BrightSide Produce

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Introduction

The **purpose of our project** was to **learn about food insecurity and food waste within San Diego.** Each group worked with their own organization that combats these issues. This work included **interpreting collected data and volunteering**.

BrightSide Produce

Background

- ➢ BrightSide produce strengthens communities by bringing together people, while working to eliminate food deserts.
- ➢ BrightSide was founded in 2014 in Minneapolis.
- ➢ In 2017, BrightSide opened their second location in San Diego.

Research:

In the early stage of our project, we researched the BrightSide Produce Organization, and created an introduction by finding this information:

1. Organization Background, History, and current operations
2. Problem Statement - What is the organization fighting to alleviate
3. Participant and Community Description - Who does the organization serve?
4. Programming - What is order to alleviate the problems listed in #2
5. Need for your work - Provide a description of the importance of your work!

Problem Statement:

➢ **Food Desert:** An urban area in which it is difficult to buy affordable or good-quality fresh food.

➢ San Diego has a very prevalent problem with food insecurity facing certain communities. Commonly low-income communities.

➢ **Food insecurity** impacts about 16% of the population of San Diego. 494,439 people in San Diego County are food insecure.

➢ **BrightSide Produce is a produce distributor** that is able to **serve small stores** by breaking bulk and giving stores the flexibility to buy the varieties and quantities that are appropriate for the stores at low prices, without minimum order requirements

Volunteering

On the 6th of December, we volunteered at BrightSide Produce:

Volunteering

What we did with BrightSide Produce:

➢ Learned about what parts of San Diego County BrightSide caters to and why
➢ Learned about the day-to-day of the organization
➢ One-fourth of people who attend SDSU have faced food insecurity
➢ Learned about the mathematics behind the distribution methods that BrightSide uses
➢ Everything that they do has a purpose, including communication and networking

Data Analysis

We gathered our information from the following:

- The Center for Disease Control and Prevention

- U.S Census Bureau

- USDA Agricultural Marketing Services

- USDA Food and Nutrition Service

- National Farm-To-School Network

- Bridging the Gap Program
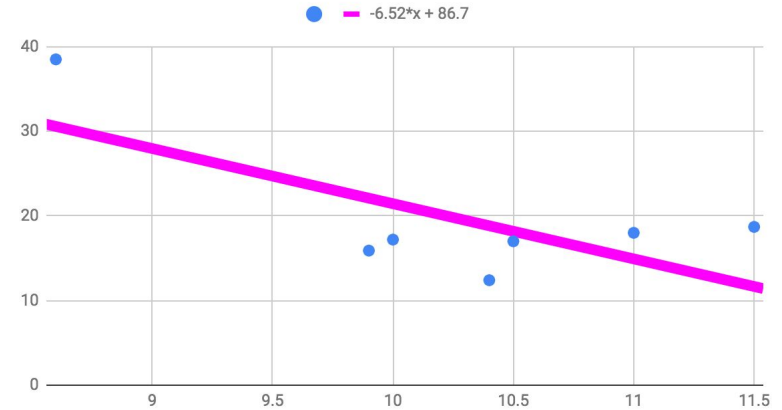
Data Analysis – New Jersey

This graph shows the relationship between the local farms and the adult population with diabetes in California. There is a negative relationship between the two variables. This tells us that when the number of adults with diabetes rises the number of local farms decreases by 6.52 percent.

Variables:
Local Direct Sales, 2007
Adult diabetes rate, 2009

PCT_LOCLFARM07 and PCT_DIABETES_ADULTS09

-6.52*x + 86.7

Data Analysis

In New Jersey, when the number of adults with diabetes increases by 1, then the number of local farms will decrease by 0.51; however, in California, when the number of adults with diabetes increases by 1, then the number of local farms will decrease by 0.49.

This seems like a small difference, but when multiplied by the thousands of people in each state, there is a large gap in the ratio of local farms-to-adults with diabetes. This may prove detrimental and a factor for the disparities in health outcomes between the states.

Data Analysis – California

This graph shows the relationship between the local farms and the adult population with diabetes in California. There is a positive relationship between the two variables. This tells us that when the number of adults with diabetes rises the number of local farms increases by 0.186 percent.

Variables:
Local Direct Sales, 2007
Adult diabetes rate, 2009

PCT_LOCLFARM07 and PCT_DIABETES_ADULTS09

0.186*x + 8.39
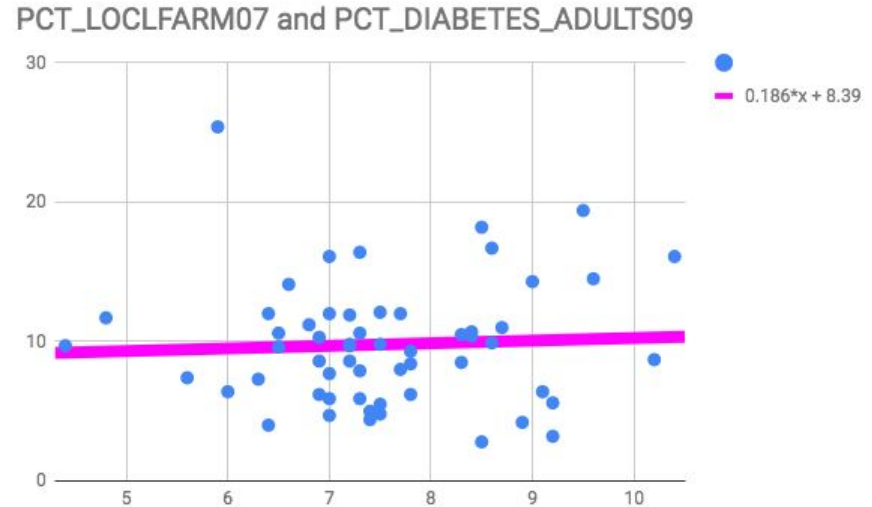
Community and Policy Implications

Brightside is planning to expand their company by recruiting more volunteers to be able to deliver product to senior citizen communities. Brightside also wants to expand their staff to deliver produce to other University campuses.

Conclusion

➢ Visiting The Brightside foundation gifted key information because we were able to learn about the function of business and distribution and how this ties in with Jim's Math class for data collection.

➢ It was a great privilege to work with this impactful organization and look at the mathematics, specifically statistics, behind their important work.