



NOTAH BEGAY III FOUNDATION
Improving Native American Health



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

Presented By:
Notah Begay III Foundation



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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

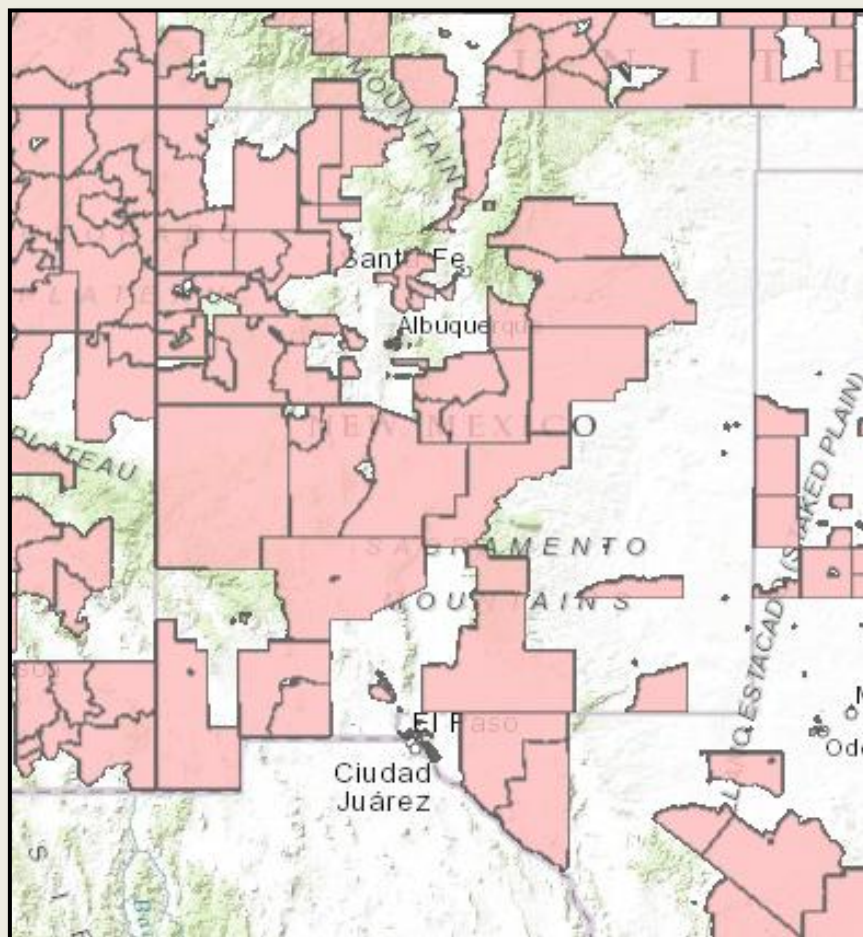
New Mexico Data	Percent of State Pop	Rank
Poverty of Individuals	21.5%	2nd
Child Poverty	30.7%	2nd


New Mexico Data	Percent of State Pop	Rank
Food Insecurity	16.5 %	7th
Very Low Food Security	6.3	12th

www.frac.org



The Food Access Situation in New Mexico



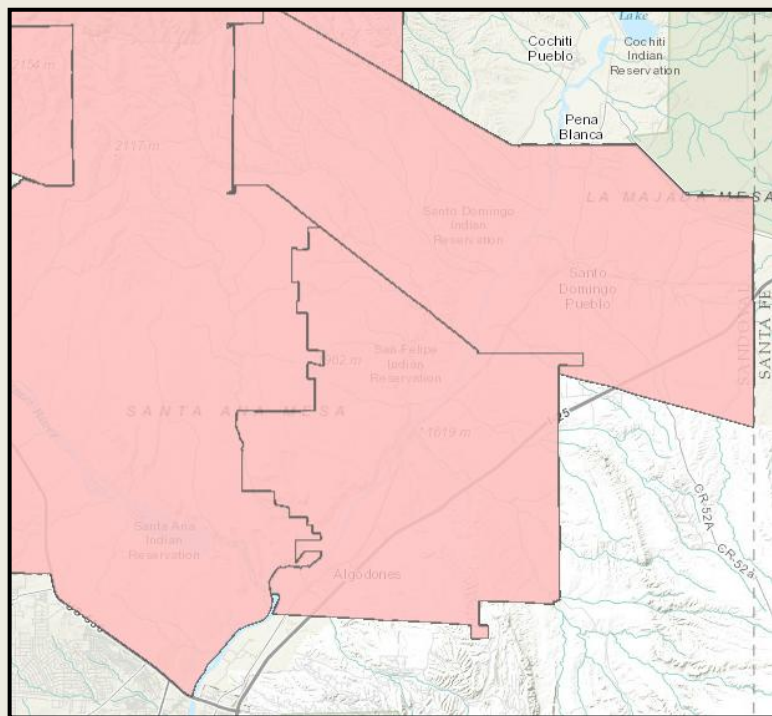
 Highlighted census tracts are food deserts.

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

<http://www.ers.usda.gov/data-products/food-desert-locator/go-to-the-locator.aspx>



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

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



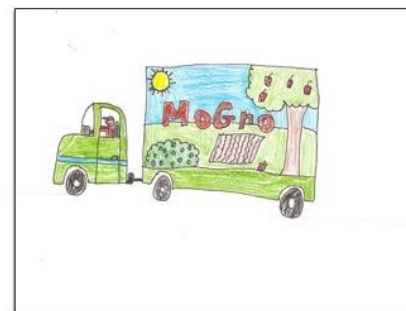
Brennon Tenorio, 5th Grade



Denica Tafoya, 4th Grade



Kayla Tenorio, 5th Grade



Mary Clinchers, 4th Grade



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MoGro Service

- ✧ MoGroBUCK\$
- ✧ Accepts cash, check, debit/credit, EBT
- ✧ Central Location
- ✧ Fresh, refrigerated, frozen, healthy foods





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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





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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



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Emerging Ideas for Improved Service

- ✧ Main purpose of focus groups
- ✧ Time, Location, Transportation
- ✧ Products and Prices
- ✧ Nutrition Education and Community Marketing



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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



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Thank you to the Tribal Healthy Living Work Group!

For more information, please contact:

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