



What food issues are important to Vista 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 Vista.

OVERVIEW

What food issues are most important to you?

TOP ISSUES

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

I would like to see more _____ in my community

TOP SELECTIONS

- Community gardens
- Garden education
- Locally owned food businesses and restaurants
- School gardens
- Composting programs

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
- Few healthy food options

FOOD ISSUES AT SCHOOLS

Are you interested in food issues at schools?

70% of respondents answered 'yes,' they are interested in food issues at schools

What issues are most important to you at schools?

TOP ISSUES

- Nutrition education in the classroom
- School gardens
- Fruits & vegetable options

COMMUNITY MARKETS

Do you shop at local community markets in vista?

80% of respondents answered 'yes,' they shop at local community markets

What would you like to see in your community markets?

TOP ISSUES

- Products from local farms
- Healthy & fresh food options
- Commitment to sustainability & food waste
- Affordable, and accessible food

GROWING FOOD

Are you interested in gardening or growing your own food?

90% 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.)
 - Community garden or plot
 - Space to grow at home

SHAPING FOOD DECISIONS

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

62% of respondents answered 'yes,' they are interested in playing an active role

What resources would be most helpful?

- TOP RESOURCES
- More education
 - Community partners
 - Leadership training
 - Access to policymakers

ASPIRATIONS FOR FOOD IN VISTA

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

- BUILDING COMMUNITY
- "Having the ability to grow food together will bring all cultures of our community together thus creating a strong, healthy and caring home base for all of us."
 - "Less food insecurity in our community, and a sense of shared responsibility."
 - "In a world without COVID-19, I would love more group gatherings regarding food (community gardens, cultural food festivals, cultural cooking classes)."
 - "My hope would be that all people have a community space where they can eat together and learn about nutrition and how to make health-filled, delicious foods for themselves and their families."

HEALTHY OPTIONS

- "Renovated storefronts to reflect the healthy food inside the market and attract the community to shop healthy."
- "Me gustaria que haya mas opciones para comida saludable a precios asequibles." (I would like there to be more options for healthy food at affordable prices)
- "Coupons and advertisements for healthy food."
- "I would like to learn about healthy foods in my school."
- "Healthier markets and more affordable healthy options."

LOCALLY GROWN FOOD

- "A bigger emphasis on sourcing produce locally, and support of all the local farms here in SD."
- "All of our community will have access to food grown within our community."
- "I'd like to see more local food trucks, more cultural foods (Vietnamese, Black-owned, Filipino, Haitian, etc.), more small markets supporting local farmers."
- "Most of our food will be locally grown and sustainable."
- "Tener un lugar economico y local como una granja que se vendan gallinas y poder comprar carne, huevos, y verduras y frutas organicas." (Have an inexpensive and local place like a farm that sells chickens and be able to buy organic meat, eggs, and vegetables and fruits).