



# Local Food Access and Advocacy: Cultivating Town and Gown Synergies

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## I. Context

**Saturday Irvine Farmer's Market:** The most successful market in the county for 20 years announces its relocation. Concerns arise over whether and how the market will continue to serve the UCI community.



- The Orange County Farm Bureau (OCFB) has two managers for the 12 Farmer's Markets they manage in the county.
- After providing space beyond the contracted amount, the Irvine Company had to reclaim parking lot space for new clients in their brick-and-mortar stores.
- The market had grown and parking congestion became a major driver of relocation according to the Market Manager

**Relocation:** During the course of this project, the OCFB announced its relocation 3 miles away. OCFB contracted space with Mariner's Church of Irvine that serves more than 3,000 members

## II. Goals

1. Promote stakeholder participation in farmer's market relocation
2. Understand how relocation affects access to local food for students and community members
3. Empower advocate scholars on food issues

## III. Methods

### Public Forum on Irvine Farmer's Market Relocation

- Engage community members & leadership at UCI, farmer's market, & new market hosts
- Explore perspectives of impacts of & opportunities in the relocation

### Market-Goer Survey

- 250 surveys were collected on-site before and after the market relocation
- Mapped responses with geospatial data & partnered with GIS class to promote learning in action

### Workshop on Cultivating Food Research Community at UCI

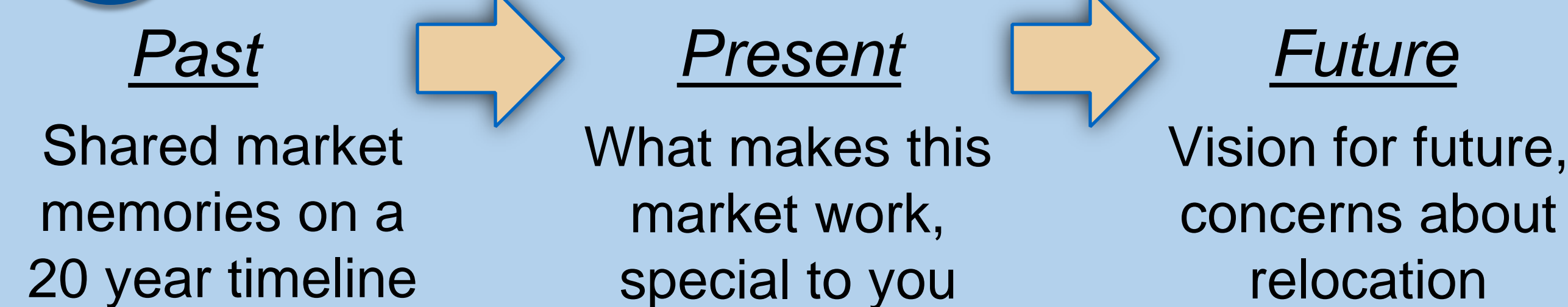
- Create an intimate space contributing to the growing food discourse at UCI and the community
- Cross-pollinate food research and action in an interdisciplinary setting, and explore the relationship between food research, the community, and beyond



