From Hungry to Healthy

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**Food Deserts in Worcester**

**Pink=Food Desert**

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**Problem**

There is limited access to healthy foods in Worcester food deserts.

**Solution**

The implementation of a farmers market will provide people in the food desert(s) with access to proper nutrition.

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**Goal**

To provide access to healthy food in a food desert in Worcester.

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**What is a food desert?**

A food desert is a low income district with little or no access to foods needed to maintain a healthy diet.

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**25,834 People in 4 Worcester Food Deserts**

- Malnourished
- Low Income
- W/out Transportation

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**Profit Margins at Community Farmers Markets vs Direct Sales to Stores/Restaurants/Institutions**

- Higher
- Same
- Lower

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**Benefits**

- Farmers
  - More income
  - Helping to sustain local business
  - Less food waste
  - Larger market
- Community
  - Cheaper food
  - Eliminates the food desert
  - Improved nutrition
  - Spreading word that locally grown food is available at an affordable price
  - Cuts out the middle man
  - Fresher foods

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**References**

- http://4.bp.blogspot.com/-PuaoY7GaC5o/T2tMTSZhopI/AAAAAAAADIE/7lKOCwR9gbY/s1600/2012.03.FarmFields001.jpg
- http://farm4.static.flickr.com/3650/4090317248_9ab3ba32b1.jpg
- From Hungry To Healthy Brien Hard (ME), TD O'Brien (IE), Zachary Sellman (BME), Advisor: Professor Kristin Wobbe and Professor Rob Traver