Global Health and Innovation Conference

Good Bowls
Empowering Communities to Achieve Good Food Access and Health Equity

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The Problem(s)

Lack of Access to Healthy Affordable Food
  Obesity, Heart Disease, Diabetes

Limited market opportunities for Small Farmers
  Rural Poverty

Underutilized Value Added Processing Facilities (VAPFs)
The Solution – Good Bowls

• A healthy meal product based on the Mediterranean diet
  -> culturally relevant/acceptable
• Frozen
  -> eligible for SNAP (Food Stamp) purchase
  -> longer shelf life in C-stores
• Made from locally grown food
  -> recipes adapted to the seasons
  -> uses “cosmetically challenged” food often wasted
• Produced in local VAPFs (Commercial/Community Kitchens)
  -> creates jobs among food entrepreneurs
  -> local business opportunity
What is the Evidence?

• The Mediterranean diet prevents heart disease and a number of chronic conditions
• Corner Stores are critical sources of food for many in “Food Deserts”
• New market opportunities for farmers increase revenue and reduce rural poverty
• VAPFs can support economic opportunity for farmers and food entrepreneurs
But is it Affordable?

Tom’s Shoes model but better – “buy one give one”

• Higher end consumers (Food Co-ops, Whole Foods, Local Health Foods Stores etc.) pay more
• C-Store customers pay less

**good bowls**

*are created with community in mind. Everyone has the right to tasty, healthy, affordable food. Pay a little more, or pay a little less. If everyone pays what they can, we all eat.*
Why it’s a better model than Tom’s Shoes

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<th>Tom’s Shoes</th>
<th>Good Bowls</th>
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<td>Provides a needed product to disadvantaged populations</td>
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<td>Builds on Altruistic Spirit</td>
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<td>Transfers wealth</td>
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<td>Supports local businesses</td>
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<td>Builds capacity</td>
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<td>Encourages local entrepreneurship</td>
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Financials – Dual Value Chain Model

**C-store**

- Veggies: $0.31
- Meat: $0.50
- Carbs: $0.24
- Labor: $0.40
- Freezing: $0.25
- Packaging: $0.20

Total Inputs: $1.90

-62% Margin
Lose $0.73

**Higher End**

- 54% Margin
Make $2.19

Delivered $4.09
10% Margin

Delivered: $1.17
Margin: 10%

Delivered: $1.30
Margin: 30%

Delivered: $4.54
35% Margin

Consumer Purchase Price

- Delivered: $1.86
- Margin: 10%

- $6.99

- Delivered: $4.09
- 10% Margin

- Delivered: $4.54
- 35% Margin
How is it new and innovative?

• Finds the sweet spot between healthy food access and locally grown food
• A more social justice oriented approach to “buy one-give one”
• Wealthier and less wealthy consumers both get the same food product
Who Benefits?

• Lower income families at high risk for chronic disease and food insecurity.
• C-store/small food retailers in need of SNAP-eligible healthy/tasty/affordable/shelf stable/convenient food options
• Local value-added processing facilities – increased kitchen use
• Small to mid-sized farmers seeking market opportunities
• “Foodies” *(socially conscience consumers with means)* seeking locally sourced, convenient and good tasting meals while “giving back” to their community.
Stage of Idea

• Developing idea over the last 2-3 years

• Internal one year pilot funding - $75K, 2017:
  ➢ Recipe development and testing
  ➢ Developing partnerships with VAPFs
  ➢ Food safety, labeling, packaging, marketing
  ➢ Awaiting Good Bowls production by local Food Co-op -> test sales

• Applying for NIH (NIMHD – National Institute for Minority Health and Health Disparities) STTR grant – Small Business Technology Transfer
  ➢ Phase I – proof of concept
  ➢ Phase II - commercialization
Warren County Food Hub - Rural

Midway Community Kitchen - Urban

Burgaw Incubator Kitchen - Rural

Key

- Sells Good Bowls to Retailers
- UNC and FIG Technical Assistance
- UNC and FIG Evaluation

Recipe Development
Food Safety, Labeling
Marketing
Provide packaging
Coordinate Distribution
Franchise Management
Evaluation

Higher end retailer – Food Coop, Wholefoods, universities, worksites etc.

Corner store, small grocery store

Farm supply organization
Main Street Kitchen

Part of the Working Landscapes Food Hub, Main Street Kitchen is a shared-used commercial kitchen and event space located in a renovated historic building in the heart of downtown Warrenton.

The fully-equipped kitchen is available for rent on an hourly basis food entrepreneurs who are looking to launch or grow their businesses. In our facility, you can pass the food safety inspections you will need to sell your products.
Warren County Food Hub - Rural
Working Landscapes

Midway Community Kitchen - Urban
Farmer Foodshare

Burgaw Incubator Kitchen - Rural
Feast Down East Burgaw Food Hub

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Carrboro – “urban” in transitional neighborhood

Classic Convenience Store

Kitchen Rental
Higher End Retailers and Co-ops
Warren County Food Hub - Rural

Midway Community Kitchen - Urban

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Working Landscapes
Farmer Foodshare

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UNC and FIG Evaluation
Burgaw Incubator Kitchen (BIK) is a shared-use commercial kitchen facility located in the historic Burgaw Depot. BIK provides Pender County Health Department and NC Department of Agriculture approved kitchen space and equipment to specialty food makers. This helps offset many of the start-up costs for culinary businesses.

The mission of the Burgaw Incubator Kitchen is to encourage and support the development of a thriving food industry in Pender County by providing commercial kitchen space,
Mobile Market Traveling to 8 Housing Authority Locations in Wilmington
Expected Impact

• Outputs – Early stage:
  • Good Bowls sales at both C-Stores and “Foodie” Retailers
  • Price points that will support consumer demand and sustainability
    - Compare cost and revenue earned

• Outcomes:
  • Jobs creation in VAPFs (count of full and part time jobs)
  • Increased revenue generation for VAPFs (rental payments before and after)
  • Increased revenue for famers (self-report of farmer earnings over time)
  • Improved access to healthy food options in C-Stores (NEMS – CS)
  • Improved dietary intake for those consuming Good Bowls regularly (food frequency and veggie meter finger scans for carotenoids)
Management, Financing

• Ammerman as founder and director
• Food Insights Group - FIG (Linden and Beth) as for-profit partners for current pilot and STTR
  ➢ Opportunity to grow new Woman-owned business
  ➢ Serving in Franchiser role with VAPFs
• Depending on experience with current pilot and STTR:
  ➢ FIG will decide if they want to continue in this role or if we should launch a new Good Bowls LLC
• Will likely need grant funding/philanthropy over time
The Ask:

Guidance:
• Any and all advice is welcome!
• Coaching re sustainability/scalability
• Potential Advisory Board members

Funding:
• Community partners have already stated they are concerned about “Drive by Research” - Grant funded projects that start and then stop
• NIH grant will take time to be funded – likely a funding gap
• Bridge funding to sustain momentum for start-up, marketing, packaging
Excited Partners

Sarah Daniels,
Executive Director, Feast Down East

“It’s hard to imagine a product that is a better fit with our work than Good Bowls. It would allow us to create jobs by making use of both the food hub and the incubator kitchen, will help support limited resource farmers, and will help us get healthy food to lower income consumers – it’s win-win-win!”