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## Background

- The Community Food Security Assessment began in 2022 to gather **community and stakeholder perspectives** on **food insecurity** and **equity issues** across the food system in Knoxville, Tennessee
- Latino community** comprises **5.7%** of Knoxville's total population, yet experiences **over double the rates of food insecurity (22%)** of white households (11%)<sup>1</sup>
- Prior asset mapping revealed entrepreneurial capacity for **Latinas to increase economic stability and nutrition security** through **food business development**

## Methods

### Population:

- Latina women from **9 countries of origin**
- 19 participants total**
- Divided by level of food business development (**beginning, middle, advanced stage of business**)

### Focus groups (n=3):

- Mix methodology** with verbal discussion, Sticky notes comments, written feedback
- Qualitative discussion** questions were led by **two bilingual facilitators**

### Question themes:

- Food procurement and production
- Assessment of prior knowledge
- Barriers and facilitators
- Future preferences and visions

## Results

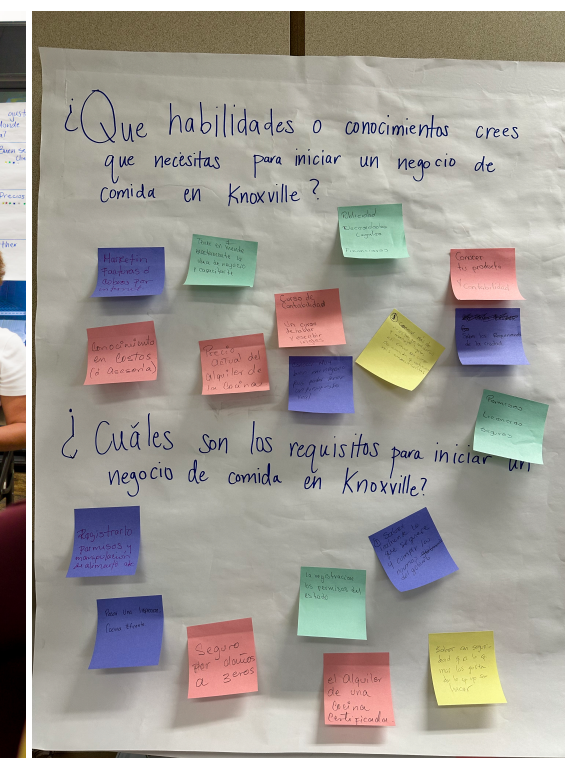
### Data Visualization

Identifying **barriers and facilitators** to food business ownership can connect Latinas with resources:

- Grandes Sueños en Pequeñas Empresas (GSPE)**, entrepreneurship training program,
- Real Good Kitchen**, shared commercial kitchen space



