



CONFRONTING THE ILLUSION:

DEVELOPING A METHOD TO
IDENTIFY **FOOD MIRAGES** AND
FOOD DESERTS IN WINNIPEG



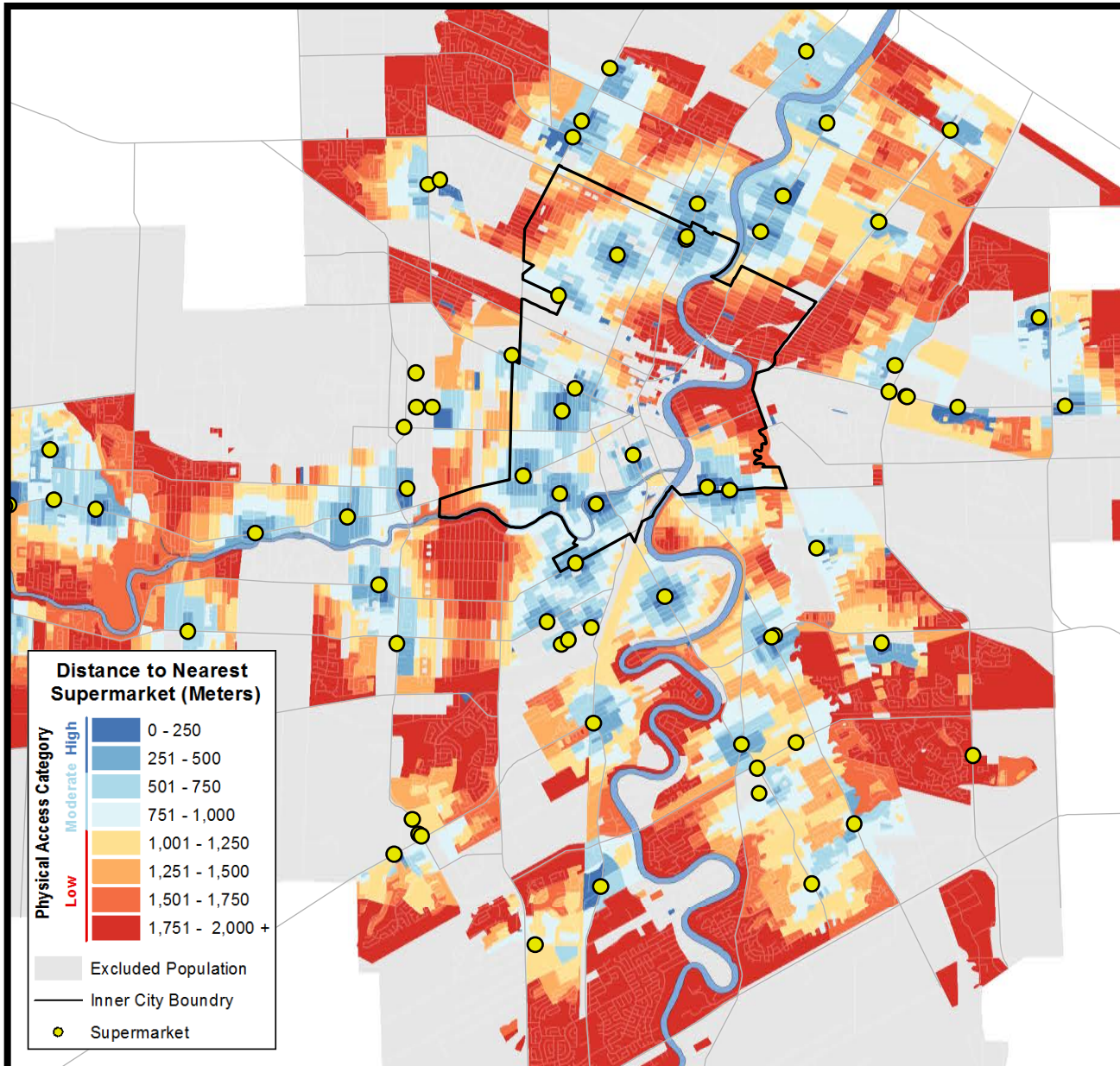
INSTITUTE OF
URBAN STUDIES



WHY DOES WINNIPEG NEEDS ITS FOOD ENVIRONMENTS MAPPED?

