



LATINA FOOD BUSINESS CBO PROJECT

Fostering collaborative networks to strengthen small food business development

PRESENTED BY

Ashlyn J Anderson

United Way of Greater Knoxville Food Systems Intern

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United Way
Greater Knoxville



AGENDA

LA AGENDA

- 1 Context of project
- 2 Focus Groups
- 3 Understanding food businesses
 1. Assessing prior knowledge
 2. Barriers and facilitators to food businesses
 3. Future thinking and questions about the future
- 4 Solutions and Implications

CONTEXT OF THE PROJECT

EL CONTEXTO DEL PROYECTO

COMMUNITY PARTNERS

ORGANIZACIONES COMUNITARIAS



- Real Good Kitchen
- Centro Hispano
 - Grandes Sueños Pequeñas Empresas program
- Three3

COMMUNITY FOOD SECURITY ASSESSMENT

EVALUACION DE LA SEGURIDAD ALIMENTARIA COMUNITARIA

- **8 CBO** projects conducted
- Initial **asset mapping** revealed entrepreneurial capacity for Latinas to prepare and sell food
- Desire to better understand **barriers and facilitators** within Latina community
- "**Comedor popular** "and initial brainstorming with Bailey and Cristina

OBJECTIVES FOR CBO

OBJETIVOS PARA EL CBO



CBO= COMMUNITY BASED ORGANIZATION

- To create **economic and leadership opportunities for Latinas** within the food system through fostering prepared food businesses
- To gather **perspectives and understanding** of Latina food business experiences
- To **connect resources and community partners** to best meet Latina needs to improve food security, health, and economic outcomes