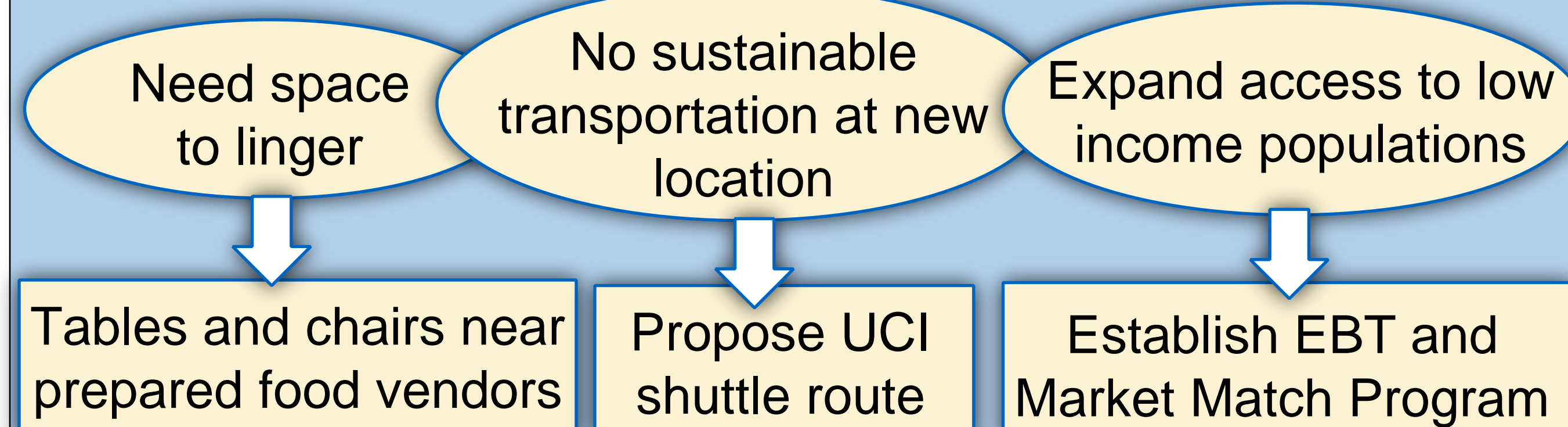
## IV. Results

### Public Forum

**35** Participants explored the following together:



### Themes & Solutions



