



**Southeast Food Access (SEFA) Coalition**

**Community Based Partners**

- African American Health Disparities Project
- Bayview Opera House
- Beautiful Communities
- BVHP Foundation
- Bayview YMCA
- Black Coalition on AIDS
- CPMC Bayview Child Health Center
- Hunters Point Family
- Literacy for Environmental Justice
- Network for Elders
- Northridge Coop Homes
- CommUNITY Garden
- Pacific Coast Farmers' Market Alliance
- POWER
- Reachout for the Rainbow
- Renaissance Bayview
- SF Food Bank
- SF Wholesale Produce Market
- UCSF
- Veritable Vegetable

**SF City & County Partners**

- Department of Public Health
- Southeast Health Center
- Department of Public Works
- Mayor's Office of Community Development
- Mayor's Office of Economic & Workforce Development
- SF Environment
- SF Redevelopment Agency

**SEFA Co-Chairs**

- Jacob Moody
- BVHP Foundation
- Michael Janis
- SF Wholesale Produce Market

**SEFA Staff**

- Tracey Patterson
- 415-581-2444
- Susana Hennessey-Lavery
- 415-581-2446
- Christina Goette
- 415-581-2422

**May 1, 2013**

**CONTACT:** Gina Vittori, *Network for a Healthy California*  
 408-793-2714 or [gina.vittori@phd.sccgov.org](mailto:gina.vittori@phd.sccgov.org)  
 Tracey Patterson, *Southeast Food Access*  
 415-581-2444 or [tpatterson@southeastsf.org](mailto:tpatterson@southeastsf.org)

**FORD'S GROCERY GRAND RE-OPENING CELEBRATION**  
**Neighborhood Retailer Makes a Commitment to**  
**Improve Community Health by Stocking Healthy Items**

**WHAT:** Join Southeast Food Access (SEFA), the Bayview HEAL Zone and the *Network for a Healthy California-African American Campaign (Network)* in celebrating the Grand Re-Opening of Ford's Grocery in the Bayview neighborhood of San Francisco. The owner of Ford's has been in business since the 80's and has just completed a store makeover with help from Sutti Associates and the SEFA Food Guardians with funding from Kaiser Permanente. SEFA Food Guardians, Kenneth Hill, Antonia Williams, and Jazz Vassar spent countless hours making over the store that will now promote and carry healthy items. The heavy wooden shelves that used to hold unhealthy foods like chips and candy have been replaced by attractive metal shelves. New produce bins and refrigeration units hold fresh fruits and vegetables. At the Grand Re-Opening attendees can take advantage of special promotions on fruits and vegetables, taste healthy recipes, talk with nutrition experts, and learn about the healthy choices at this family-owned corner store. All attendees will receive a free *Network* cookbook with simple and delicious recipes.

**WHEN:** **Thursday, May 2, 2013**  
**1-6 pm**

**WHERE:** **Ford's Grocery**  
**1496 Oakdale Ave., San Francisco, CA**

**WHO:** **Network nutrition experts**  
 -- Local Champions for Change  
 --SEFA Food Guardians  
 --Store manager

**WHY:** The southeastern San Francisco neighborhood of Bayview-Hunters Point, is known as a food desert, a neighborhood with low or no access to fresh or healthy food. Bayview-Hunters Point does have a few full-service grocery stores, but there are five times as many corner stores, most of which sell little or no fresh food. Compared to other San Francisco districts, Bayview residents suffer from diet-related diseases such as type 2 diabetes and heart disease at disproportionately high rates. There's a growing movement to change those conditions, but not just by building more grocery stores. Instead, public health advocates are working with existing neighborhood store owners to improve their store layout and help them to carry healthier products that residents want.

**ACTIVITIES:** -Local Champions for Change leading store tours and sharing tips and ideas to help shoppers learn about healthy and affordable food options  
 -Shoppers sampling nutritious recipes featuring in-season fruits and vegetables  
 -*Network* providing giveaways such as cookbooks, recipe cards and fruit baskets

**Reporters welcome throughout the event from 1-6 p.m.**