FOCUS GROUPS

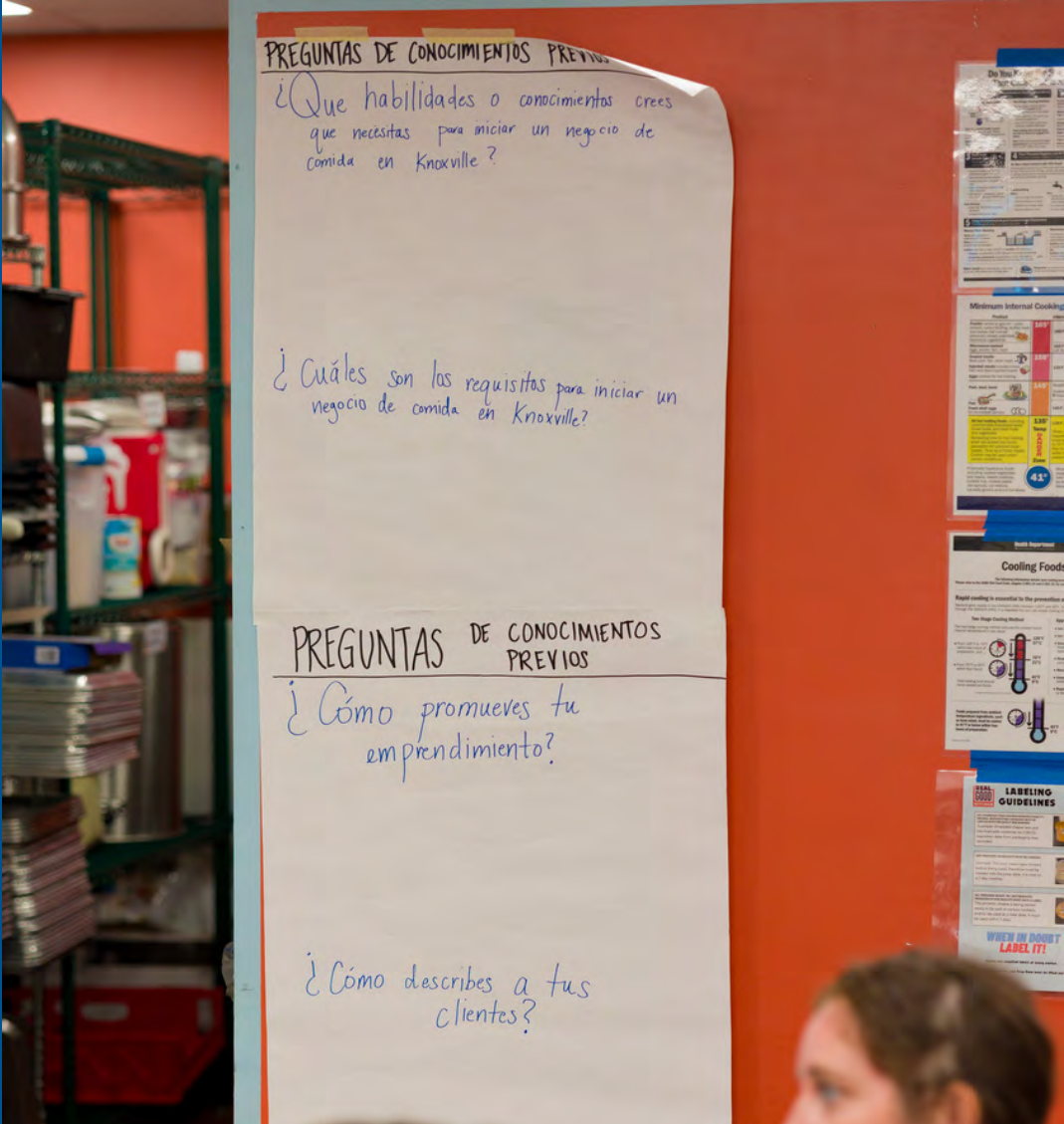
LOS GRUPOS DE ENFOQUE

METHODOLOGY

METODOLOGIA

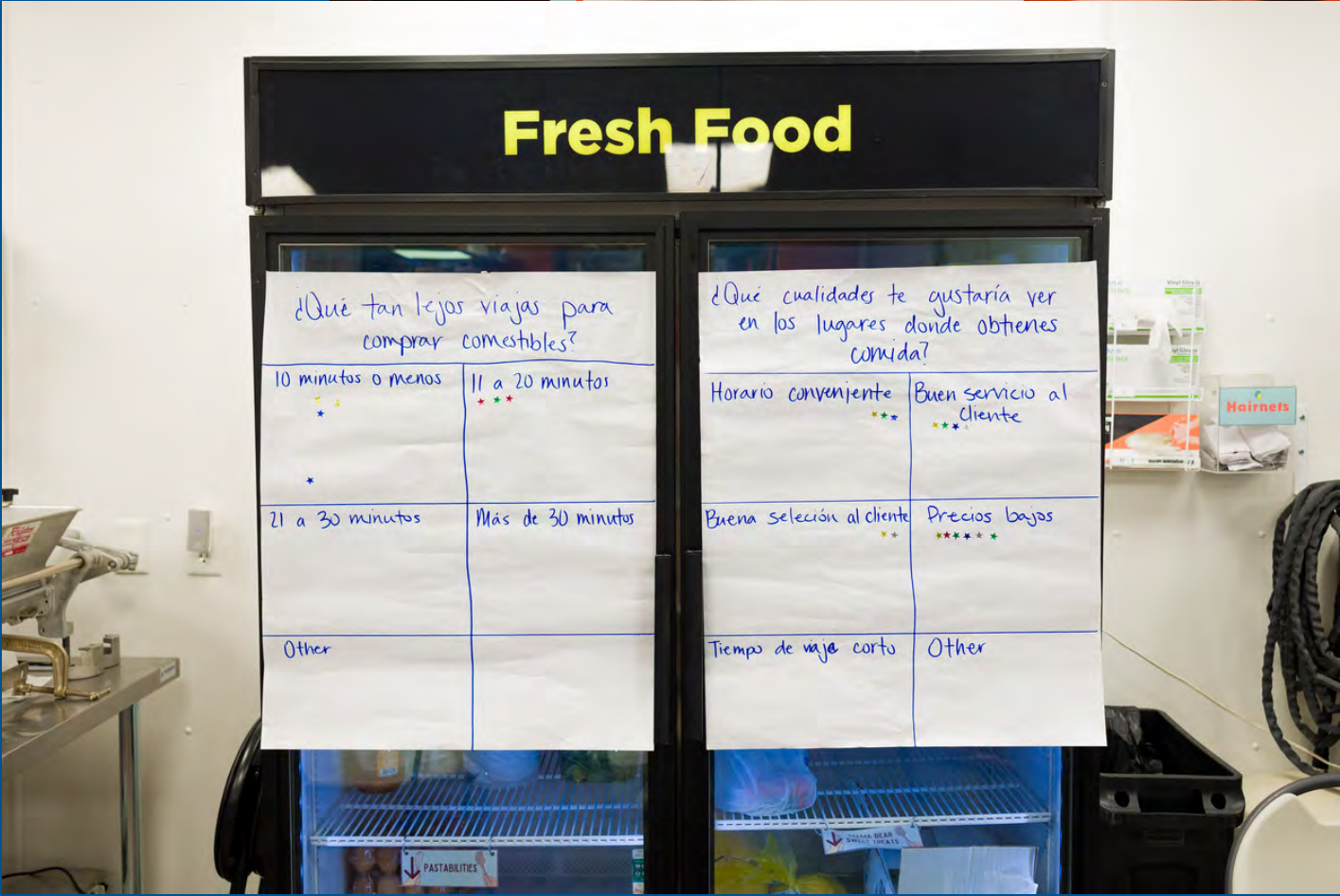
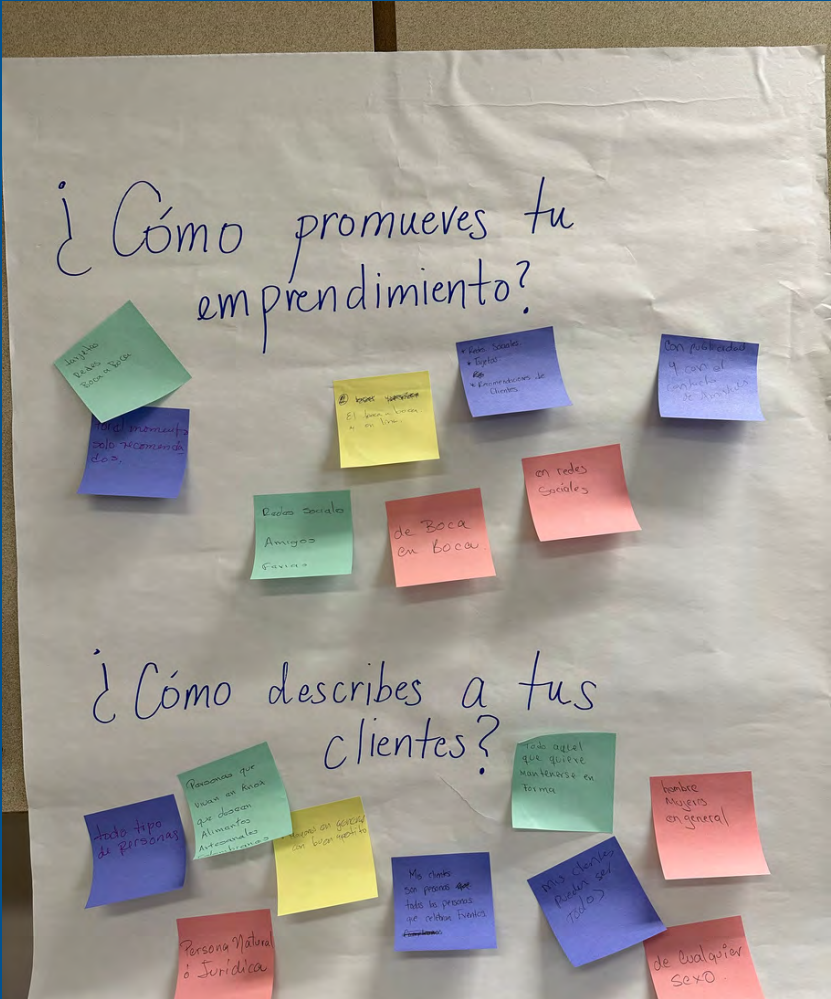
FOCUS GROUPS