1.1 Focus group #3

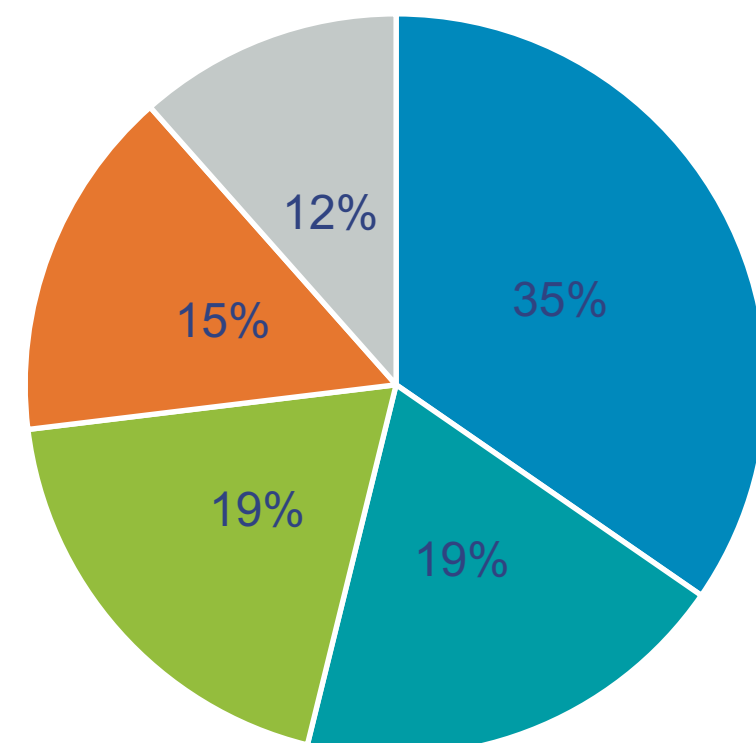


1.2 Sticky-note data collection



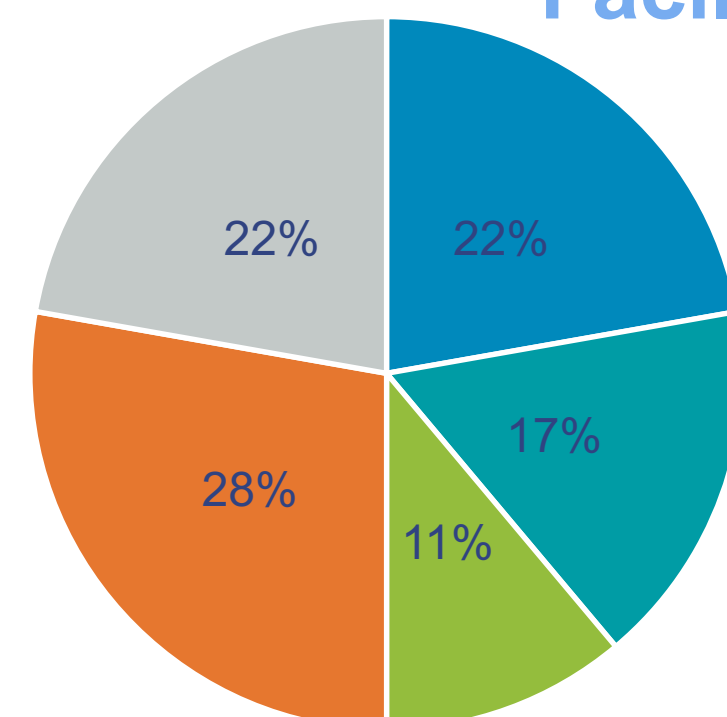
1.3 Focus group #2

### Barriers to food businesses



- **Low financial literacy (n=9)**
- **Not finding physical space (n=5)**
- **Not having business knowledge and education (n=5)**
- **Not understanding legal aspects (n=4)**
- **Lack of family support (n=3)**

### Facilitators to food businesses



- **Established business comprehension (n=4)**
- **Positive social dynamics (n=3)**
- **Legal compliance (n=2)**
- **Securing kitchen space (n=5)**
- **Having financial security (n=4)**

## Implications

### Network Weaving<sup>2</sup>

An approach that improves the **quantity and quality** of relationships to integrate Latinas into **formalized food economy** and build **collaborative support systems**



## Action Items

- Create and distribute list of **community gardens** in Spanish for access to fresh produce
- Generate **list of food business contacts and resources** in Spanish
- Focus on **empowering Latinas** and decreasing competition among food producers

## Acknowledgements

**Kimberly Pettigrew**, Director of Food Systems at the United Way of Greater Knoxville and the following community partners: **Three3**, **Centro Hispano**, **Real Good Kitchen**, **UT Medical Center**

## References

- Feeding America, [https://www.feedingamerica.org/research/map-the-meal-gap/how-we-got-the-map-data?\\_ga=2.159019194.1273421084.1689773160-319172401.1689773160&\\_gl=1\\*188lqd0\\*\\_ga\\*MzE5MTcyNDxLJE2ODk3NmMxNjA.\\*\\_ga\\_PC5FWFLBLY\\*MTY4OTc4ODUwMC4yLjAuMTY4OTc4ODUwMC4yLjAuMA..](https://www.feedingamerica.org/research/map-the-meal-gap/how-we-got-the-map-data?_ga=2.159019194.1273421084.1689773160-319172401.1689773160&_gl=1*188lqd0*_ga*MzE5MTcyNDxLJE2ODk3NmMxNjA.*_ga_PC5FWFLBLY*MTY4OTc4ODUwMC4yLjAuMTY4OTc4ODUwMC4yLjAuMA..)
- Holly, 2013. Introduction to Network Weaving