

A Guide on Local Agriculture for Houstonians

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Introduction

You're looking to buy produce in season and support local growers, so you go to the grocery store and start examining produce. Local. Organic. Sustainable. Certified. What do these labels *mean*? The answer is complicated, but it gets easier if you can find the people who grew the food and ask them yourself. Though purchasing food that was produced in one's own region is common in many countries, it's been out of practice in the United States since the Great Depression – but thankfully it's making a comeback. The number of farmers' markets has been steadily rising since 1994; between 2008 and 2009 alone there was a 13% increase. This report serves several purposes: to provide a background on farmers' markets and other locally run sources of fresh produce within metropolitan Houston (inside Beltway 8), to focus on food access for communities in poverty, and to provide a central map of these efforts that can be regularly updated. The project was conducted over a period of two months and involved internet research, field work, and direct discussions with market managers.

Many groups detailed in this report focus their efforts on fresh food access, particularly for low-income communities. Several of these neighborhoods have scarce access to grocery stores or produce options and are commonly referred to as food deserts. Indeed, the link between neighborhood demographics and the balance of food access is well established; wealthier neighborhoods are much more likely to have grocery stores and supermarkets, while poor areas have a higher level of liquor stores and fast food restaurants. Nowhere is this more apparent than in Houston: The Food Trust, a renowned food access research organization, showed in a recent report that supermarket density by population is much lower in Houston than the national average and is consistently worse for low-income neighborhoods. Key partnerships involving the City of Houston and Harris County are working to remedy this, however. The City

¹ USDA – FMS Marketing Services Division

² Morland K, Wing S, Roux AD, Poole C. 2002. Neighborhood characteristics associated with the location of food stores and food service places. *American Journal of Preventive Medicine*, 22(1): 23-29.

³ Manon M, Giang T, Treering D. December 2010. "The Food Trust. Food for every child: The need for supermarkets in Houston."

minimarkets occur in a few multiservice centers and clinics, and the Harris County Hospital District markets occur all over the city, in collaboration with a local organization called Veggie Pals. At these markets you can obtain a variety of fresh seasonal produce for very low prices, and often meet other local organizations or farmers who are showcasing their own food work around Houston.

Farmers' market prices can be relatively high compared to grocery stores; the reasons for this vary, but mostly relate to the economies of scale afforded by large industrial farms that generally do not apply to small farmers. As a result, local food may be out of the budget range of many. In the past, those using SNAP (Supplemental Nutrition Assistance Program, formerly known as Food Stamps) or WIC (Women, Infants, and Children) benefits at a farmers' market could do so using paper receipts. But when the federal program went largely electronic in 1996, farmers' markets had to put up many of the operating costs for card-swiping machines, known as point-of-service (POS) terminals. POS availability is slowly making its way into markets through federal grants under the USDA's Farmers' Market Promotion Program, but the process is still logistically cumbersome. It may be worth the trouble, though: one recent study suggests that the presence of a terminal for each vendor at farmers' markets can dramatically increase SNAP sales. Currently, few markets in Houston accept SNAP/WIC but this is poised to change, especially as the City markets will begin accepting benefits in the summer of 2012.

Other efforts in this report include those whose aims are less explicitly about access and more about environmental and social stewardship in the growth or consumption of food. These projects vary widely. An especially innovative one may be the Last Organic Outpost, over two acres of garden in the Fifth Ward that make up a fast-growing community urban farm. Other community gardens (including one run by Veggie Pals), serving as sustainable urban farming models, may have provided produce to some of the markets you visit. The most traditional farmers' markets in this report are run by Urban Harvest, an urban agriculture non-profit organization. Their markets provide a lively atmosphere to sample not just fruits and veggies but other locally produced goodies.

People engaged in these diverse efforts are part of a larger, multifaceted network broadly referred to as the 'food movement.' Members of the food movement critique the current food system for causing or perpetuating a number of problems. Many of these are visible issues such as the array of processed foods blamed for easing the road to heart disease and obesity⁷, as well as the ecological concerns associated with the usage of pesticides and shipping foods across long distances. Other not so visible issues include agricultural subsidies that disadvantage small

⁴ Pollan M. "Eat Your View." May 17, 2006. The New York Times *On the Table* Blog.