- Two hour long sessions
- 3 groups:
 - beginning, middle, and advanced stages of food business development



DATA COLLECTION

- Mixed methods
 - Dialogue
 - Sticky notes
 - Written feedback



METHODOLOGY

POPULATION

Recruited by Hilda through GSPE

- 16 Latina women
- 3 Latino men
- Received a \$50 gift card for participation



POPULATION COUNTRY OF ORIGIN

País de origen



Mexico

Dominican Republic

Puerto Rico

El Salvador

Honduras

Venezuela

Colombia

Peru

Bolivia

Types of food businesses represented



*pasteles
latinos*



Comida salvadoreña



comida
MEXICANA

COMIDA VENEZOLANA

comida hondureña

UNDERSTANDING SMALL FOOD BUSINESSES

*EL ENTENDIMIENTO DE LAS
PEQUEÑAS EMPRESAS*

DISCUSSION QUESTIONS

PREGUNTAS DE DISCUSION

Food procurement

- Thinking about your prepared business, where do you get the food for your prepared food business?
- If you haven't started a food business, where would you purchase food for your food business?
- What does a typical day look like in your typical day in your food business?
- What is your current level of production for your food business?

Compra de alimentos

- Pensando en tu negocio de alimentos, ¿Dónde obtiene los alimentos para tu negocio?
- Si no has iniciado un negocio de alimentos, ¿dónde comprarías alimentos para tu negocio?
- ¿Cómo es un día típico en tu negocio de comida preparada?
- ¿Actualmente, cuál es tu nivel de producción para tu negocio de alimentos?

RESPONSES

RESPUESTAS

- Food was largely obtained through **major grocery store chains**
 - Gordon Foods
 - Sams Club
 - Walmart
- Choices on where to buy food was influenced by **price and quality of ingredients**
- Difficulty in finding certain **traditional ingredients**

"I can bring [ingredients] from Miami. I can bring it from Georgia. I can bring them from Nashville because they're very popular places and sell Peruvian products. So those would be my suppliers."

-Peruvian participant



RESPONSES

RESPUESTAS

- Average preparation days **depending on schedule and orders of clients**
- Interest in **preservation and conservation of foods**
- **Labor and time intensive process**
- Preparation primarily in **home kitchens**

"It includes cheese mincing, kneading and rolling. Because its artisanal. Four hours non-stop, non-stop. Including cleaning before and after to prepare it."
-Colombian participant



DISCUSSION QUESTIONS

PREGUNTAS DE DISCUSION

Food production

- Do you garden or farm any of the food you use in your food business?
- If yes, do you grow at home or at a community garden?
- What would you ideally like to see for growing your own food?
- If you do have a produce business, how do people purchase food from you?

