MoGro (Mobile Grocery)
A Partnership Initiative that Contributes to Healthy Food Access in New Mexico Pueblos

Presented By:
Notah Begay III Foundation
The Notah Begay (NB3) III Foundation was founded in 2005 by 4-time PGA TOUR winner Notah Begay III—the only full-blooded Native American on the TOUR.

OUR MISSION

To reduce the incidences of childhood obesity and type 2 diabetes and promote the leadership development of Native American children through evidence-based sports, health and wellness programs.
The Food Access Situation in New Mexico

Poverty Key Risk Factor of Food Insecurity

<table>
<thead>
<tr>
<th>New Mexico Data</th>
<th>Percent of State Pop</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poverty of Individuals</td>
<td>21.5%</td>
<td>2nd</td>
</tr>
<tr>
<td>Child Poverty</td>
<td>30.7%</td>
<td>2nd</td>
</tr>
</tbody>
</table>

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<tr>
<td>Food Insecurity</td>
<td>16.5%</td>
<td>7th</td>
</tr>
<tr>
<td>Very Low Food Security</td>
<td>6.3</td>
<td>12th</td>
</tr>
</tbody>
</table>

www.frac.org
The Food Access Situation in New Mexico

Food Desert
Low-income neighborhoods without easy access to a supermarket or large grocery store


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The Food Access Situation in New Mexico

Grocery Store Access in San Felipe Pueblo Community

- 61.3% low access
- 22.7% are children
- 5.1% without vehicle
# The Food Access Situation in New Mexico

<table>
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<tr>
<th>Pueblo</th>
<th>Closest Cities with Full Grocery Stores</th>
<th>Round Trip Miles</th>
<th>Estimated Cost of Gas ($0.12/mile)</th>
</tr>
</thead>
</table>
| San Felipe Pueblo | Bernalillo  
Albuquerque                | 31 miles         | $3.72                             |
|                 |                                        | 60 miles         | $7.20                             |
| Santo Domingo Pueblo | Bernalillo  
Santa Fe  
Albuquerque       | 50 miles         | $6.00                             |
|                 |                                        | 67 miles         | $8.04                             |
|                 |                                        | 79 miles         | $9.48                             |
| Cochiti Pueblo  | Santa Fe  
Bernalillo  
Albuquerque          | 71 miles         | $8.52                             |
|                 |                                        | 67 miles         | $8.04                             |
|                 |                                        | 96 miles         | $11.52                            |
| Jemez Pueblo    | Bernalillo  
Albuquerque              | 59 miles         | $7.08                             |
|                 |                                        | 91 miles         | $10.92                            |
| Laguna Pueblo   | Grants  
Albuquerque                  | 95 miles         | $11.40                            |
|                 |                                        | 108 miles        | $12.96                            |
Mobile Grocery (MoGro)

- Mobile Grocery (MoGro) separate business entity
- Temp Controlled Grocery Store on Wheels
- Service in communities that lack access to healthy foods due to physical location and cost
- Provides access to healthy, natural foods at lower cost, reduces driving distance
Partnership with Mobile Grocery (MoGro)

- Johns Hopkins Center for American Indian Health major partner
- March 2012-NB3F presents to San Felipe Pueblo Tribal Council
- 2-year MOU signed
- MoGro launched in San Felipe Pueblo in June, 2012
- Serves 5 Pueblo communities total
MoGro Service

✧ MoGroBUCK$  
✧ Accepts cash, check, debit/credit, EBT  
✧ Central Location  
✧ Fresh, refrigerated, frozen, healthy foods
Integrating MoGro into San Felipe Community

✧ Marketing Door-to-Door, in schools, community offices
✧ Cooking Healthy House Parties
✧ Weight No More Program
✧ Health Summit
✧ Grocery Store Tours
MoGro Focus Groups-Community Input

✧ 4 focus groups
✧ Convenient
✧ Reduces travel time to shop for groceries
✧ Availability of regularly used food products
✧ Affordable prices on some products
✧ EBT availability
Emerging Ideas for Improved Service

✧ Main purpose of focus groups
✧ Time, Location, Transportation
✧ Products and Prices
✧ Nutrition Education and Community Marketing
Sustainability and Enhancement of Food Systems

- Grocery Store Tours in surrounding supermarkets
- Collaborating and supporting local farmers and Farmers Market
- Exploring capacity for Farm to Table and Farm to School programs
Thank you to the Tribal Healthy Living Work Group!

For more information, please contact:

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