### Workshop

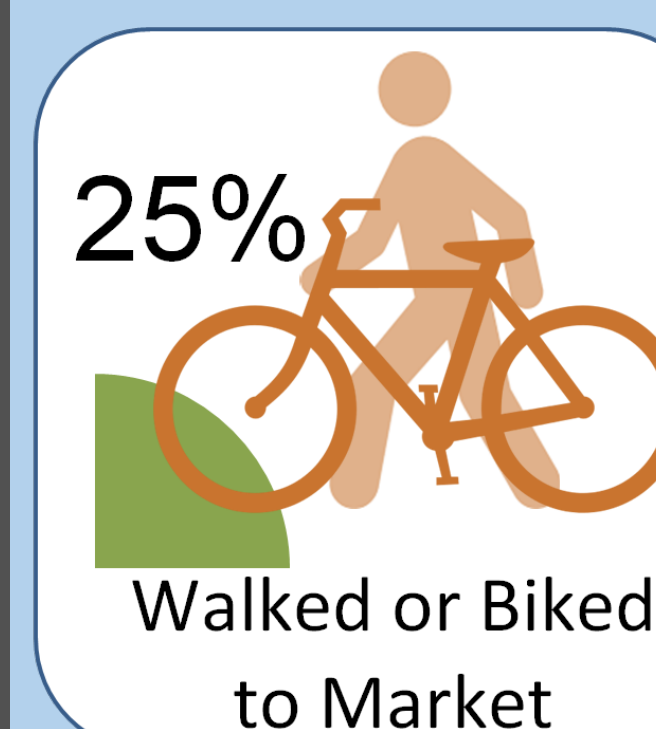
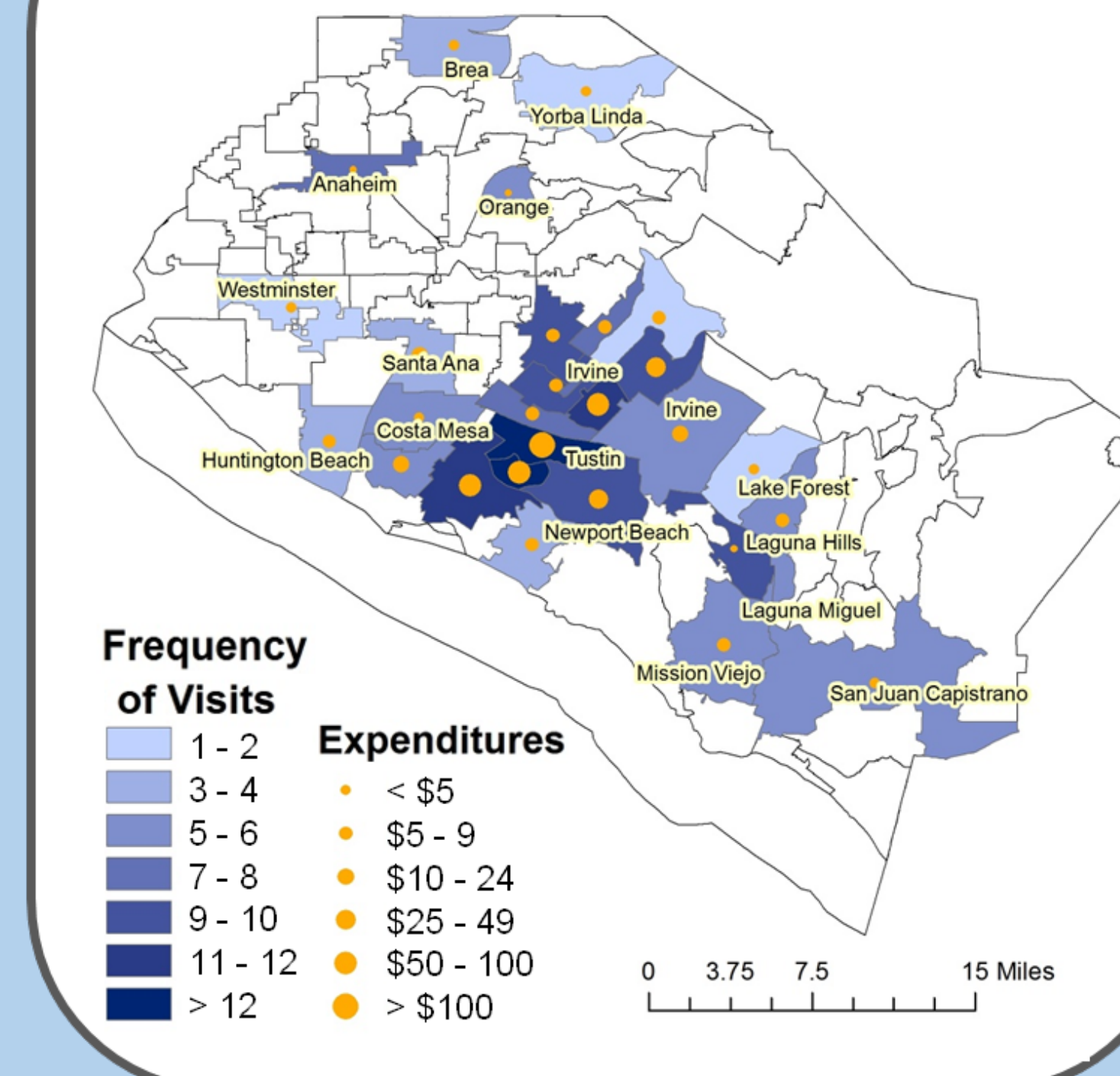
**25** Interdisciplinary participants cultivated a research community