⁵ Briggs S, Fisher A, Lott M, Miller S, Tessman N. 2010. "Real food, real choice: connecting SNAP recipients with farmers markets." Community Food Security Coalition.

⁶ Buttenheim AM, Havassy J, Fang M, Glyn J, Karpyn AE. 2012. Increasing Supplemental Nutrition Assistance Program/Electronic Benefits Transfer sales at farmers markets with vendor-operated point-of-sale terminals. *Journal of the Academy of Nutrition and Dietetics* 112(5):636-641.

⁷ Fields, S. Fat of the Land: Do agricultural subsidies foster poor health? *Environmental Health Perspectives* 112(14):A820. 2004.

⁸ Silbergeld EK, Graham J, Price LB. 2008. Industrial food animal production, antimicrobial resistance, and human health. *Annual Review of Public Health* 29:11-169.



individually owned farms⁹ 10 and deregulation that allows for markets to be dominated by a few large agribusinesses 11 (for instance, 81% of the beef packing industry is owned by all of 4 companies 12). Moreover, how people are affected by these issues is a strongly racialized process. Research that points to neighborhood demographics as a predictor of food availability has also made clear the explicit disadvantage of nonwhite neighborhoods in this connection 13, and reformists have called for a need for food initiatives to more appropriately take into account the histories of ethnicity and food culture in their strategies. 14

Logo of People's Grocery, a food justice organization in Oakland, CA

Thus, efforts occur both on the policy as well as the community level, and they range from reforming the existing structure of food distribution to implementing a completely new vision. ¹⁵ Combine this with the fact that there is

little published work or authority on the 'best' way to progress, and it becomes difficult to characterize the food movement in any uniform way. Despite this, as initiatives become increasingly connected with each other, the movement and its many facets are becoming increasingly visible. As Michael Pollan has written, in a large sense all of these groups are "about community, identity, pleasure...about carving out a new social and economic space" in which we eat.

The references include all the footnotes in this document as well as additional sources to learn more about the food movement and what its members are doing in Houston. It should also be noted that this report may not include all the local food projects underway in the city; as many are relatively recent, expansions or whole new initiatives may have popped up.

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¹⁴ Guthman, Julie. 2008. "If only they knew": Color blindness and universalism in California alternative food institutions. *The Professional Geographer* 60: 387–97.

⁹ Gaul GM, Cohen S, Morgan D. "Federal Subsidies Turn Farms into Big Business." *New York Times*, December 21, 2006. New York Times Series *Harvesting Cash*.

¹⁰ Morgan D, Cohen S, Gaul GM. "Powerful Interests Ally to Restructure Agriculture Subsidies." *New York Times*, December 22, 2006. New York Times Series *Harvesting Cash*.

¹¹ Timothy Wise, "Identifying the Real Winners from U.S. Agricultural Policies," Global Development and Environment Institute Working Paper No. 05-07, December 2005, 3.

¹² Hendrickson M. and W. Heffernan. 2005. Concentration of Agricultural Markets. Columbia, MO, Department of Rural Sociology, University of Missouri: 4.

¹³ Zenk SN, Schulz AJ, Israel BA, James SA, Bao SM, Wilson ML. 2005. Neighborhood racial composition, neighborhood poverty, and the spatial accessibility of supermarkets in metropolitan Detroit. *American Journal of Public Health* 95(4):660-667.

¹⁵ Holt-Giménez E. and Y. Wang. 2011. Reform or Transformation? The pivotal role of food justice in the U.S. food movement. *Race/Ethnicity Multidisciplinary Global Contexts* 5(1):83-102.

¹⁶ Pollan, M. "The Food Movement, Rising." May 20, 2010. *The New York Review of Books*.



Local Food Shopping FAQ's

What is a farmers' market?