Producción de alimentos

- ¿Compras o cosechas algunos de los alimentos para tu negocio?
- Si los cosechas, ¿Dónde lo hace, en casa o en un jardín comunitario?
- ¿Qué apoyo necesitas para desarrollarse?
- Si tienes un negocio de productos agrícolas, ¿Cómo la gente compra tus productos?

RESPONSES RESPUESTAS

- None of the women grew their own foods
- Mentioned they would like to source locally with the resources



"We don't know of any gardens but we are interested... What would we be most interested in that garden? Cilantro, tomato, all the greens."
-Colombian participant

"The fact of having a vegetable garden or to want to have a vegetable garden, for me that's more work. And what I want is to simplify."
-Venezuelan participant

ASSESSING PRIOR KNOWLEDGE

*LA EVALUACIÓN DEL
CONOCIMIENTO PREVIO*

PRIOR KNOWLEDGE QUESTIONS

PREGUNTAS DE CONOCIMIENTOS PREVIOS

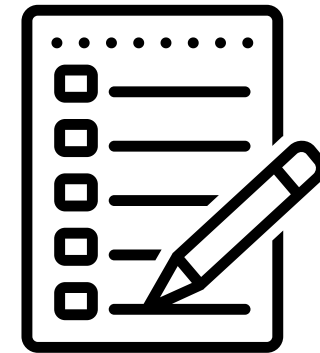
What skills or knowledge do you think you need to start a food business?

¿Qué habilidades o conocimientos crees que necesitas para iniciar un negocio de comidas?



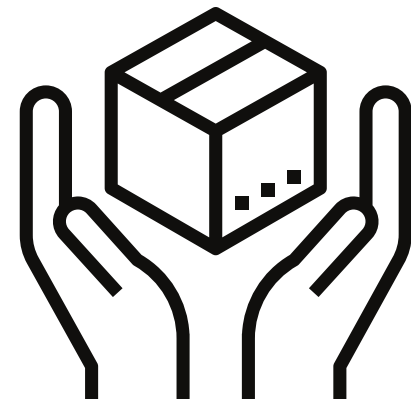
Education and training
(accounting, marketing, English)

Educación y asesoría



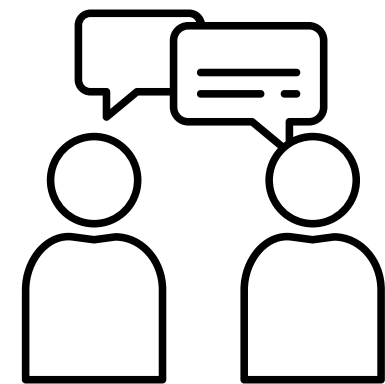
Legal permissions and certifications

Permisos y certificaciones legales



Knowledge of the product, market analysis and familiarity of costs

Conocimiento del producto y el mercado



Soft skills (relationship with clients, building trust)

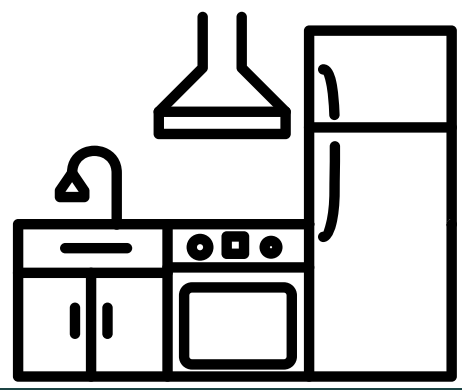
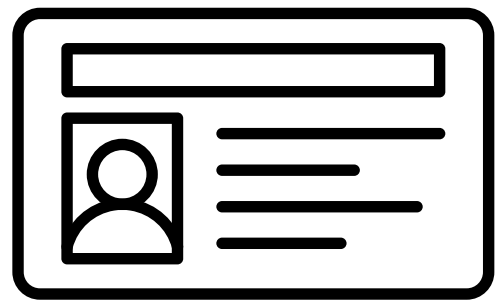

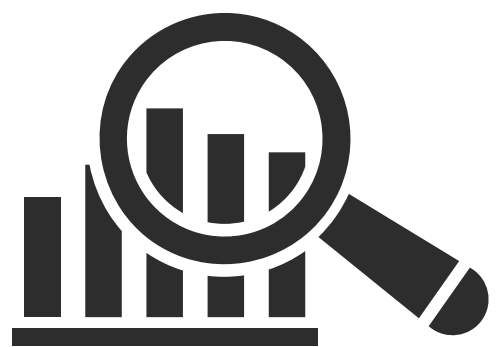
Relaciones con clientes y confianza

PRIOR KNOWLEDGE QUESTIONS

PREGUNTAS DE CONOCIMIENTOS PREVIOS

What are the requirements to start a food business in Knoxville?

Cuáles son los requisitos para iniciar un negocio de comida en Knoxville?

