



ACCELERATING NATIONAL COMMUNITY HEALTH OUTCOMES THROUGH REINFORCING PARTNERSHIPS

MEMPHIS: FOSTERING NUTRITION THROUGH HEALTHY EATING AND FARMERS' MARKET GUIDES



Poverty, limited access to healthy food, and obesity often are intertwined. For too many people in the Memphis area, the results are poor health outcomes. That's why a coalition of local collaborators is developing a plan to increase the number of people with access to healthy food and beverages. The initiative is focused on researching and developing guides to local healthy food and farmers markets that will be available in print and electronic forms in fall 2015.

The Challenge

Memphis, Tennessee, located on the bluffs overlooking the Mississippi River, has been a commercial and social center for western Tennessee, northern Mississippi, and eastern Arkansas. Over the last few decades, however, the city has been struggling with disinvestment, specifically with grocery stores. This has left behind areas called food deserts, which are places with few healthy, accessible food options to serve a community. According to the U.S. Department of Agriculture, large swaths of Memphis qualify as food deserts. At the same time, Memphis is the most obese city in the country among metro areas with more than 1 million residents, according to the Gallup Well-Being Index for 2013. When healthy, nutritious food is unaffordable, or getting to a supermarket is difficult because of distance or transportation, people may rely on convenient but unhealthy food from corner stores, gas stations, or fast food outlets.



“Our partnership promotes eating local healthy food, which has a positive impact on our community and food system.”

- Carole Colter, GrowMemphis Executive Director

