



What food issues are important to Imperial Beach 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 Imperial Beach.

OVERVIEW

What food issues are most important to you?

TOP ISSUES

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

I would like to see more _____ in my community

TOP SELECTIONS

- Farmers' markets
- Community gardens
- Locally owned food businesses and restaurants
- Co-ops (community-owned businesses)
- Grocery stores

ACCESSING HEALTHY FOOD

Do you face any challenges in getting healthy food?

43% of respondents answered 'yes,' they do face challenges in getting healthy food

What challenges do you face in getting healthy food?

TOP CHALLENGES

- Not enough grocery stores nearby
- Limited options for fresh produce
- Few healthy food options

FOOD ISSUES AT SCHOOLS

Are you interested in food issues at schools?

63% 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
- Nutrition education in the classroom

GROWING FOOD

Are you interested in addressing food waste?

84% of respondents answered 'yes,' they are interested in growing their own food

What support would be helpful with addressing food waste?

TOP SELECTIONS

- Community composting programs
- Composting options in public
- Greater awareness around food waste

SHAPING FOOD DECISIONS

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

63% of respondents answered 'yes,' they are interested in playing an active role

What resources would be most helpful?

TOP RESOURCES

- More community partner
- More education
- Access to decision makers

ASPIRATIONS FOR FOOD IN IMPERIAL BEACH

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

COMMUNITY-DRIVEN FOOD ENVIRONMENT

- "That all IB residents have access to land, knowledge, and supplies to grow their own food, and that we have a community of people excited to be a part of that!"
- "Community-based and city-sponsored food preparation and education classes."
- "I would love to see a Sprouts in our area. I make the drive all the way to Chula Vista and sometimes even Point Loma for my groceries. I think we deserve something more than discount groceries and dollar stores in our area. Build the community jobs by putting stores that we frequent closer."
- "Quality grocery store, west of 15th St, with a reliable stock of fresh produce and meats."
- "Nutritious food grown and prepared locally, that generates jobs, improves our health, is motivated by a cultural inclusion, and cycled in a sustainable local system."
- "Fresh fruits and vegetables. Large varieties of them. We have a local meat market, but local fruit and veggies we have to leave town for."
- "I would love to see the co-op as a thriving, growing business."
- "More urban farms vs 'pretty yards'. We don't need water restrictions, rather we need the ability to water vegetation to eat."
- "The city incentivizing, promoting, and valuing community farms that are close and will help reduce the carbon footprint."
- "Totally in favor of City-sponsored events that allow bartering, trading or selling home grown fruits and vegetables."

LOCALLY GROWN FOOD

- "Locally sourced organic fruits and vegetables that support area growers."
- "Locally sourced foods, diverse fruits and vegetables, ready-made healthy food (vegetables), fresher school lunches, a co-op grocery store."
- "Organic local fruits and vegetables, organic honey, organic bulk foods, organic grains."
- "More locally grown produce, more organic (or pesticide free), more foods produced by local businesses, more healthy prepared grab & go meals."
- "Local fresh fruits & vegetables & ethnic variety. Increase the variety at our local farmers market."

HEALTHY OPTIONS

- "1. Eliminate fast food restaurants in IB. 2. Find other ways to support families who have limited time and money for healthy meal prep."
- "It sounds unrealistic, but to completely banned processed food."
- "Access to healthy foods at affordable costs. It shouldn't be cheaper to eat at McDonald's or other fast food restaurants than to buy a healthy meal made from whole foods."
- "Anything but fast food. Here in IB, we have every single fast food restaurant you could ever want. It is ridiculous and unhealthy."