

Discovery process helps community food program meet needs of cultural groups

January, 2015 – Bloomington Public Health is seeking to learn how the Fare For All Express food buying program can expand access to healthy, low-cost food options for more residents. We are partnering with Fare For All Express staff and leaders from the Latino community for this project. We and our partners will also determine how easy it is for Richfield's growing Latino population to use Fare For All Express.



Above, area residents check out Fare For All Express held in Richfield. (Photo credit: Sun Current Editor, Andrew Wigg)

How can more residents use a convenient, affordable source of healthy food?

Fare For All Express makes nutritious food affordable by purchasing fresh fruits, vegetables and frozen meat in bulk. Buyers save up to 40% off grocery store prices.

Fare For All Express is community supported and open to everyone. The Fare for All Express site in Richfield wants to expand its offerings to more residents interested in purchasing affordable, healthy food who currently do not take advantage of the program.

Input from Latino community members will guide improvements

Through Tri-City Partners for Healthy Communities and support from the Statewide Health Improvement Program, we and our partners will seek community members' input about using Fare For All Express. We will ask Spanish speaking residents to give their input about the program's food offerings, promotion, location and hours of operation among other things.

From what we discover, the Richfield Fare for All Express site will test some changes to find out if they can expand their services to residents not currently using the program.

If the changes succeed in attracting a broader base of community members to the program, some of the 31 other Fare For All Express sites in Minnesota could either adopt the same changes or conduct a similar study.

The change we seek is for the better. It is this kind of change, and our partnerships, that help our communities come closer to making healthy living easier for everyone.

Contact for more information

María Regan González: 952-563-8995 or mregangonzalez@BloomingtonMN.gov