



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

# Delivering to Washington DC Food Deserts

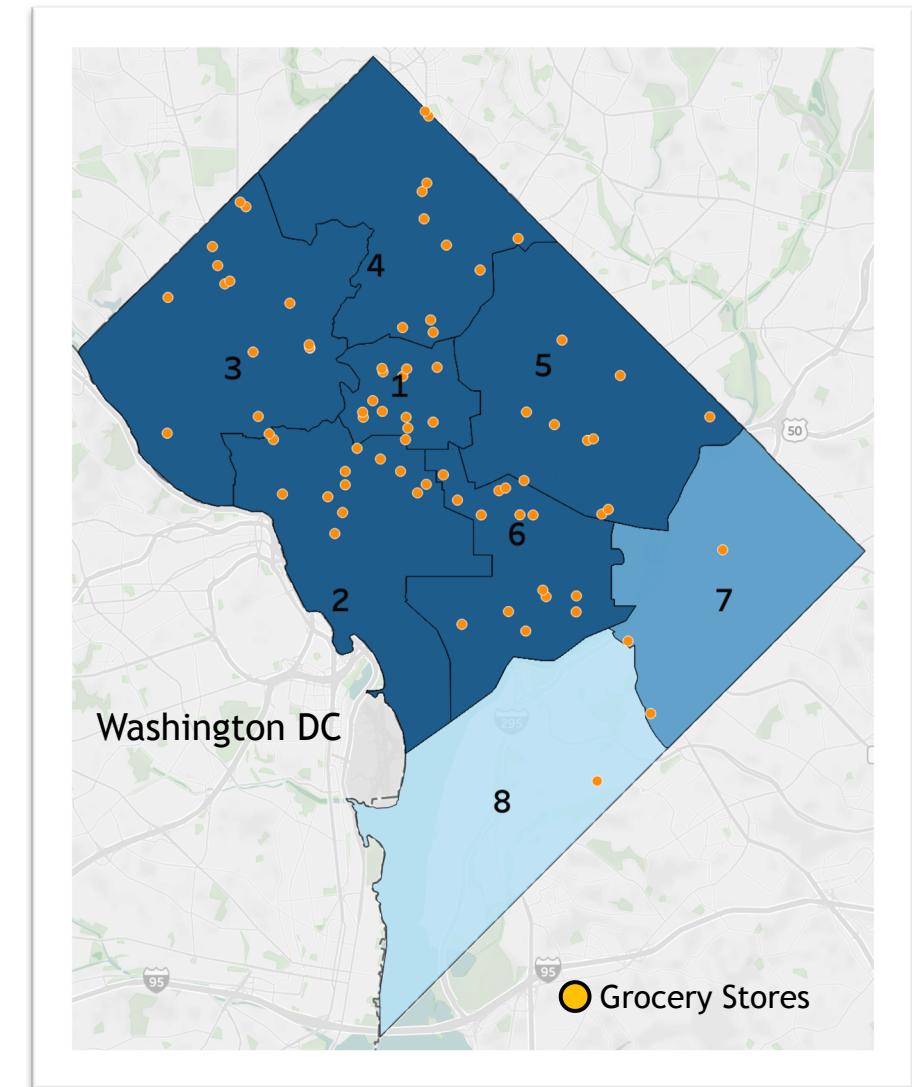
Alison Garrett  
Unsolicited Proposal to 4P Foods  
15 October 2021

