

# THE BEET FOOD SYSTEMS CONSORTIUM

Strengthening Food & Nutrition  
in Coos County

**Document developed by**

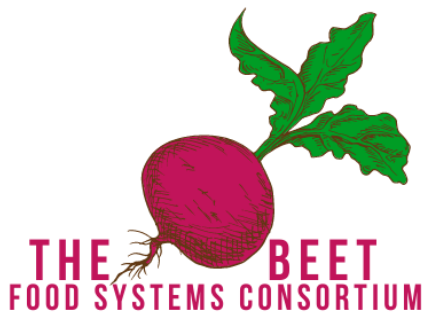
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## Summary

Over 50 years ago, Coos Head Food Co-op established itself as a community hub centered around food access, health, nutrition, and collective community impact. Today, our mission is to collaborate with partner agencies to share information and solve complex food and nutrition problems in our community.

We invite your organization to join the consortium to collectively define issues, create a common vision and develop impactful strategies.

This document is presented as a foundation for developing the consortium. Changes and revisions will be driven by member input.

## Rationale

The 2020 County Health Rankings indicate Coos County ranks poorly, 27<sup>th</sup> of 35 counties for health outcomes and 34<sup>th</sup> for health factors including diet and nutrition. Compared to state rates, we have more children living in poverty and more years lost to premature death.<sup>1</sup>

The indicators from the 2018 Community Health Assessment speak to Coos County having a higher percentage of adults and youth living with food insecurity, higher number of adults drinking 7 or more sodas in a week and lower consumption of fresh plant foods.<sup>2</sup> These indicators are all worse in Coos County than in the state of Oregon.

The county's main contributors to mortality are diet-related chronic conditions that are largely preventable and reversible.<sup>3</sup>



Coos County has generational poverty, a cycle that will take collaboration of multiple partners to resolve.



We have multiple food deserts around our community, limiting access to nutritious foods.



Our county suffers from an undesirable ratio of fast food to fresh food restaurants and unaffordable healthy food options.



Although SNAP and WIC programs are widely used, it is clear there are pockets of our community that need additional services.



The county has a need for sustainable adequate nutrition programming and qualified nutrition experts (Registered Dietitians). As a result, residents are not receiving the nutrition support they need.



Busy, well-meaning organizations are typically working in silos to achieve similar food and nutrition goals

There is currently  
no easy way for citizens  
impacted by food insecurity  
to be part of  
designing solutions.

*Eating nutritious food and maintaining a healthy diet is important to individual health.*

*Poor nutrition has been shown to increase the risk for various chronic health conditions and to increase morbidity and mortality.*

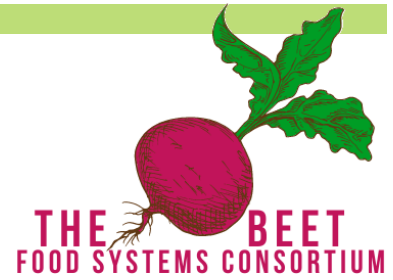
*A healthy food environment includes access to healthy foods and food security.*

*Access has many facets including the cost, distance, and availability of fresh and healthy food options.*

*The USDA defines food insecurity as the lack of access to enough food for all members in a household and limited or uncertain availability of nutritionally adequate foods.*

*Coos County 2018 Community Health Assessment*

# Consortium Mission



The mission statement is fluid and can be revised by consortium members.



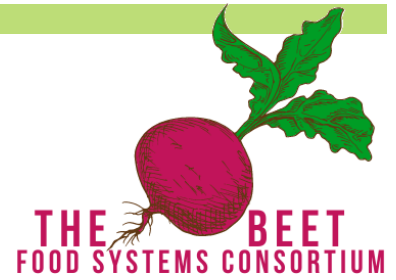
It is paramount to seed this consortium with members of organizations interested in sustainable food access.



Consortium members support the incubation and implementation of ideas to solve problems and remove barriers to increase access to healthy, sustainable food supplies.

