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

- Promote stakeholder participation in farmer's market relocation
- 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
- o Explore perspectives of impacts of & opportunities in the relocation

Market-Goer Survey

ideals, challenges & resources, next

steps, and who needs to know research

- 250 surveys were collected on-site before and after the market relocation
- o 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

between food research, the community, and beyond IV. Results Public Forum **Market-Goer Survey** Participants explored the following together: Frequency of Visits and Expendiures, by Zip Codes - Orange County Past Present **Future** Vision for future, Shared market What makes this memories on a market work, concerns about 20 year timeline special to you relocation Themes & Solutions No sustainable Need space Expand access to low transportation at new Frequency income populations to linger location Propose UCI Tables and chairs near Establish EBT and \$50 - 100 0 3.75 7.5 15 prepared food vendors Market Match Program shuttle route Interdisciplinary participants 25 Workshop Respondents cultivated a research community 25% Planning, Anthropology Edible marsh tour Pre-Survey History Policy, Design at UCI's Arboretum Criminology Social Ecology Post-Survey 67 Sneak peek of Walked or Biked Environmental Earth Systems Medicine largest aquaponics to Market Science Sciences system University Affiliated Before Physical Sciences Informatics Non-University > Small groups mixed for each round at 4 tables focused on new project Each round explored a different set of questions: what must change to achieve

V. Continued Efforts Proposed Anteater Express Market Route Legend Proposed Route Anteater Express Stops Proposed Existing OCTA Bus Stops OCTA Bus Sto



Social Deprivation

Switched to Driving Instead

of Walking or Biking

After



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