According to the USDA, a farmers' market is a multi-stall market in which farmers/producers can sell their wares directly to the public at a fixed location. This usually entails fresh produce but also includes meat, dairy, and other prepared goods. Certified farmers' markets are more strictly regulated and generally entail that the market must be at least 50% local foods. While not all the markets in this report are certified, they're all

quite rigorously monitored by the market managing association to ensure reliable and sustainable practices. Vendors are usually charged a small fee to set up a stall per market day, though some vendors who sell infrequently may not pay at all.

Is the food at farmers' markets local?

Markets in Houston generally have food brought from within about 180 to 200 miles of the source, though in many cases farmers are located just outside Houston, as it's less convenient to bring in produce from farther away. You can also ask to make sure. It's important to note that the definition of local also varies regionally across the United States – in the northeast, for instance, where states are much smaller and thus may have more economic codependence, farmers from outside the state may still be able to call their produce local. Some of the groups in this report are community-based, so their food is as local as you can get without growing it yourself!

Will I find organic food?

The short answer: there is no simple standard. If you're a fan of certified organic produce, you might be disappointed. While there are a lot of certifications to be had for the produce you grow as a farmer, many of the processes to earn them are extensive and costly. Most market managers I spoke to said their vendors cannot afford to pay all the fees associated with organic certification; moreover, the USDA standard still allows for large scale growing and the use of certain synthetic



pesticides. As such, some farms choose to make a statement in not certifying their produce. In order to sell at a market, however, vendors do have their fields and practices undergo a regular inspection by market managers. They are then classified as conventional, sustainable, or organic. Most produce at Houston farmers' markets will be sustainable, but you can check with each vendor. Based on my fieldwork, the managers of more traditional farmers' markets valued the self-sufficiency and community mindedness of local growing over the organic label, but that's not to say that you won't find certified organic produce in Houston markets.

Do I have to carry cash?

In general, produce vendors are less likely to accept credit or debit cards than vendors that sell more expensive items, such as meats or prepared food items. Since places like Canino and Central City do not have individual vendors, you can use cards there. At farmers' markets or community gardens, it's best to carry cash with you so you don't limit yourself. If cards are accepted, the signs will say so quite clearly.

The 'square' – an application that allows vendors to accept credit or debit card purchases through their phone – is becoming increasingly popular at markets. One vendor I spoke to told me candidly that because she used to work in finance, she is aware of excessive fees charged by many credit companies and thus refuses to engage with them. Laughing, she also admitted that she uses credit cards in other places herself. She felt the square was a good compromise because it's convenient and reduces payment of unnecessary fees to the company while minimizeingcosts to the farmer. However, square usage still varies and you should make sure to have cash.

Market/Project Descriptions

Please see map for location, a link to the website of the market, contact information, and availability of local/organic/credit cards/SNAP and WIC redemption. The number of each project below corresponds to its number on the map.



(1) Canino Produce

6 a.mn-8:30 a.m. every day 2520 Airline Drive, 77009

Canino is a family-run food distributor in a largely Hispanic community. It's not a farmers' market by the traditional definition because most of the food is not local – the market manager I spoke to estimated maybe 10-15% of the produce is from neighboring Texas farms. It's more of a large warehouse, but it is stocked with loads of fresh produce, and it has connections with a number of local restaurants. Check out

the shelf full of non-chain jams and jellies. And be sure to visit the vendors behind the store – although they are not part of Canino, the picking is even more expansive, from tasty mangoes to prickly pears to herbs and flowers.