# 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 Solutions<sup>1</sup>



# 4P Foods

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

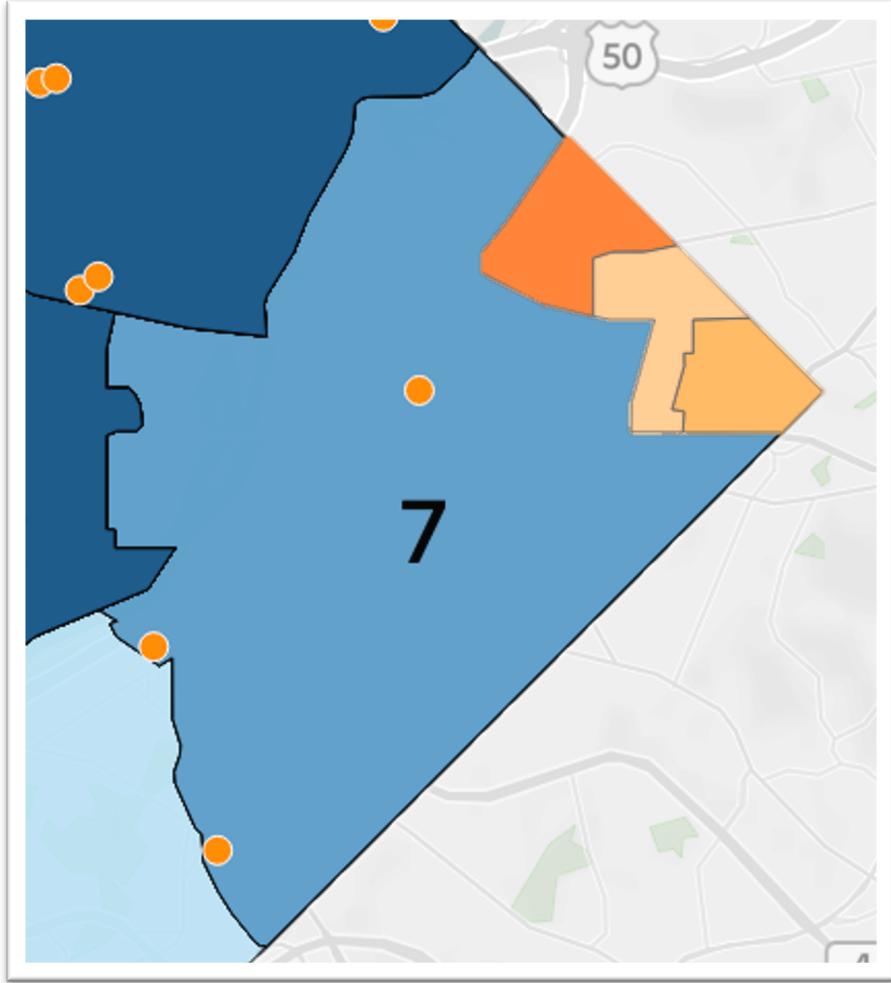
EAT GOOD FOOD  
CHANGE THE WORLD

4P Foods<sup>2</sup>

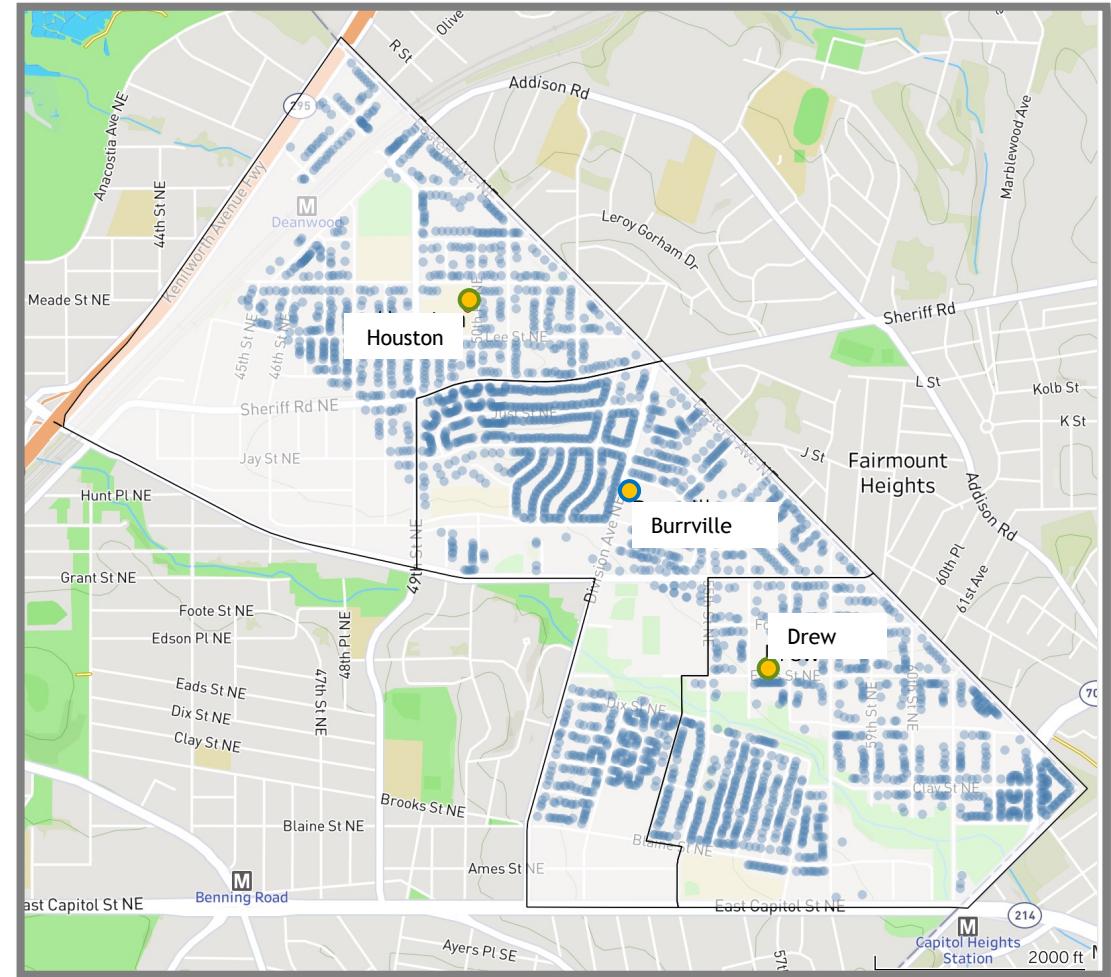
- ▶ 4P Foods supports local farmers while ensuring the community has equitable access to the food they produce