- History, Planning, Policy, Design, Anthropology
  - Social Ecology, Criminology
  - Environmental Science, Medicine, Earth Systems Sciences
  - Physical Sciences, Informatics
- Edible marsh tour at UCI's Arboretum
  - Sneak peek of largest aquaponics system



### Market-Goer Survey

Frequency of Visits and Expenditures, by Zip Codes - Orange County

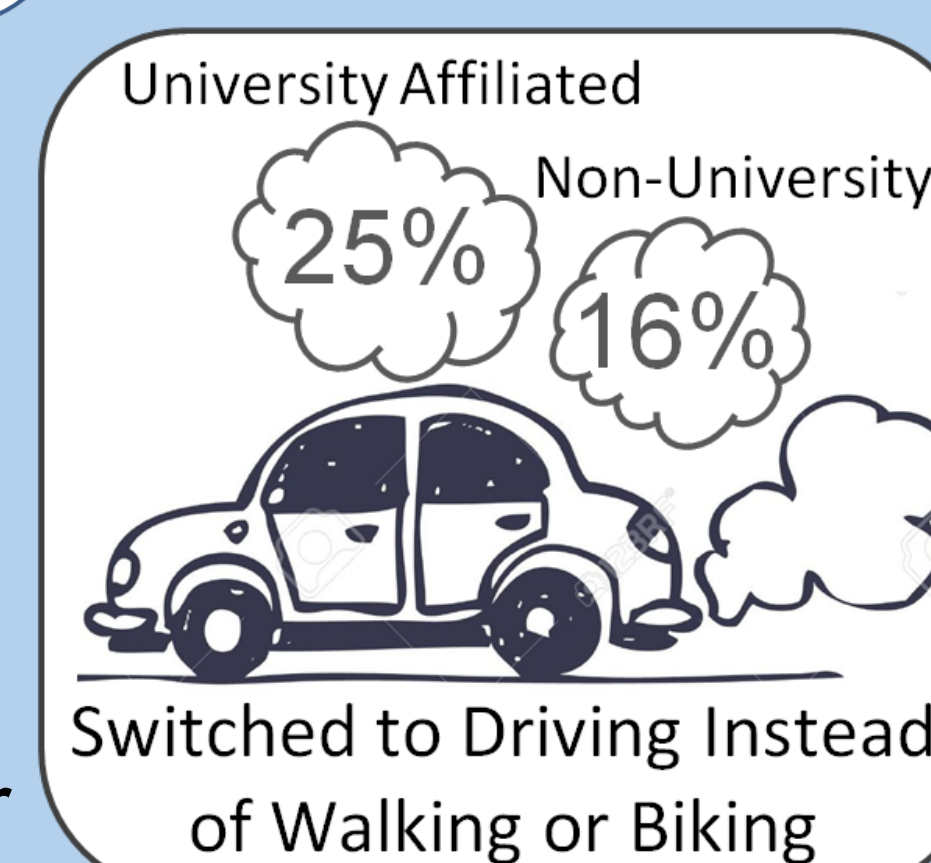


Before

### Respondents

**183** Pre-Survey

Post-Survey **67**

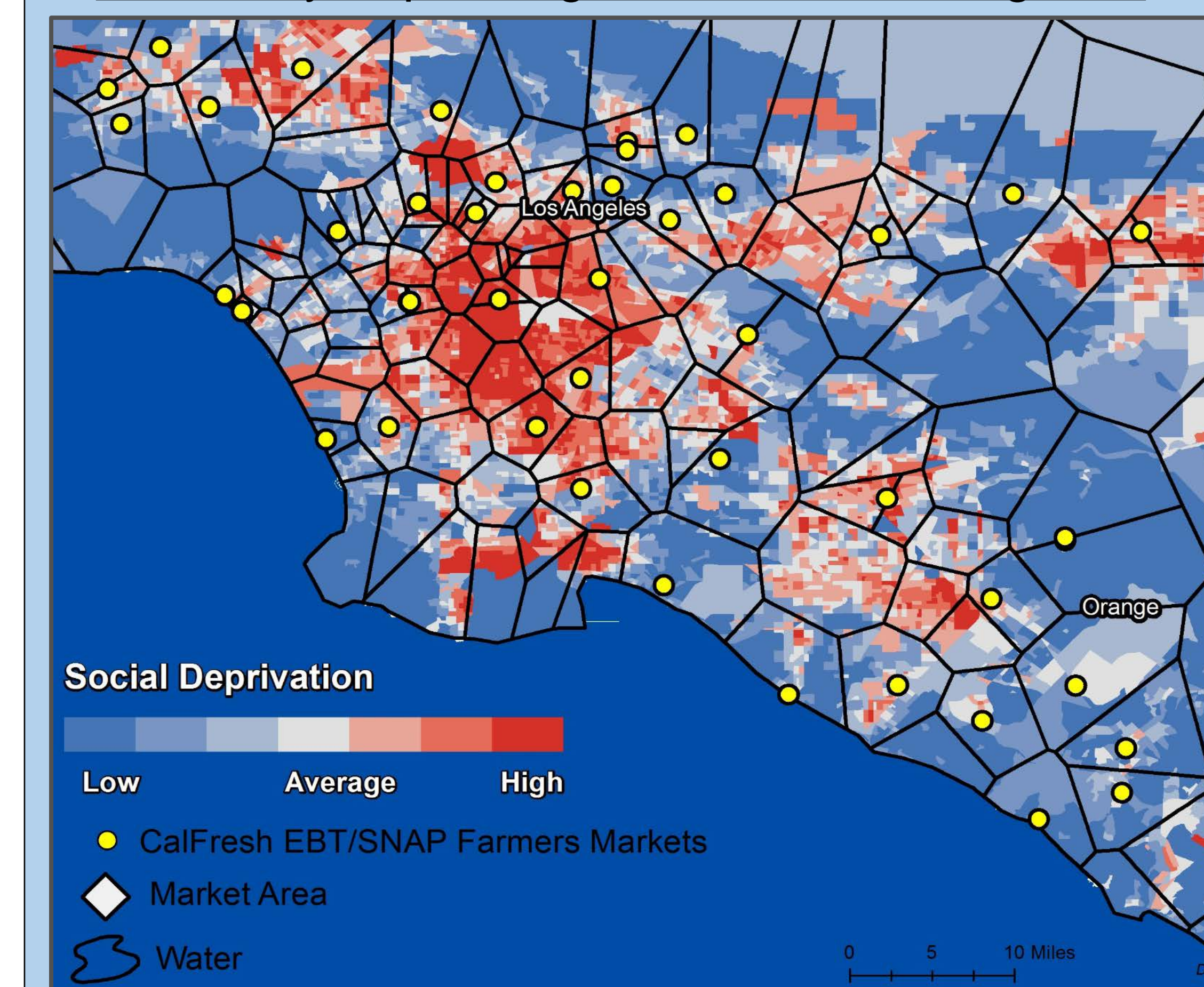


## V. Continued Efforts

### Proposed Anteater Express Market Route



### Effectively Expanding Market Match Programs



## VI. Acknowledgements



❖ This project was supported by 2014-2015 UC Global Food Initiative Fellowship. Special thanks to UCI Global Sustainability Resource Center, Prof. George Tita for connecting our project to GIS student team: Paul Caporaso, Silvia Gonzalez, Alexis Murillo Felix, Jerome Revilla, and to Steven Scott for his work on Market Match Map and research.