



Update on Good Food Markets
Addison Plaza – 6300 Central Ave
Seat Pleasant, MD

Presented to Prince George's County Council
Planning, Zoning and Economic Development
Committee

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Mission

- > Oasis Community Partners creates the economies of the 21st by addressing the inequalities and externalities of today
- > Food Systems Approach to Equitable Development
- > Build social enterprise food businesses that work in, and for, food desert communities
- > Platforms to support workforce development, youth education, and food access



Overview

Social Enterprise Business Models act as a platform for these activities

> Good Food Markets



Fresh Format Grocery Concepts

- > *Original location: Rhode Island Ave NE*
- > *Ward 8: South Capitol St SW, MLK Gateway*
- > *Seat Pleasant, MD & Boston, MA*

> Good Food Grows



Urban Agriculture Production & Education Sites

- > *0.61A Urban Farm site in Oxon Hill, MD*
- > *Youth Store + Garden Tour*

> Good Food Delivers

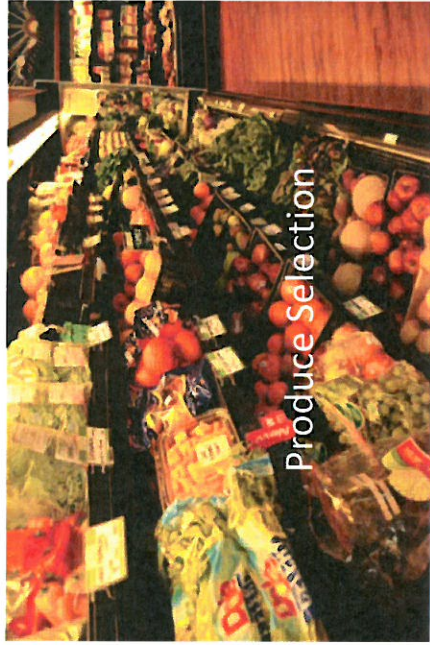


Wholesale & Direct to Consumer Delivery

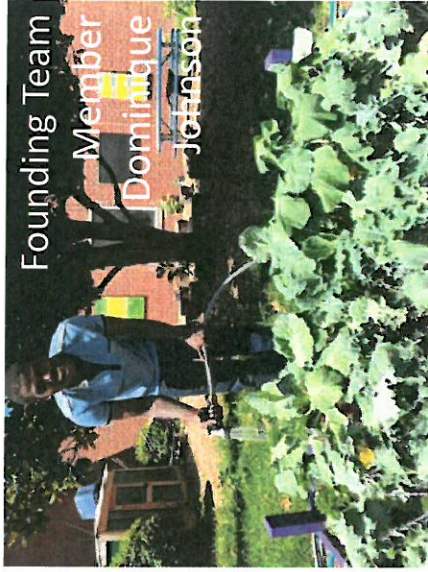
- > *Good Food To Go prepared food*
- > *Senior Delivery Program*



Day 1



Produce Selection



Founding Team Member
Dominique Johnson



Mayor Bowser announces Minimum
Wage Increase at GFM



Pilot Location

Overview

Since 2015, Oasis has been developing a replicable model to demonstrate how the neighborhood grocery can create health and wealth in urban food deserts through:

- > **Community Engagement**
- > **Youth Education Programs**
- > **Workforce Development**
- > **Diet, Health & Nutrition Education**
- > **Data Analysis & Policy Advocacy**



Community Engagement

- >Public listening sessions
- >Informal surveying
- >Formal surveys
- >Observing available data
- >Seeking input from elected officials, community leaders, and the public-at-large
- >In our pilot location, the result of this process has been a selection determined and priced by community feedback, and executed by experienced retail staff
- >In the community, we are able to offer fun and educational events for community members of all ages

Youth Education



The Green Scheme and Rooftop Roots lent their expertise to the initial garden build in April.



Urban Agriculture Site

- > Additional production capacity at the headquarters of Love & Carrots
- > Transform into production and education hub
- > Partnered with PG County farmer Kevin Alsop of Feeding 5000 in commercial growing



Job Creation

The proposed Seat Pleasant location will support estimated:

- > Employment for 20 individuals (15.85 FTE) in grocery and restaurant operations
- > 15 Full Time, and 5 Part Time Positions
- > Job Training and Direct Services in our educational programming
- > Estimated Average Wage of \$13.13/hour



Job Creation

Our team represents many ages, races, genders, ethnicities, and abilities.

Throughout our three years in operation, we have:

- > Employed an all-female management team
- > 50% of management positions held by people of color
- > Employed and trained returning citizens
- > Paid all entry-level employees better than minimum wage
- > Averaged a living wage across all staff

Grocery Amenities

- > Fast Casual Café
- > Healthy Grab and Go
- > Coffee, Tea and Juice service
- > Fresh, Well Maintained Produce all year round.
 - > Seasonal
 - > Local
 - > Affordable
- > High Quality “Center Store,” Groceries and Dry Goods
 - > Differentiated product mix from Dollar Tree, Walgreens
- > Local management working with local teams

Career Training Program

- > At the core of improving Food Access and Community Health is regular employment that pays a living wage.
- > Community health is an outcome of addressing the structural inequalities across our economic and social systems.
- > Stable employment is the foundation on which an equitable society is built.