- POLICY TARGETED AT INCREASING FOOD SECURITY NEEDS TO ADDRESS RANGE OF ISSUES PREVENTING ACCESS TO FOOD
- TRADITIONAL RESEARCH HAS ONLY MAPPED **FOOD DESERTS**
- **FOOD DESERTS** ONLY DESCRIBE AREAS WHERE DISTANCE TO FOOD IS A PROBLEM, **BUT** THERE ARE MANY BARRIERS PEOPLE FACE TO ACCESSING FOOD
- WE DEVELOPED A METHOD THAT IDENTIFIES **FOOD DESERTS** AND **FOOD MIRAGES**
- **FOOD MIRAGES**: AREAS THAT EXPERIENCE HIGH LEVELS OF SOCIAL-DEPRIVATION BUT ARE NEAR HEALTHY FOOD SOURCES
- **FOOD DESERTS**: AREAS THAT EXPERIENCE HIGH LEVELS OF SOCIAL-DEPRIVATION AND ARE FAR FROM HEALTHY FOOD SOURCES
- IN **FOOD MIRAGES**, BARRIERS TO HEALTHY FOOD ARE AFFECTED BY LOW-INCOMES AND FOOD AFFORDABILITY RATHER THAN THE PRESENCE OF FOOD

DISTANCE TO A SUPERMARKET:



KEY FINDINGS:

DISTANCES WITHIN 1KM ARE WALKABLE

INNER CITY: **65%** WITHIN WALKABLE DISTANCE TO A SUPERMARKET

INNER CITY HAS CLOSER ACCESS TO SUPERMARKETS THAN THE NON-INNER CITY

FINDINGS CHALLENGE CLAIM THAT DISTANCE IS THE PRIMARY BARRIER TO HEALTHY FOOD

PROXIMITY TO FOOD ALONE IS NOT ENOUGH TO DETERMINE INDIVIDUALS ABILITY TO PURCHASE HEALTHY FOOD

SOCIAL DEPRIVATION:

METHODS:

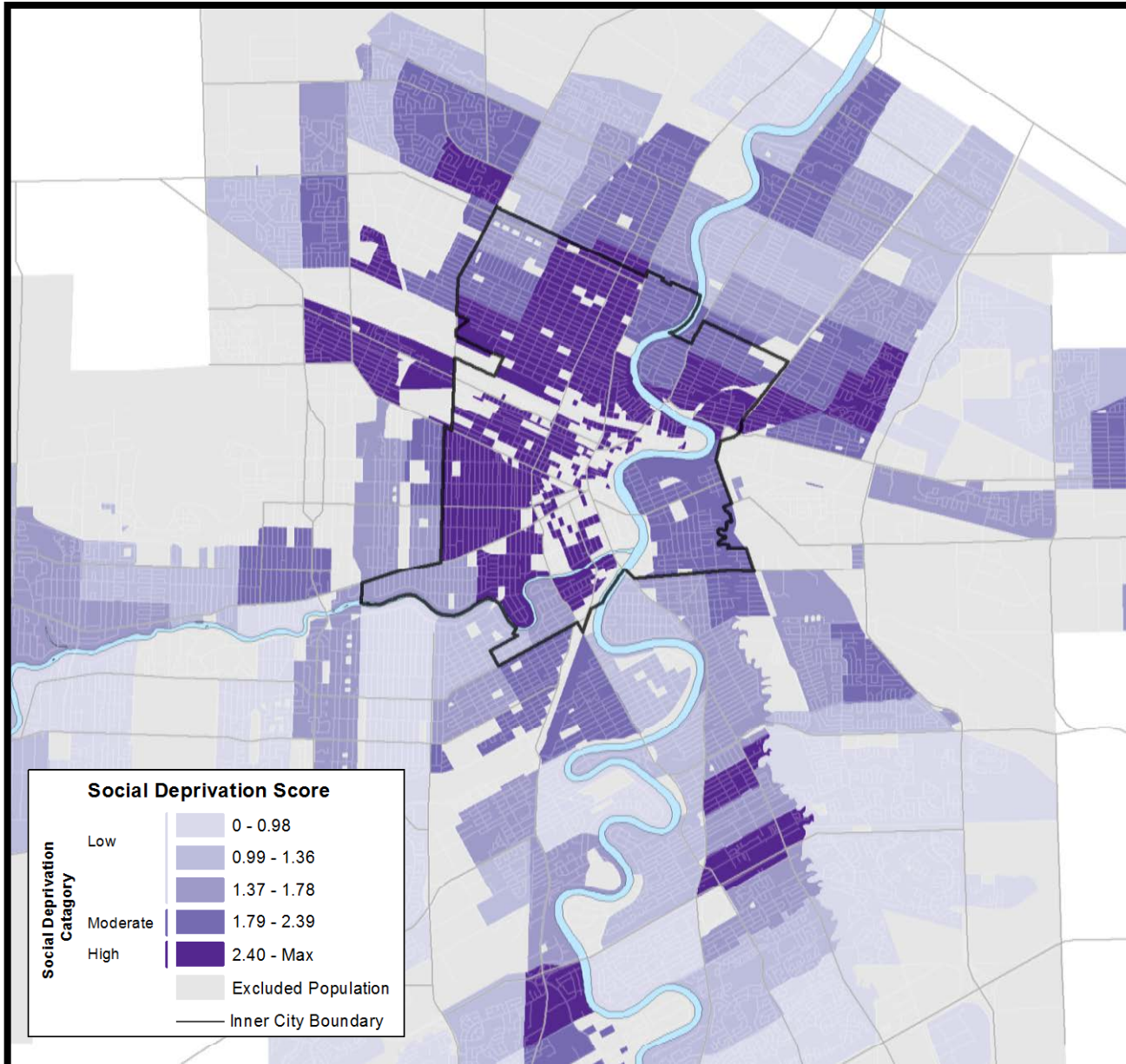
Social deprivation index;