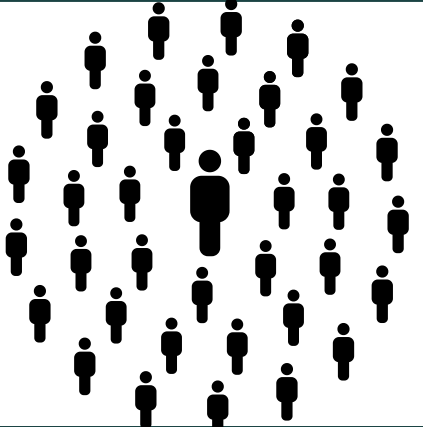
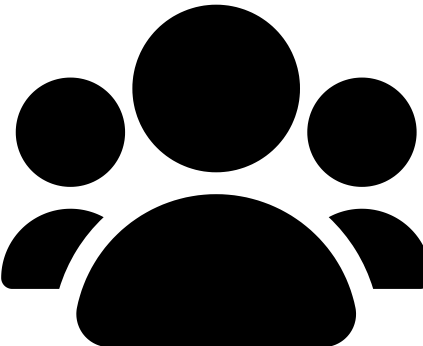


	Certified space	Lugar aprobado
	Licenses and permits (to operate and from Health Department)	Licencias y permisos
	Knowledge of regulatory landscape in Knoxville	Conocimiento de las reglas en Knoxville
	Market analysis (client preferences and uniqueness of product)	Análisis del mercado

PRIOR KNOWLEDGE QUESTIONS

PREGUNTAS DE CONOCIMIENTOS PREVIOS

How do you describe your customers?

¿Cómo describes a tus clientes?

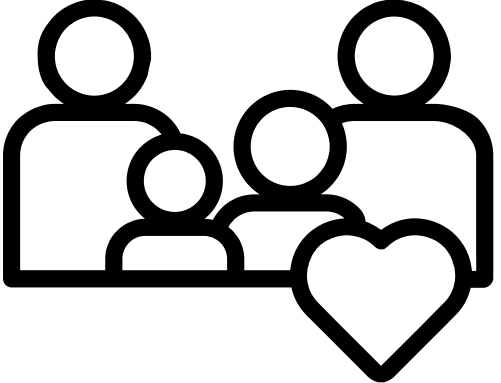
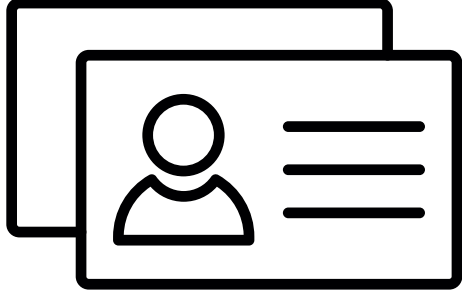

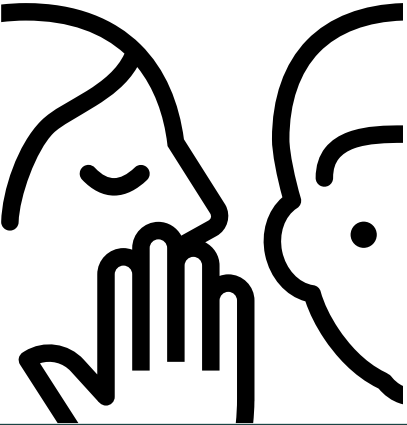
	General population (gender and age inclusive)	Población general
	Ethnicity distinction (Latinos and Americans)	Distinción étnica
	Celebration and special events	Festivos
	Specific attributes (dieting, cultural food preferences)	Atributos específicos