(2) Central City Co-op

Wednesdays 9 a.m.-6p.m. 2515 Waugh Drive, 77006

"Creating a win-win for the farmer – bridging between a grocery store and a farm." This market is located inside Grace Lutheran Church, tucked in a little neighborhood by Westheimer and Montrose. As soon as you enter, someone greets you and asks if it's your first visit, in which case you get a tour of the place; this is even more endearing when you see that the whole market spans the size of a large living room. But don't discount the tour, because they have an extensive system that includes both market purchases as well as produce shares. All the produce sold at Central City is organic, and about half of it local – within 200 miles. Central City tries to provide organic produce that families may still regard as a staple even if it isn't local, like bananas. The market also includes honey and jams, coffee, and a variety of dried beans, lentils,

oats, and rice – all packaged and sold by local businesses. Their produce shares are a set of local mixed with non-local items. The Gundermann basket is your only option for a true farm share – the items come from Gundermann's Farm in Wharton, Texas, roughly 65 miles from Houston. Membership with Central City is \$48 per year or \$2 a visit, and your first time is free. Conveniently, you don't need a long term subscription for a share.

(3) Houston Farmers' Market

Saturdays 8 a.m.-noon 3106 White Oak, 77007

This is a cute minimarket couched comfortably in the parking lot of the Onion Creek Coffee House in the Heights; based on my talks with the managers, they seem content to stay that way, as this little market has been the same size since 2003. There are about five stalls in all – two have produce and others have jams and jellies, as well as eco-friendly homemade skin products. Though their 'localness' limit is similar to most other markets, the majority of items come from within or just outside Houston. It's all certified organic as well. I bought a fragrant bunch of mint sprigs for just a few dollars from a stall stocked with produce that came straight from a Fifth Ward community garden. 'They'll make delicious mojitos!' the women at the stand laughed. I didn't make any mojitos that day but I did brew the mint with my iced tea, perfect for an early summer afternoon. You should visit this market if you're in the area but if not, there may not be enough for your shopping needs to merit a separate trip.

(4) Last Organic Outpost

10 a.m.-4 p.m. every day 711 N. Emile St, 77020

In the midst of the Fifth Ward, I pulled up to a large fence that used to surround a big parking lot. But instead of rows of cars glinting in the hot sunlight, the whole lot was covered with all shades of green. The air was thick with the scent of growing vegetation. A man was working in a row of some tall crop, and pointed me to Joe Icet, who was at one end of the garden monitoring some huge water tanks.

Joe Icet founded the Last Organic Outpost about five years ago as a model for sustainable farming within urban communities. A refrigeration mechanic by trade, he was already equipped with many skills necessary to begin building a huge garden over a concrete parking lot. I asked him how he came up with this idea. He said: "Life isn't just about working for someone and then you retire." Joe founded this project in the Fifth Ward to set an example for the way community farming could be a



resource for physical and mental well-being in neighborhoods that struggled with poverty and food access. A number of neighborhood children volunteer their time in the farm and have visited with their schools. Artists have left a mural and a mini gazebo made out of recycled

materials. A few years ago, Mayor Bill White deemed the Outpost, now also known as the Emile Street Farm, "the best kept secret in Houston" and turned over an abandoned adjacent lot to expand it further.

Joe and others work the farm regularly and have enough to provide food for a few local restaurants. They also have Fresh Pick days on weekends, when fresh food lovers can come choose what they like and pay for it. Joe eventually hopes that this will influence city policy to support the conversion of other abandoned lots into sustainable farms, creating a sort of agricultural district. I saw potatoes, squash, eggplant, peppers, collards, papaya, and others. Though the crops are not certified organic, only organic methods are used. Environmentally friendly tools such as EM, or effective micro-organisms, are used to cut down on weeds. It seems that along with the crops, the success of the Emile St. Farm is only thriving.

(5) Rice University Farmers' Market

Tuesdays 3:30 p.m.-7 p.m. 2100 University Blvd, 77005

There are about 20 stalls at this small farmers' market located near the Rice University football stadium. You might see many vendors from other markets in Houston. This market has mostly produce, along with several processed food stalls such as prepared meals and baked goods, drinks, dairy, and a few meat stalls. The early summer crops include tomatoes, green beans, onions, a variety of squashes, and lots of leafy greens. True to what I've been told, most stalls listed their food as sustainable, but not organic. The Rice market also has a token system, whereby you can purchase a set amount of tokens ahead of time and use them to make your purchases. The token system also allows for Rice students to redeem Rice Tetrapoints (Rice student dining currency).

