



# What food issues are important to Escondido residents?



In the summer of 2020, as part of [San Diego County Food Vision 2030](#), San Diego County residents answered a few survey questions to express their unique needs and aspirations related to food in their communities. We're excited to share what we heard from residents of Escondido.

## OVERVIEW

What food issues are most important to you?

### TOP ISSUES

- Supporting locally owned grocery stores and restaurants
- Reducing hunger & food insecurity
- Supporting local farms & fisheries
- Reducing food waste
- Finding healthy, affordable, and culturally appropriate food

I would like to see more \_\_\_\_\_ in my community

### TOP SELECTIONS

- School gardens
- Farmers' markets
- Community gardens
- Composting programs
- Locally owned food businesses and restaurants

## ACCESSING HEALTHY FOOD

Do you face any challenges in getting healthy food?

**24%** of respondents answered 'yes,' they do face challenges in getting healthy food

What challenges do you face in getting healthy food?

### TOP CHALLENGES

- Cost of food
- Small food budget
- Limited options for fresh produce
- Few healthy food options

## FOOD ISSUES AT SCHOOLS

Are you interested in food issues at schools?

**66%** of respondents answered 'yes,' they are interested in food issues at schools

What issues are most important to you at schools?

### TOP ISSUES

- Fruit & vegetable options
- School gardens
- Free or reduced price school meals

## GROWING FOOD

Are you interested in gardening or growing your own food?

**83%** of respondents answered 'yes,' they are interested in growing their own food

What support would be helpful with gardening or growing your own food?

### TOP SELECTIONS

- Garden education (tips, how-tos, classes, videos, etc.)
- Gardening supplies
- Time and energy

SHAPING FOOD DECISIONS

Are you interested in playing an active role in shaping food decisions in your community?

59% of respondents answered 'yes,' they are interested in playing an active role

What resources would be most helpful?

- TOP RESOURCES
- Information on advocacy efforts
  - More education
  - Community partners

ASPIRATIONS FOR FOOD IN ESCONDIDO

Within the next 10 years, what is one hope that you have for food in your community?

- COMMUNITY-DRIVEN, HEALTHY FOOD ENVIRONMENT
- "More block planning, more food sharing among neighbors, a central food pantry where people could share excess produce, neighborhood community gardens, sidewalk easements planted with food. More edible trees shading or walkways."
  - "Restaurants with healthier options—farm fresh, farm-to-table, locally sourced, organic. Businesses that sell healthy prepared meals."
  - "We need healthier options in schools that actually look like food when cooked. Canned green beans shouldn't be considered healthy. Healthy can be kid friendly."
  - "We can provide a stable source of food to our community. This includes nutrition education, learning how to utilize land efficiently, and offering affordable and reliable food sources in food deserts."
  - "To have more than one or two health food stores that caters to the larger community on all income levels."

- ACCESSIBLE FARMERS' MARKETS
- "It could be beneficial if the East Valley Parkway area had it's own weekly farmer's market. Many people live within walking distance of EVP, so it could be successful for the market and for the residents."
  - "We need to learn from the hugely popular farmer's markets and open air markets in other cities around the country and the world."
  - "Our one farmer's market is mid day on a weekday? People who work can never attend."
  - "I wish our Tuesday farmers' market would move back onto the street. My rancher and favorite vendor are not coming back to our Tuesday market because it is to difficult to unload and setup on the green space it now occupies."

- LOCALLY GROWN FOOD
- "I would like to see local cattle ranchers be profitable while selling their meat at a reasonable price. Prices at the farmers' market are way too high."
  - "I would hope there are more community gardens, local farm-to-table eateries, and an abundance of agriculture here."
  - "More fresh local produce and responsibly raised meat."

- FOOD THAT REFLECTS DIVERSITY
- "It would be nice to have more local and cultural restaurant options on the east side of Escondido."
  - "Locally sourced, organic as much as possible and with so many cultures in Escondido, more diversity!"
  - "All individuals and families should have access to reasonably priced, healthy foods that meet their nutritional needs as well as cultural tastes and traditions."