- i. % low income families
- ii. Unemployment rate
- iii. % population with low education
- iv. % Recent immigrants
- v. % Lone-parent families
- vi. % of Labour-force that does not drive
- vii. % population Aboriginal

KEY FINDINGS:

INNER CITY: 62% of dissemination blocks high social deprivation – **85,000 people**

NON-INNER CITY: 5 % of dissemination blocks high social deprivation – **35,000 people**



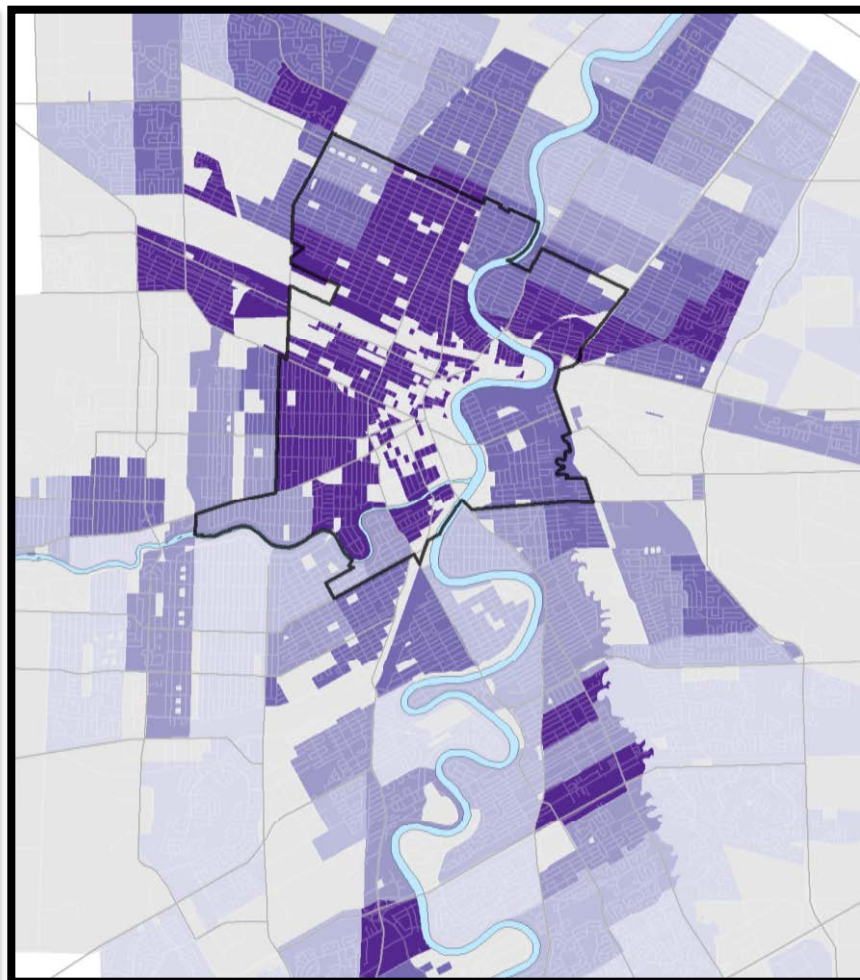
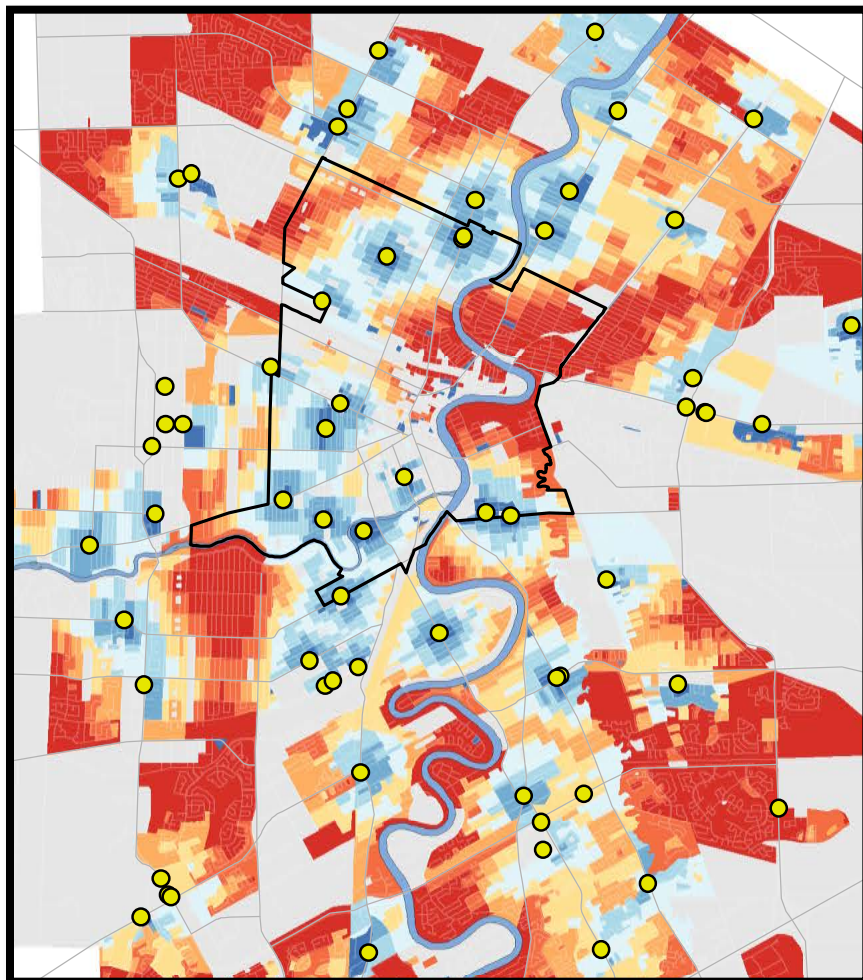


CALCULATING FOOD ENVIRONMENTS:

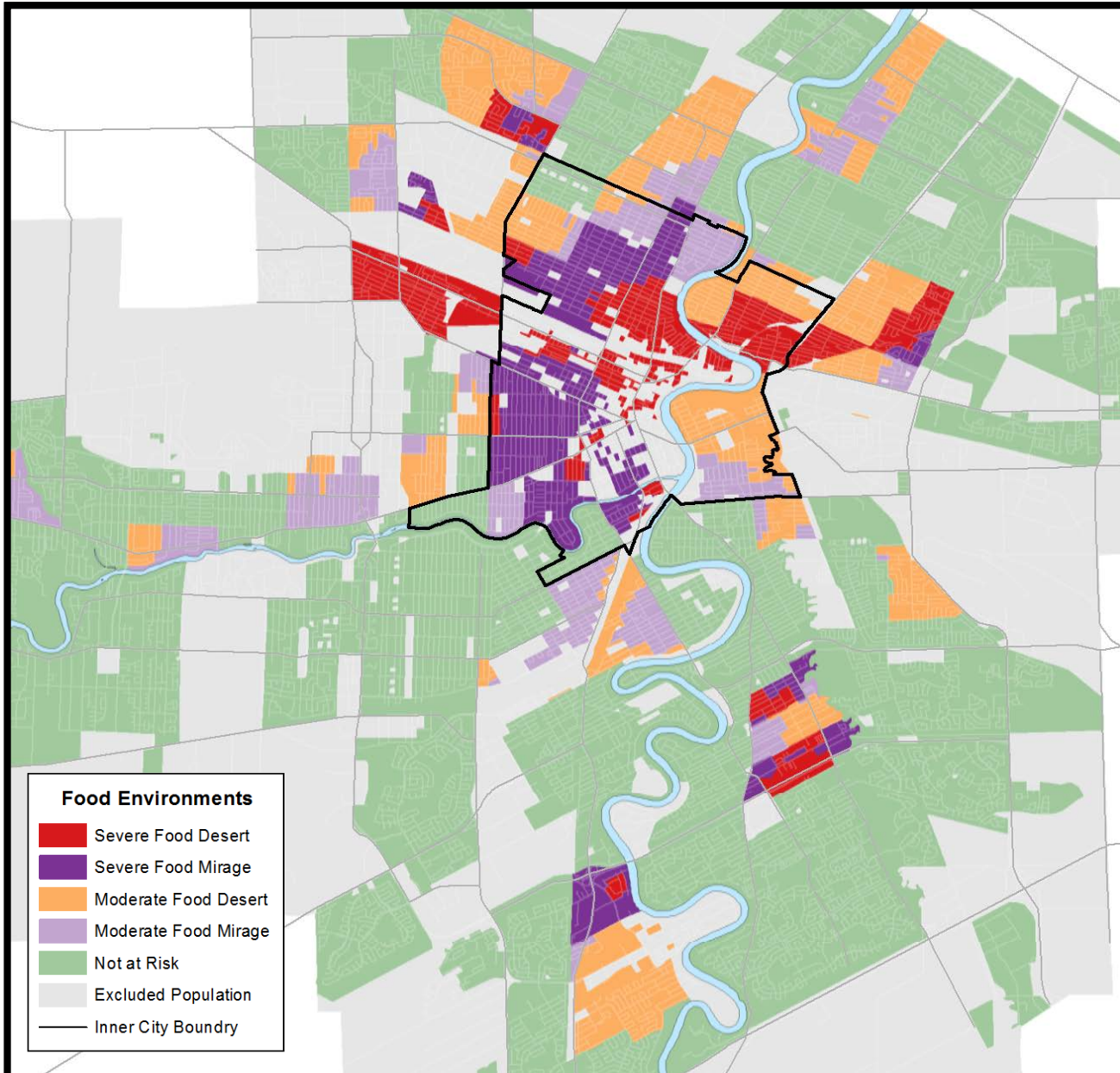
DISSEMINATION BLOCK
DISTANCE TO SUPERMARKETS



SOCIAL DEPRIVATION
SCORES



WINNIPEG'S FOOD ENVIRONMENTS:



KEY FINDINGS:

60,000 PEOPLE IN THE INNER CITY LIVE IN **SEVERE FOOD MIRAGES**

FOOD MIRAGES PREVIOUS IGNORED

25,000 PEOPLE IN THE INNER CITY LIVE IN **SEVERE FOOD DESERTS**

INNER CITY: 85,000 PEOPLE LIVE IN SEVERELY UNSUPPORTIVE FOOD ENVIRONMENTS

NON-INNER CITY: 36,000 PEOPLE LIVE IN SEVERELY UNSUPPORTIVE FOOD ENVIRONMENTS

THANKS TO:

Jino Distasio, Scott McCullough,
Ryan Shirtliffe, Adrian Werner, Sarah Zell &
Richard Shearmur



**INSTITUTE OF
URBAN STUDIES**