Career Training Program

The Career Training Program was designed to provide management training and life skills to all employees and trainees, including:

- > Employer Awareness Training
- > Employee Empowerment Training
- > Front of the House Customer Service
- > Point of Sale, MS Office & Email
- > IT Administration
- > Back of the House Management Skills
- > Shipping, Receiving & Vendor Relations
- > Culinary Skills Training
- > Facilities Management, & Security
- > Licensing and Compliance

OCP Programming

Youth Store + Garden Tour

- > Curricula developed by Oasis ED and Karen Davison, DC Food Corps Fellow
- > In the Store setting, engaging Youth (K-8) in Food Systems, Nutrition and Practical Math
- > In the Garden setting, providing opportunities for Experiential and Tactile learning, as well as Environmental and Plant Science lessons
- > Over 150 students from two DC Public Schools and the local YMCA branch have participated to date

Oasis Programming



Health Is Power Cooking Classes & Anti-obesity Intervention

- > Addresses all the barriers to cooking at home: time, cooking techniques, food literacy, tools and equipment, social support
- > Designed to reach up to 24 students per series
- > Iterative program that becomes more impactful over time
- > Based on the Theory of Planned Behavior
- > Developed with Public Health Fellows from George Washington University – Milken Institute School of Public Health

Cooking Classes

Our longest running program and still going strong! These monthly classes at the Woodridge Public Library are led by Chef-Nutritionists from UDC and bring together neighbors of all ages and skill levels to create a healthy and delicious seasonal meal.



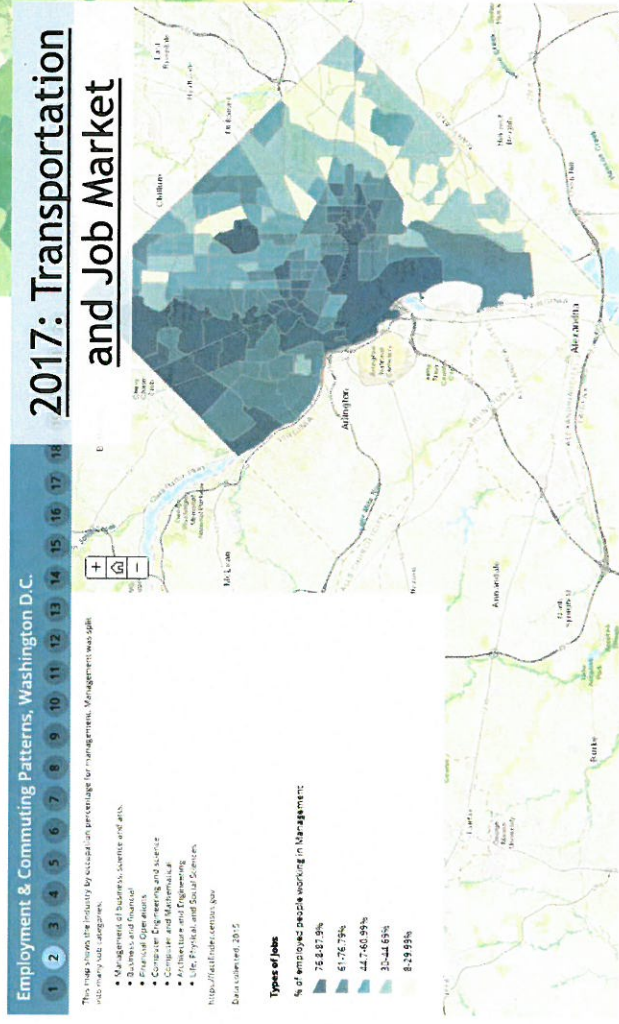
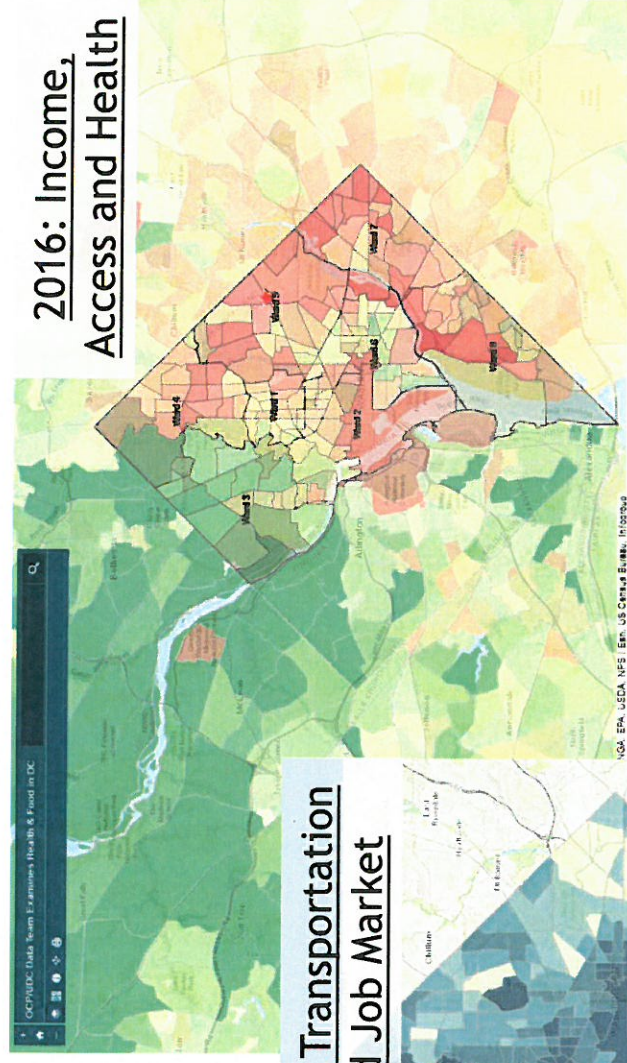
From Left to Right: Chef LaShell Staples, A joyful participant, Chef Theresa Rosser, and Chef Janna dePorter all cooking up special meals at the library.

Good Food Data Team

UDC seniors Marlana Wright and Wola Osunsade work on their presentation for Undergraduate Research Day with Dr. Amanda Huron.



Food Access, Economy and Transportation



Thank you.

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