(6) City Hall Farmers' Market (Urban Harvest)

Wednesdays 11 a.m.-1:30 p.m. 901 Bagby St, 77002



This market is quite large, with over 27 stalls, and tables for other nonprofits (or occasionally businesses such as Shell Oil), sometimes with a radio station stall blaring away. There is much more prepared food here, catering to the multitudes of professionals lounging on their lunch break from downtown business centers, in contrast to the family atmosphere of many other markets. As you might guess, this won't be your go-to produce market – there are only a few stalls that have fresh fruits and vegetables. What you *can* find are crepes, dairy, quiches and danishes, deliciously cold

fruit juices and teas, and more. Also look out for the food trucks parked nearby! Because of the client base and what is being sold, you may find more places that accept a credit card.

(7) Eastside Farmers' Market (Urban Harvest)

Saturdays 8 a.m.-noon 3000 Richmond Ave, 77098

This is probably the largest Urban Harvest market of those I visited. There are roughly 50 stands in all and lots of activity. With lines of stalls creating wide aisles allowing space to alternately wander and relax at tables, and listen to the occasional live music in the middle of the market, this feels more like a fair than anything. Well, you won't get any fried ice cream, but you will find a multitude of food options that are tastier, healthier, and probably at a similar price to fair grub. Almost a third of the market has produce; the rest boasts a diverse range of caterers and prepared food. This entails bakeries, jams and honeys, fresh coffee drinks, restaurants which whip up a good meal while you wait, and specialty places with delicacies like chocolates and olive oil. There are a few meat vendors and a handful of flower stalls too.

I invested in a luscious slice of vegetarian quiche with farm greens and caramelized onions, in a delicious savory custard on a hearty crust. As is the case for all Urban Harvest markets, the food is local or made with local ingredients, and the certified organic label is variable. I expected the prepared food vendors to take credit cards since their food tends to cost a little more than just buying a few dollars' worth of produce, but this was not the case across the board.

(8) Highland Village Farmers' Market (Urban Harvest)

Sundays 10 a.m.-1 p.m. 2720 Suffolk Drive, 77027

This is an Urban Harvest market in the Highland Village neighborhood, a little west of the Galleria. In the words of one Urban Harvest market manager I spoke to, this market "doesn't really address the food access issue" because it's located in such a wealthy area. When I went, there were only about 15 stalls, but I was told that a few vendors did not show up and normally the number is closer to 20. A handful of these have produce; there are also some prepared food vendors with baked goods, yummy little meals on the go (I tried a tomato goat cheese spread on a cracker – heavenly), and some meats. Again, some vendors take credit cards but especially for small markets like this, I would take cash with you. There are some who accept the square as well.

(9) HCC Southwest (Urban Harvest)

Fridays 3 p.m.-7 p.m. 5601 West Loop S, 77081

This is one of Urban Harvest's newer markets, begun only in October 2011, so it's still small. Sitting in a corner of the vast parking lot of Houston Community College's Southwest campus, the market might be easy to miss, except that it's conveniently next to the 59 South Highway. There are about 10 stalls, pretty evenly divided between produce, breads or baked goods, and other prepared food items. Small as it is, there is activity and live music. I bought a little box of plump blueberries, picked just that day, which made my breakfast several times more delicious that week. According to the market managers, groups in the area seemed to be interested in having a farmers' market, and in time a partnership with HCC was born. This market initially had difficulty getting started particularly because it has no cover, and weather conditions were difficult. But so far it's been doing well. Students at the college have already conducted a few

projects and internships on nutrition and food access with this market, and so it seems well-positioned to grow further in time.

(10-12) City of Houston markets

10 a.m.-1 p.m. Wednesdays; days and times may vary

I met Brian Smith, who works for the City of Houston, and an intern, hosting a little market outside the Lyons Health Center in the Fifth Ward. There are a variety of summer crops – only produce. At the Magnolia Multiservice Center the variety seemed greater. There were a few local farmers at their stand as well as a local nonprofit, Recipe for Success, selling their produce from some of the school gardens where they have programs.

