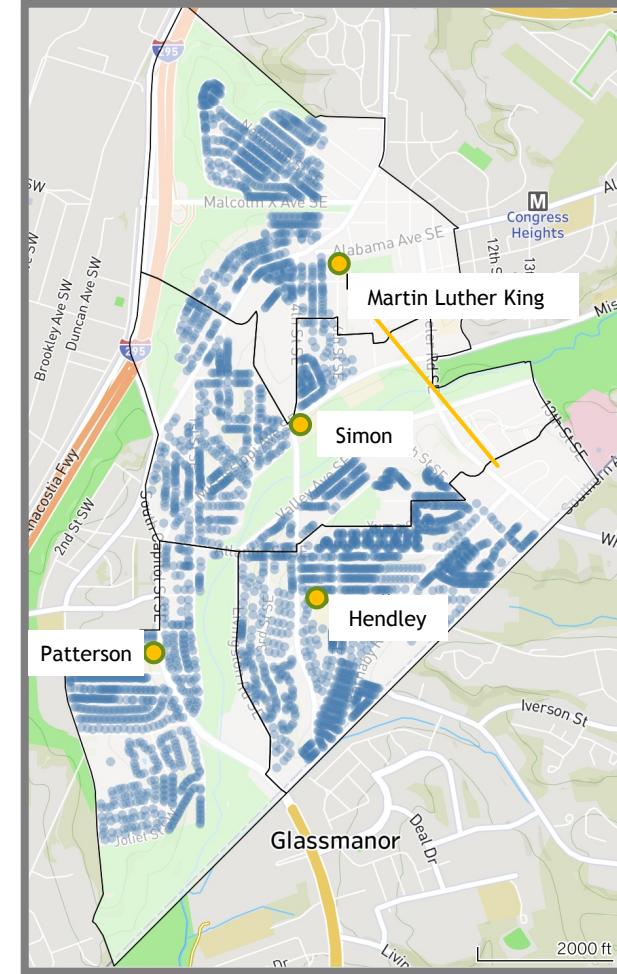
Ward 7: Deanwood, Burrville, Grant Park, Lincoln Heights, Fairmont Heights



Serving the Community



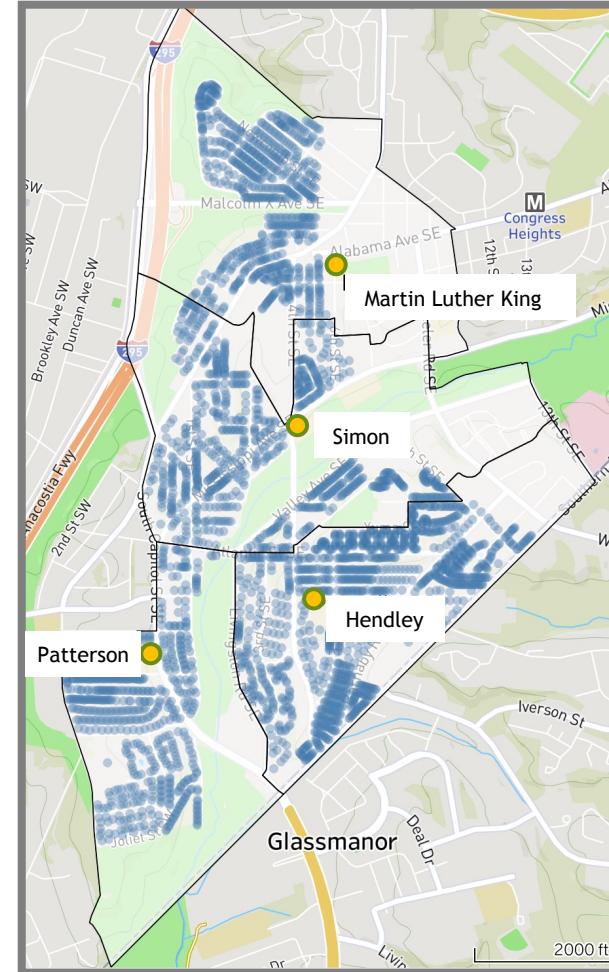
Ward 8: Bellevue, Congress Heights, Washington Highlands



Serving the Community

- ▶ Population of 25,332 of which 27% are children
- ▶ Averaging 2.1 people per household
- ▶ 19% households without vehicle
- ▶ 16% households use SNAP
- ▶ Existing Wednesday delivery route adding three elementary schools: Hendley, King, Patterson, Simon

Ward 8: Bellevue, Congress Heights, Washington Highlands



4P Foods Business Return

- ▶ Assume 1% of the population of 37,276 purchases fresh, good quality groceries
- ▶ Select small bags which feed 2 people at \$73 weekly
- ▶ At \$316 monthly this is affordable per SNAP at \$459 for a family of 2³

The image displays three different grocery bags from 4P Foods, each containing a variety of fresh produce or protein items. The 'PRODUCE BAG' contains a variety of fruits and vegetables like carrots, bell peppers, onions, and peaches. The 'PROTEIN BAG' contains packages of meat and fish, including salmon, chicken, and bacon. The 'DAIRY BAG' contains milk, eggs, and cheese. Each bag is labeled with its name, the source of the products, and the price.

