Since its early roots in West Oakland, Mandela Partners has been leading innovative and community-centered initiatives to address two competing food access challenges: ensuring fair pricing for small farmers who grow sustainably while simultaneously keeping the cost of produce and healthy food affordable enough for low-income residents.

With the proliferation of diet-related disease, communities across the Bay Area are seeking means to transform the health landscape and create food secure neighborhoods. Our food access programs were created to secure residents’ right to access fresh, affordable, and healthy food.

We do this through several core initiatives:

- Strengthening Sustainable Agriculture by Uplifting Local Growers
- Building Healthy and Affordable Food Access Points
- SNAP Incentives for Fruits and Vegetables
- Engaging Parent Assistants
- Providing Culturally Relevant Health and Wellness Education
- Technical Support for Small Grocers and Corner Stores

“MY DREAM IS FOR MANDELA AND OTHERS WHO BUY FROM ME TO GROW TOO. BECAUSE IT WOULDN’T WORK IF ONLY I GROW... IF THEY’LL BE GROWING, I’LL BE GROWING. IT’S A CONNECTION.”

Efren Avalos
Owner of Avalos Organic Farms
Mandela’s Healthy Retail Network has grown year over year since its inception to create affordable food access points in under-resourced neighborhoods of Alameda County. The Network consists of 10 small grocers and corner market owners, as well as eight Community Produce Stands operated by Mandela Partners that sources fruits and vegetables through our network of sustainable growers. We integrate several levers to our Healthy Retail Network model that not only ensures food insecure children and families are being reached, but that residents can afford to purchase fruits and vegetables at centrally located neighborhood food access points. Mandela Partners goes beyond the notion that “if we build it, they will come” by activating these levers to authentically engage residents in solutions that drive an equitable local food system, rather than creating top-down programming aimed solely at minimizing food insecurity.

**Strengthening Sustainable Agriculture through Uplifting Local and Regional Growers**

Mandela Partners developed our in-house food hub—Mandela Produce Distribution (MPD)—that supplies community retailers and institutions with locally-sourced produce, and provides limited resource farmers of color access to new markets, logistics support, and financing. MPD prioritizes small family farmers who grow sustainably and are located within a 150 mile radius of Oakland. MPD’s customers make up a niche market that understands the importance of supporting socially disadvantaged farmers with fair pricing. MPD operates as a food hub instead of a traditional produce distributor because of its deep connection to Mandela Partners’ community programs, which secure residents’ right to access fresh, affordable, and healthy food.

**Building Healthy and Affordable Food Access Points**

Mandela’s Healthy Retail Network has grown year over year since its inception to create affordable food access points in under-resourced neighborhoods of Alameda County. The Network consists of 10 small grocers and corner market owners, as well as eight Community Produce Stands operated by Mandela Partners that sources fruits and vegetables through our network of sustainable growers. We integrate several levers to our Healthy Retail Network model that not only ensures food insecure children and families are being reached, but that residents can afford to purchase fruits and vegetables at centrally located neighborhood food access points. Mandela Partners goes beyond the notion that “if we build it, they will come” by activating these levers to authentically engage residents in solutions that drive an equitable local food system, rather than creating top-down programming aimed solely at minimizing food insecurity.

**Community Produce Stand**

1. La Escuelita Elementary School
   1050 2nd Ave.
   Tuesday 2-4 pm
2. Oakland Public Library
   125 14th St.
   Thursday 11-1 pm
3. Garfield Elementary School
   1640 22nd Ave.
   Thursday 2-4 pm
4. West Oakland Health Council
   700 Adeline St.
   Friday 11-1 pm
5. North Oakland Senior Center
   5741 Martin Luther King Jr Way
   Wed 10:30-12:30
6. REACH Academy
   9846 Bancroft Ave.
   Tuesday 2-4 pm
7. RISE/New Highland
   85th Ave.
   Thursday 2:30-4 pm
8. Madison Park Academy
   400 El Paseo Dr.
   Thursday 2:45-4 pm

**Healthy Grocery Initiative**

1. Mandela Foods Cooperative
   1430 7th St.
2. Sav Mor Liquor Store
   1333 Peralta St.
3. Jalos Market
   2257 38th Ave.
4. Wah Fay Liquors
   2007 21st Ave.
5. Sky Market
   2846 14th Ave.
6. A-G Market
   1849 E 21st St.
7. 7 Amigos Market
   8155 Bancroft Ave.
8. Rowald Market
   2123 90th Ave.
9. Hank’s Liquor
   16998 Meskland Ave.
10. Mi Carlin Market
    2785 Foothill Blvd.
Our model ultimately strengthens family purchasing power of affordable fruits and vegetables among low-access neighborhoods. Mandela Partners’ comprehensive set of program levers leads to successful implementation and community engagement through:

**SNAP Incentives for Fruits and Vegetables**

Mandela Partners administers the Fresh Creds Incentive Program, which is an online, cloud-based redemption tool at the point of sale that provides SNAP/CalFresh shoppers a 50% discount on fruits and vegetables purchased at food access points. Shoppers use their EBT card and receive a $1-for-$1 match that is recognized as an immediate discount.

**Engaging Parent Assistants**

Mandela Partners’ Parent Assistants are deeply involved in school and community activities, and are well connected to parents and families, school staff, and residents who contribute to building a robust customer base. Parent Assistants receive stipends at $15 per hour for facilitating outreach, promoting Community Produce Stands and the Fresh Creds Program in and around their neighborhood, helping coordinate wellness education events, and managing Produce Stand operations on-site.

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**IT’S NICE TO KNOW I AM HELPING PEOPLE, BUT ESPECIALLY BECAUSE THESE ARE FAMILIES IN MY COMMUNITY. THE LITTLE I’M DOING IS MAKING A DIFFERENCE TO SOMEONE.**

Silvia Guzman
Parent Assistant
Mandela Partners provides complementary support services and technical assistance that benefits store owners and the surrounding community to encourage consumption of healthier food options, which include: store environment improvements, business planning, Fresh Creds administration assistance, marketing, nutrition education, and sourcing and procurement assistance. Our technical support model has become nationally recognized for demonstrating the connection between economic development and health with small business owners in under-resourced communities. We’ve been providing technical expertise and resources to other communities across the country to support them in strengthening food security by uplifting healthy retail options.

Providing Culturally Relevant Health and Wellness Education

With support from Parent Assistants, we provide health and wellness education that compliments healthy food and produce options at Healthy Retail Network locations. We offer fresh food samples along with recipes, coupons and giveaways to promote healthy eating and the availability of seasonal fruits and vegetables available at Healthy Retail Network locations. These demonstrations are set-up intentionally to reach local children and families at the point of purchase, and to provide culturally-appropriate and seasonally-tailored recipes that highlight items that are available specifically at these corner stores, small grocers and Community Produce Stands.

Technical Support for Small Grocers and Corner Stores

Mandela Partners provides complementary support services and technical assistance that benefits store owners and the surrounding community to encourage consumption of healthier food options, which include: store environment improvements, business planning, Fresh Creds administration assistance, marketing, nutrition education, and sourcing and procurement assistance. Our technical support model has become nationally recognized for demonstrating the connection between economic development and health with small business owners in under-resourced communities. We’ve been providing technical expertise and resources to other communities across the country to support them in strengthening food security by uplifting healthy retail options.

$417,000
in loan funds dispersed to food retailers, local growers and distributors with 100% repayment rate

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