The city project has been underway for about a year; markets take place once a month in two other locations besides this health center.



What's, Brian told me enthusiastically, in about June 2012, is that these markets will be equipped with stations to accept EBT cards, using the token system. These markets do include produce supplied from wholesale distributors which may not be in season – like Central City Co-op. Brian explained that as the main purpose of the market is to introduce fresh food to neighborhoods with little access to them (all the markets are located in designated food deserts), the organic or local labels are not the first priority. However, at least half of the market *is* composed of produce from local farms just outside Houston, or in some cases, from backyard gardens right in the neighborhood.

(13-19) Harris County Hospital District Markets

9 a.m.-2 p.m.; days and times may vary



In addition to the City of Houston, another large effort is underway to provide food access in food deserts. The Harris County Public Hospital system has set up, through a partnership with Veggie Pals (VP), a series of weekly minimarkets in targeted public clinics around Houston, but be sure to call the phone number to verify the schedule. Some markets occur at public clinics outside Beltway 8 and thus have not been included here. VP is a community enterprise that works on family and child obesity through various local and school initiatives. They also have a 4.5-acre garden, and they provide

their produce to food deserts and other areas of the city, generally donating the rest to food banks or neighbors. I went to a market at the Casa de Amigos Clinic just north of the downtown business district. The market is in a little open room of the waiting area inside the red brick

building, easily accessible for all those waiting for their appointments or family members. There are a few vending machines, but what will catch your eye first are the two long tables with an array of fruits and veggies sitting in little green pots. There are apples, melons, pineapple, squash, cabbage, and onions. At the Martin Luther King Clinic in Sunnyside, the spread seemed even greater and included sweet potato, okra, and peppers. The coolest part is that the majority of it comes straight from VP's garden, and none of their produce is grown with pesticides. The produce is also supplemented by local farmers in Houston and traditional large-scale produce. Each pot has a few vegetables or fruits in it and goes for only a few dollars.

The reps I spoke to said that the market project is about a year old and has been quite successful. Indeed, I watched many patients drop by and buy a few items on their way out. A nurse came by asking how long it took to cook an enormous spaghetti squash, saying she didn't have much time to cook. The rep I spoke to at Casa de Amigos said once people knew about the market they began to bypass the vending machines for the produce. Others have told me the service is especially helpful for senior citizens, who may have a hard time going to the grocery store often enough. Note that you do not have to be a patient of the clinic to stop in and purchase produce; all are welcome.

Map

All markets in the report provide some combination of organic and local produce, vendors accepting credit/debit cards or vendors who accept SNAP (previously known as Food Stamps) and WIC. However, as most markets have multiple vendors with different practices, the symbols in this map depict where those resources will all be available across the *entire* market. If a market is not depicted as accepting credit cards, for instance, you may still find individual vendors that accept cards.

Did we miss your market? If you would like to be included in updated editions of this report, please contact <u>urbanhealth@rice.edu</u> with the location of your market, contact information, and a brief description of the organization.

Conclusion

It's clear that the organizations which provide locally grown food are not only diverse in their methods, but that these methods are connected to an array of approaches that represent the needs and history of each respective community. Their motives range from consuming consciously to eating healthy to promoting community development and self-sufficiency. My impression based on my fieldwork is that many of the initiatives in Houston are rather recent, and as such there is still limited collaboration between groups, particularly when focuses are explicitly different from each other. The projects backed by the City and Harris County are especially promising for more progress in food desert neighborhoods. As for farmers' markets, their interest in providing POS terminals varied from a desire held back by lack of funds or personnel to scarce interest because the market was obviously located in well off areas. Some policy recommendations to address food access have included creating financial incentives for supermarkets to set up shop in poorer areas, but other groups aim to sidestep community dependence on supermarkets. One thing is clear – consuming fresh produce from these organizations is a delicious and satisfying way to support healthy alternatives to fresh food shortages and disparities; only as these insights are spread throughout the Houston community will lasting changes be made.

Credits

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