| BAG TYPE | SOURCE | PRICE |
|-------------|------------------------|------------------------------------|
| PRODUCE BAG | Assorted Farm Partners | \$33+ |
| PROTEIN BAG | Assorted farm partners | MIX AND MATCH WHAT'S INSIDE! \$20+ |
| DAIRY BAG | Assorted farm partners | MIX AND MATCH WHAT'S INSIDE! \$20+ |

Annual Revenue: \$1.4M

Recommendations

- ▶ Assess Maryland grocery store locations to fulfil the need and adjust
- ▶ Partner with DC Hunger Solutions on a Ward 7 - Cluster 31 and Ward 8 - Cluster 39 pilot
 - ▶ Design of 4P Bags aligning with menus, SNAP requirements and family size
 - ▶ Strategy for ordering / payment to include SNAP
 - ▶ Optimization of delivery schedule and times
 - ▶ Community engagement and outreach
- ▶ Consider a phased approach, beginning with a walk up delivery truck to mitigate risk

Backup

Approach



Farmers Grow And Harvest Healthy Food

Continue to support Produce, Dairy, and Meat farmers in producing fresh, good quality local food

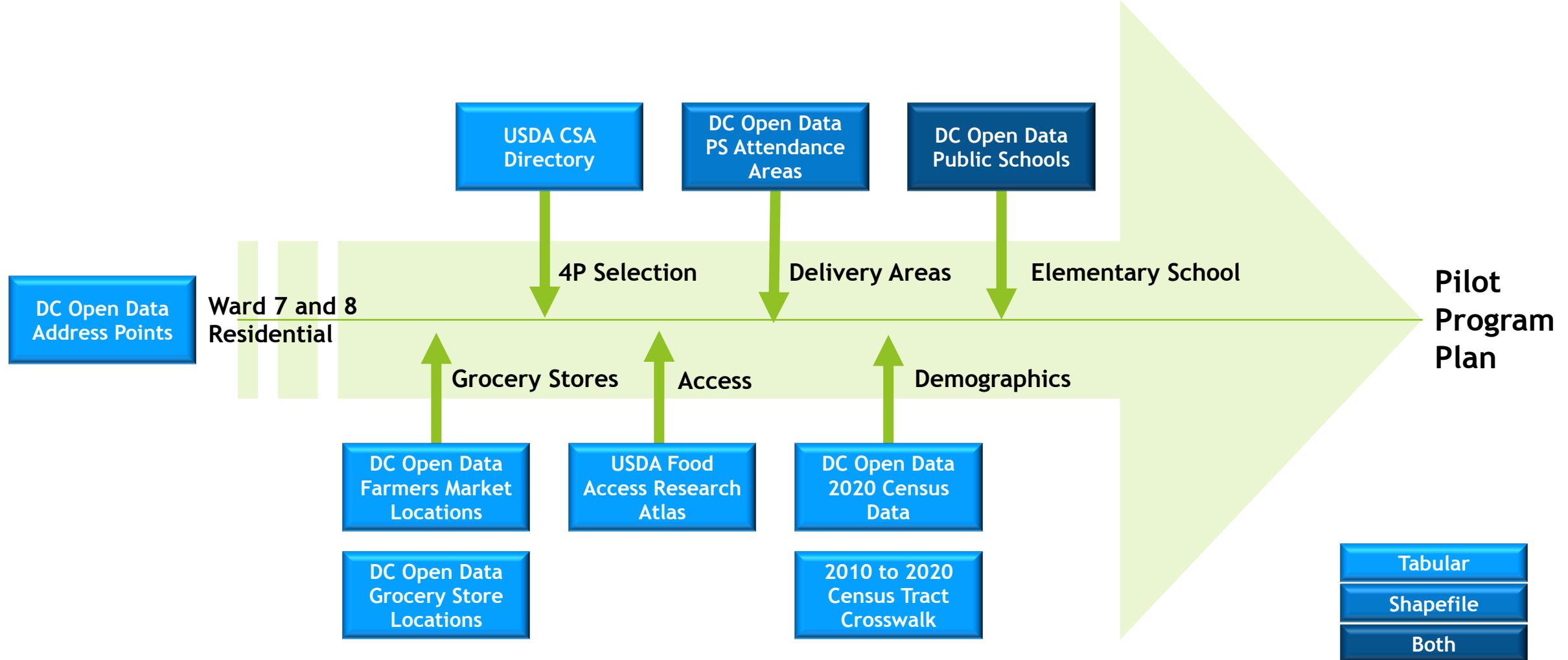
*Stroll Through Our Online Shop
Customize Your Cart*

Provide Small / Medium / Large 4P Bags, aligning with SNAP requirements and family size

Determine Where You'd Like Your Food Dropped Off

Deliver to neighborhoods with Elementary School pick-up, using existing routes to limit fees

Algorithms



References

1. DC Hunger Solutions, *Still Minding the Grocery Gap in DC: 10th Anniversary Grocery Store Report*
2. 4P Foods, *Eat Good Food, Change the World: People, Planet, Prosperity, Purpose are the four P's of 4P Foods*
3. DC SNAP Benefits
4. DC Open Data Address Points
5. DC Open Data 2020 Census Data
6. DC Open Data Public Schools and Public School Attendance Areas
7. DC Open Data Farmers Market Locations
8. DC Open Data Grocery Store Locations
9. USDA Food Access Research Atlas and 2010 to 2020 Census Tract Crosswalk
10. USDA Community Supported Agriculture Directory