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

# Serving the Community



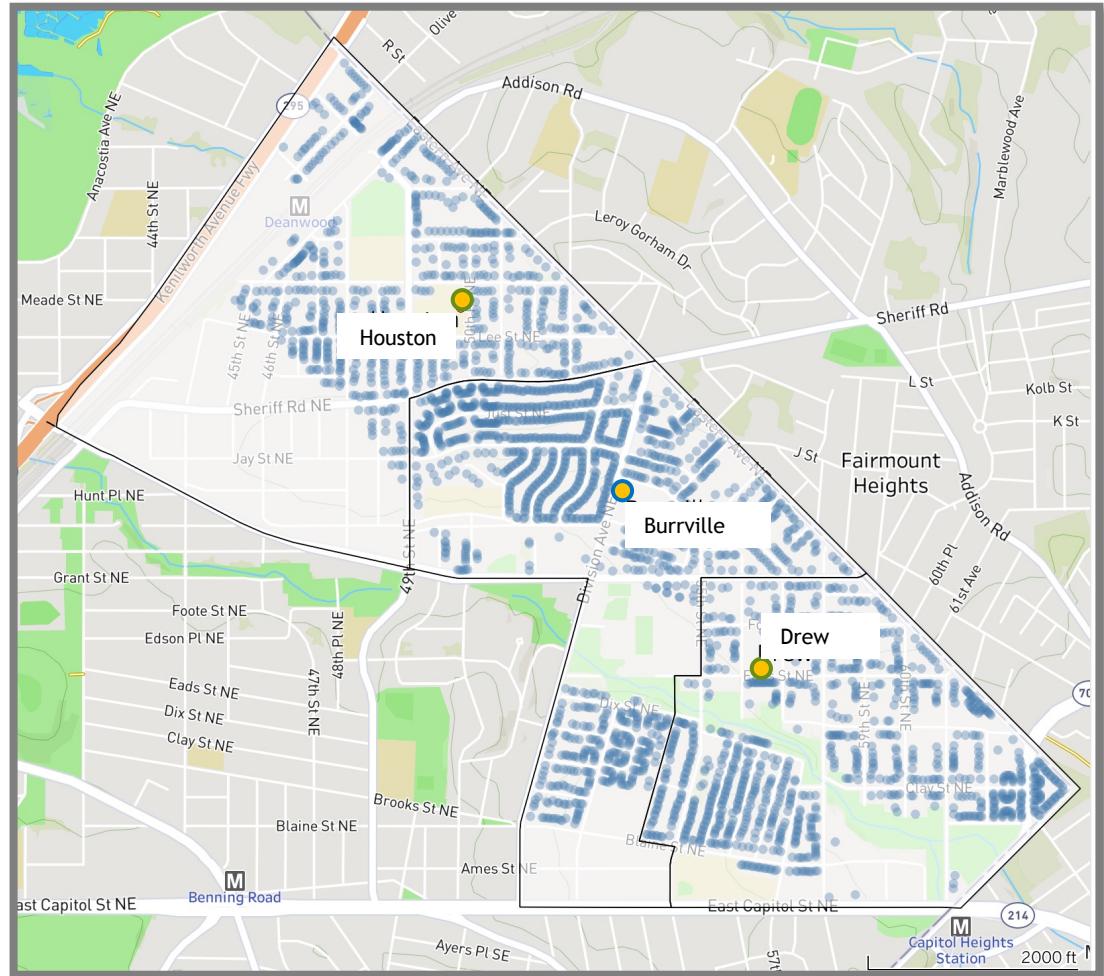
**Ward 7: Deanwood, Burrville, Grant Park, Lincoln Heights, Fairmont Heights**