PRIOR KNOWLEDGE QUESTIONS

PREGUNTAS DE CONOCIMIENTOS PREVIOS

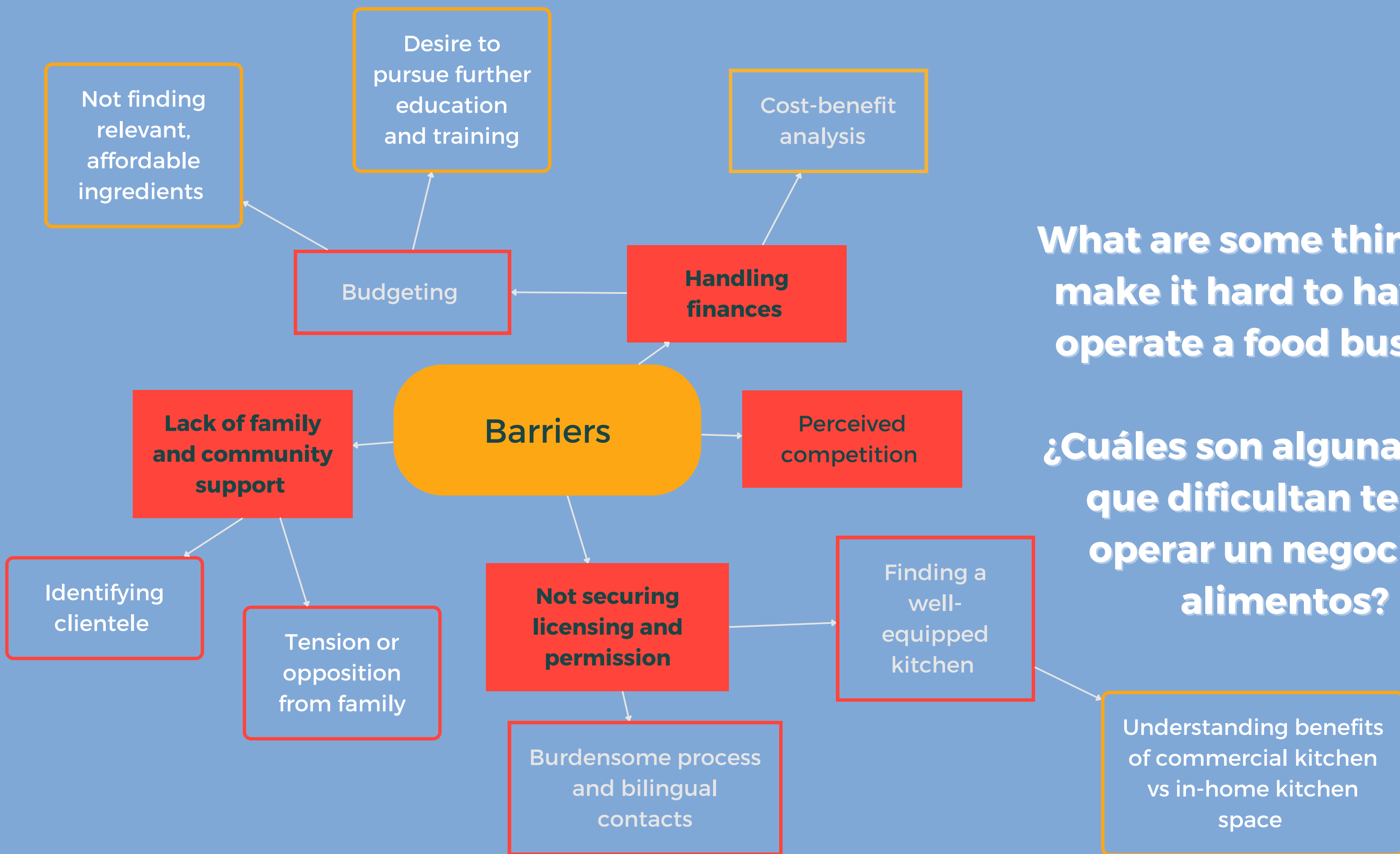
How would you/ do you promote your business?

¿Cómo promueves tu emprendimiento?

	Social networks (friends, family, Latino markets)	Conocidos y familiares
	Physical distribution (business cards, taste tests)	Distribución física
	Social media (Instagram, Facebook, WhatsApp)	Redes sociales
	Word of mouth (customer recommendations)	Boca a boca

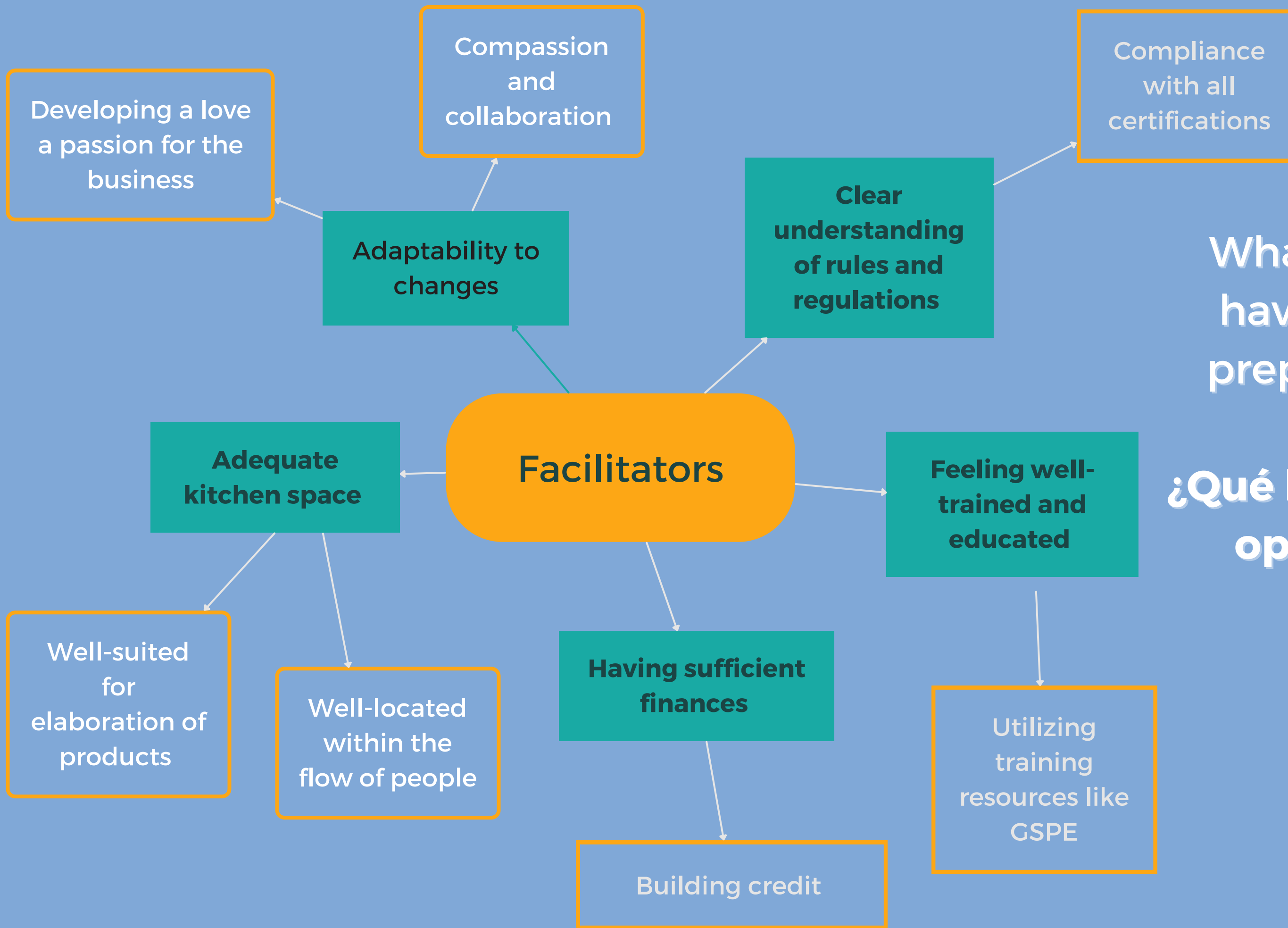
BARRIERS AND FACILITATORS TO FOOD BUSINESSES