Coos Head Food Co-op’s mission is to provide leadership for the consortium and to address barriers, as well as opportunities for community-centered solutions. Coos Head Food Co-op leadership has merged collective impact principles with the 7 National Cooperative Business Association principles. These could assist in the designing of consortium principles.<sup>4</sup>

National Co-op Principles	Adapted for Consortium Use
Volunteering and open membership	An inclusive and equitable approach to addressing systemic structures, governance, planning, implementation, and evaluation
Democratic member control	A diverse approach to collaboration and coordination of organizations with a shared vision to make the most meaningful impact
Member participation	Investing time and expertise in the consortium mission and goals
Autonomy and independence	Decisions made through voting to maintain integrity
Education training and information	Using data collected to continuously learn, adapt, and improve communication
Cooperation among cooperatives	Foster relationships, trust, and respect while being a model for other communities to adopt the constructed framework
Concern for community	Use strategies to change practices and behavior while shifting social and cultural norms
In addition, we could consider the following:	
Build a culture of health	Focus on system strategies to build programs, and create opportunities and services that are community-focused
Focus on impact	Focus on customized community programming; Document and share meaningful impact
Collaboration with partners	Support and integrate current and future partner organizations. Current orgs include the Food & Nutrition Group, OSU Extension, SNAP and SNAP-ed, WIC, local healthcare, public libraries, and other agencies with a food and nutrition focus



*“Customizing the initiative for the local context is essential.*





*Initiatives can do their best work when they deeply understand the problem they are trying to solve locally—both from the data and input from the community and from understanding the existing work and coalitions that may be working on similar issues.*

*Customizing the work to fit the local community context enables the coalition to honor, build on, and/or align with existing work and pursue system and program strategies that are most relevant to local needs.”*

Collective Impact Consortium<sup>5</sup>

## Consortium Goals & Objectives

The consortium will work to establish timely and appropriate goals and objectives. Suggested ideas may include:

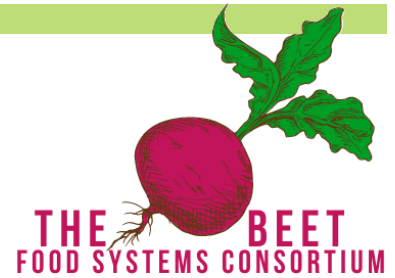
-  Identify current work around the county in food access and nutrition, describe local agencies, programs, systems, benefits and lead contacts for each.
-  Establish and prioritize needs of citizens, taking into consideration location, access, health concerns, seasonal food availability and participating agencies.
-  Assist with researching and applying for grants, as well as grant management, reporting and sharing results with partners and residents.
-  Contribute options for marketing and communication.

## Potential Strategies

-  Streamline communications to enhance coordination and provide expertise
-  Create space for citizens most impacted by food insecurity to be a part of designing solutions
-  Collect data and report community impact
-  Communicate consortium activities through website, newsletters, social media



We envision a thriving, healthy community that is connected to food and nutrition education that prevents chronic disease.



## Coos Head Food Co-op Commitment

Coos Head Food Co-op commits to be the backbone of **THE BEET** focusing on impact, access, and strengthening food and nutrition in Coos County.

Coos Head Food Co-op will serve as the overall leadership structure focused on:

- ◆ A common agenda
- ◆ Shared measurements
- ◆ Mutually reinforcing activities
- ◆ Continuous communication
- ◆ Backbone expertise

## In conclusion

Coos Head Food Co-op has an obligation to act as a social, cultural, and economic vehicle for change in our community. We are committed to the development and successful implementation of systems, policies, and services that sustainably address the reduction of barriers surrounding food and nutrition in Coos County.

## Citations

1. RWJF County Health Rankings [https://www.countyhealthrankings.org/sites/default/files/media/document/CHR2020\\_OR\\_0.pdf](https://www.countyhealthrankings.org/sites/default/files/media/document/CHR2020_OR_0.pdf)
2. CDC National Center for Chronic Disease Prevention and Health Promotion <https://www.cdc.gov/chronicdisease/index.htm>
3. Coos County 2018 Community Health Assessment <https://cooshealthandwellness.org>
4. National Cooperative Business Association principles <https://ncbaclusa.coop/resources/7-cooperative-principles/>
5. Collective Impact Consortium <https://www.collectiveimpactforum.org>

## Contact

For more information about joining **THE BEET Food Systems Consortium**, please reach out to:

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