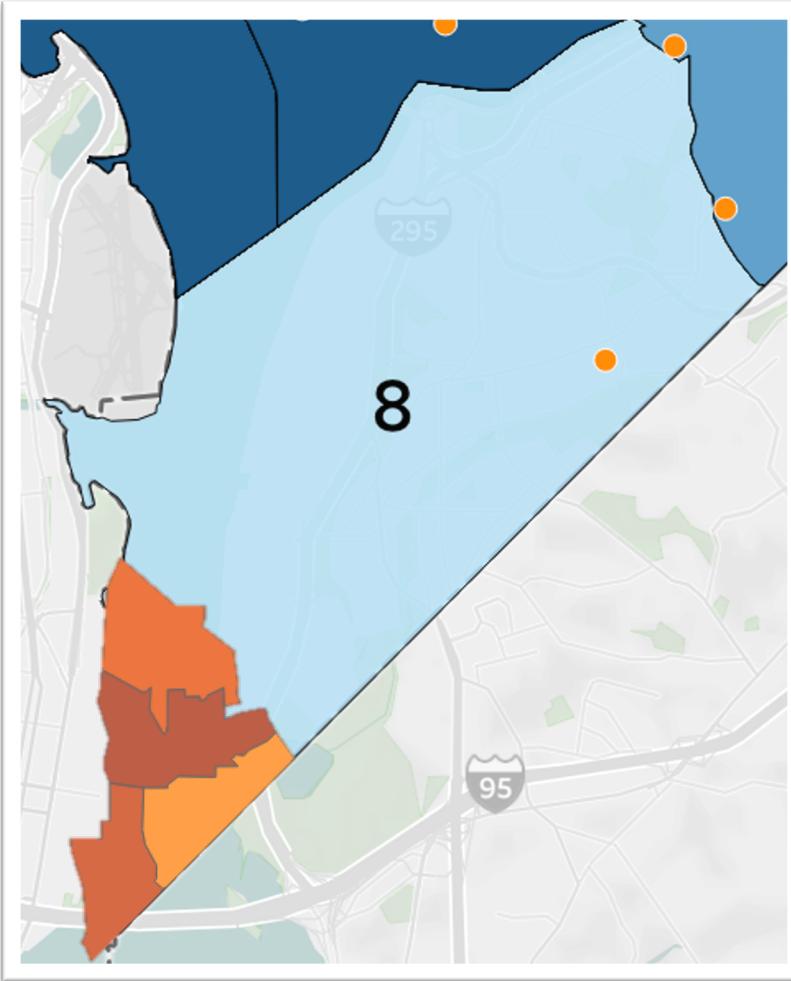
# Serving the Community

- ▶ 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

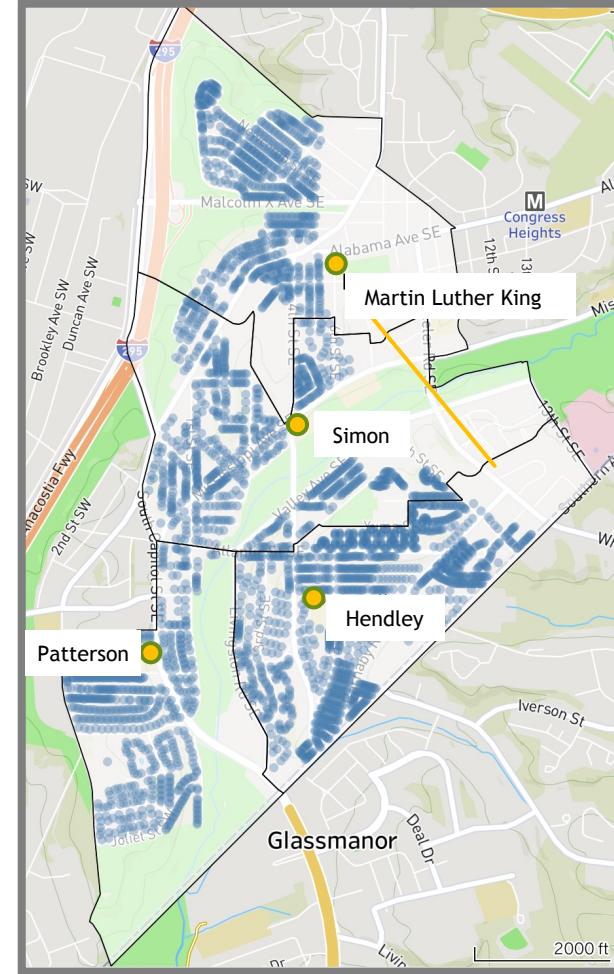
**Ward 7: Deanwood, Burrville, Grant Park, Lincoln Heights, Fairmont Heights**



# Serving the Community



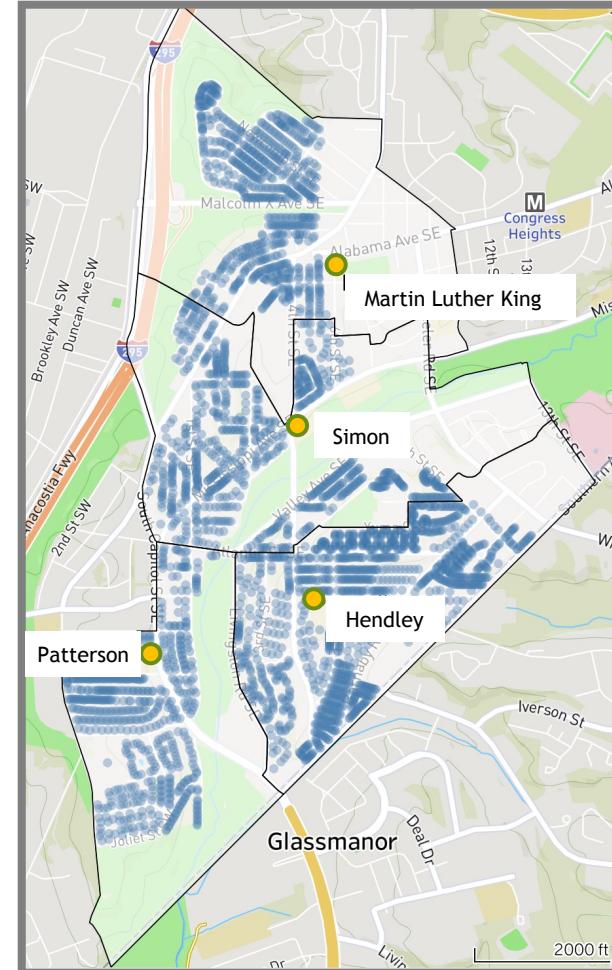
Ward 8: Bellevue, Congress Heights, Washington Highlands



# 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 2<sup>3</sup>

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 cauliflower, onions, bell peppers, and peaches. The 'PROTEIN BAG' contains packages of meat and fish. The 'DAIRY BAG' contains milk, eggs, and cheese. Each bag is labeled with its name, the source of the products, and a 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

# 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 2020 Census Data*
5. *DC Open Data Public Schools* and *Public School Attendance Areas*
6. *DC Open Data Farmers Market Locations*
7. *DC Open Data Grocery Store Locations*
8. *USDA Food Access Research Atlas* and *2010 to 2020 Census Tract Crosswalk*
9. *USDA Community Supported Agriculture Directory*