*LAS BARRERAS Y FACILIDORES
A NEGOCIOS DE COMIDA*



What are some things that make it hard to have and operate a food business?

¿Cuáles son algunas cosas que dificultan tener y operar un negocio de alimentos?



What makes it easier for having and operating a prepared food business?

¿Qué haría más fácil tener y operar un negocio de alimentos?

FUTURE THINKING AND QUESTIONS

*LOS PENSAMIENTOS Y
PREGUNTAS SOBRE EL FUTURO*

FUTURE PREFERENCE QUESTIONS

PREGUNTAS DE PREFERENCIA FUTURAS

- Answers differed by business development stage
- Ultimate goal for many was brick and mortar restaurant
- Wanting to continue to grow businesses

How do you visualize your food business in the future?

¿Cómo visualiza tu negocio de alimentos en un futuro?

I visualize myself more widespread but starting in a food truck. From there, in one or two years, I can have a restaurant with a wide and diverse clientele

I visualize it as a business that will be the best and favorite in Knoxville with clients recommending it to others, having a wide market with fixed and faithful clients.

FUTURE PREFERENCE QUESTIONS

PREGUNTAS DE PREFERENCIA FUTURAS

- Strong interest in production and utilization of organic foods
- Knowledge and education were common themes
- Interest in community and at-home gardens

What type of support would you need to improve your access to foods that keep yourself and your community healthy?

¿Qué tipo de apoyo necesitaría para mejorar su acceso a los alimentos que lo mantienen a usted y a su comunidad saludables?



Support in the form of education of norms, rules, and laws related to health and security for preparation, among other topics



Have knowledge of where there are gardens to buy the best quality and freshness of foods

