

# WHAT'S THE PROBLEM WITH ACCESS TO FOOD?

More people in our area have a problem getting the food they need than you might think, especially healthy food. For example:

- Large sections of Shawano County are "food deserts," areas with low household incomes and limited access to food.
- The childhood poverty rates for Shawano County have been consistently higher than the state average.



In a Shawano County survey conducted by the F.R.E.S.H. Project:

**1/3** OF RESPONDENTS SURVEYED SAID THEY DIDN'T HAVE ENOUGH FOOD IN THEIR HOMES AND DIDN'T HAVE MONEY TO GET MORE.

**The need and the desire for access to a healthy diet are there. We just need to turn those into action. That's where the F.R.E.S.H. Project, and YOU, come in!**



# WHAT IS THE F.R.E.S.H. PROJECT?

The F.R.E.S.H. Project is a coalition of native nations, county government, community organizations, farmers, the religious community and committed individuals working in Shawano County and native communities.

The F.R.E.S.H. Project is working to fight **food insecurity**, which means someone isn't sure if they'll be able to have food tonight or tomorrow, and to promote **food security**, so people won't have to worry whether or not they or their children will be able to eat.

## OUR MISSION:

Building the foundation for healthier, accessible, and sustainable food systems by increasing food security, educating, and engaging the community.

## THE F.R.E.S.H. PROJECT FOCUS:

- Understanding the challenges people face in having a healthy diet;
- Changing *how* we operate a community, so that people will have food security;
- Increasing knowledge in the community about healthy and sustainable food systems; and
- Sustaining a strong coalition of groups and individuals to continue this important work.



## OUR VISION:

Food systems that promote a healthy diet for all, increase food security, strengthen community, educate the public, and support practices which respect the environment, people, and their cultures.



# WHAT HAS THE F.R.E.S.H. PROJECT ACCOMPLISHED?

Using funding from an American Planning Association grant, the F.R.E.S.H. Project has:

1. Built a strong coalition of community partners
2. Gathered and shared information on local food needs
3. Created a plan to increase access to good food

# HOW CAN I MAKE A POSITIVE DIFFERENCE?

Some concrete ways individuals can get involved, based on the **F.R.E.S.H. Project's recommendations:**

- Volunteer to help with the F.R.E.S.H. Project and its various programs.
- Invite a F.R.E.S.H. Project speaker to present to your church group, community organization, or business about what's happening with food security and the food systems in our area.
- Consider ways you can address local food needs: purchase local foods, contact local officials, volunteer with a food pantry – go to our website for more ideas.

Visit our website to learn more about our work and how you can get involved

[www.thefreshproject.org](http://www.thefreshproject.org)

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## THE F.R.E.S.H. PROJECT

FOOD • RESOURCES • EDUCATION • SECURITY • HEALTH

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*Good Food for Everyone!*