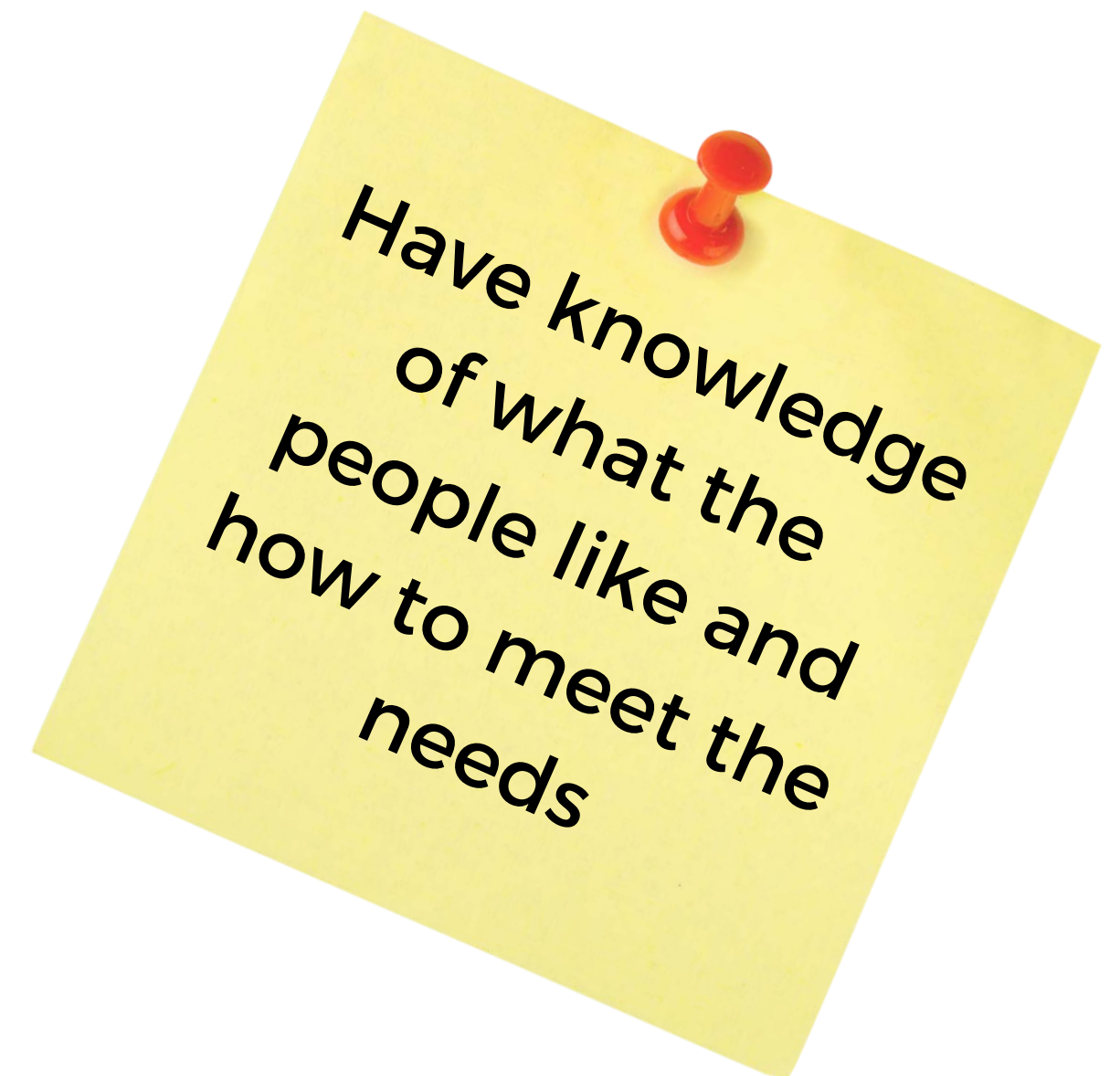
FUTURE PREFERENCE QUESTIONS

PREGUNTAS DE PREFERENCIA FUTURAS

- Emphasis on organization and planning
- Focus on self-improvement and education
- Discussion of Grandes Sueños Pequeñas Empresas

What are the next steps to grow your entrepreneurship?

¿Cuáles son los próximos pasos para hacer crecer tu emprendimiento?



FUTURE PREFERENCE QUESTIONS

PREGUNTAS DE PREFERENCIA FUTURAS

- Concept of family support and taking inventory of personal life
- Developing positive mentality and starting from within

What do you need to continue to the next step of your food business?

¿Qué necesitas para seguir el próximo paso de su negocio?

First believe and have commitment to achieve this goal, put action and hands to work,
"EMPOWERING MYSELF OF MY DREAMS"

Family support: the start of the business will be in December according to a conversation in the family

SOLUTIONS AND IMPLICATIONS

*LAS SOLUCIONES Y
IMPLICACIONES*



LESSONS LEARNED

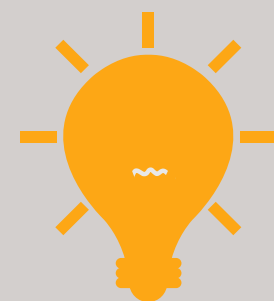
LECCIONES APRENDIDAS



Creating a bilingual safe space
that centers Latina voices



Offering food and building
trust at focus groups



Interactive components
and mixed methodology

ACTION ITEMS

ELEMENTOS DE ACCION



Create and distribute list of community gardens in Spanish



Generate list of food business contacts and resources in Spanish



Assess reality of "comedor popular" idea in Knoxville and at RGK

COLLABORATIVE NETWORKS

REDES COLABORATIVAS

Bilingual contact at Knox County Health Department

Real Good Kitchen with graduates of GSPE program, bilingual staff

Population of Latinas in Lonsdale and working with Western Heights/ KCDC

Collaborations, building trust, small businesses: TAKE TIME



THE PATH FORWARD

EL CAMINO DEL FUTURO



Grow financial stability for women and family unit

Network weaving to equip and resource Latinas with bilingual resources

Increase Latina ownership within food system through sustainable food businesses

Build inclusive, diverse, culturally rich, food landscape in Knoxville

*¿preguntas?
Questions?*

**THANK YOU!
¡MUCHAS GRACIAS!**



Ashlyn Anderson
ashlynjanderson21@gmail.com