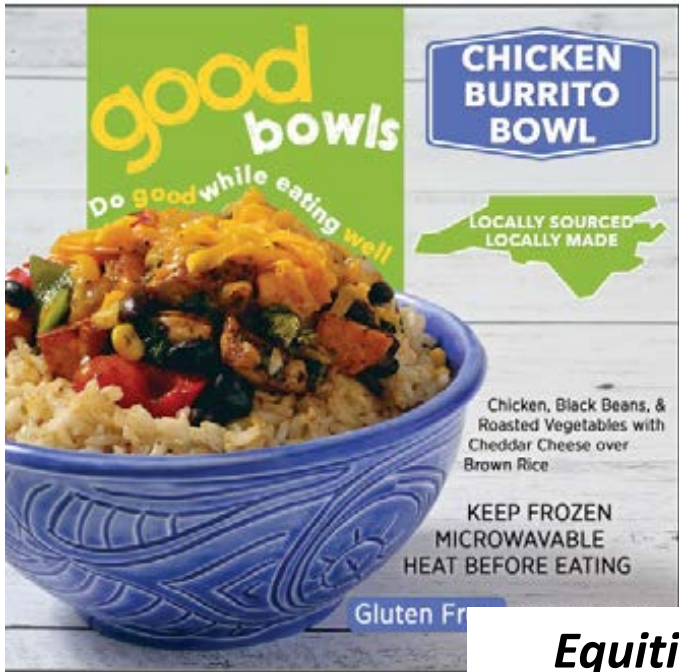


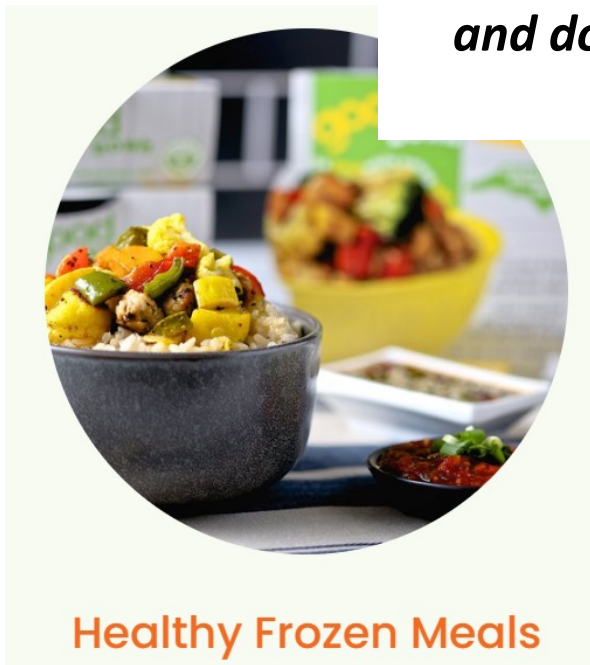


Appetite for Life: Promoting Sustainability with Good Bowls

Alice Ammerman DrPH
Mildred Kaufman Distinguished Professor,
Department of Nutrition, Gillings School of
Global Public Health
Director, Center for Health Promotion and
Disease Prevention
University of North Carolina at Chapel Hill



Equiti Foods makes and markets Good Bowls - locally sourced, healthy, frozen meals. With a focus on food equity, Good Bowls are sold, subsidized, and donated using a cost offset model to ensure everyone has access to healthy food.



Healthy Frozen Meals



Promoting Food Equity



North Carolina Sourced & Made



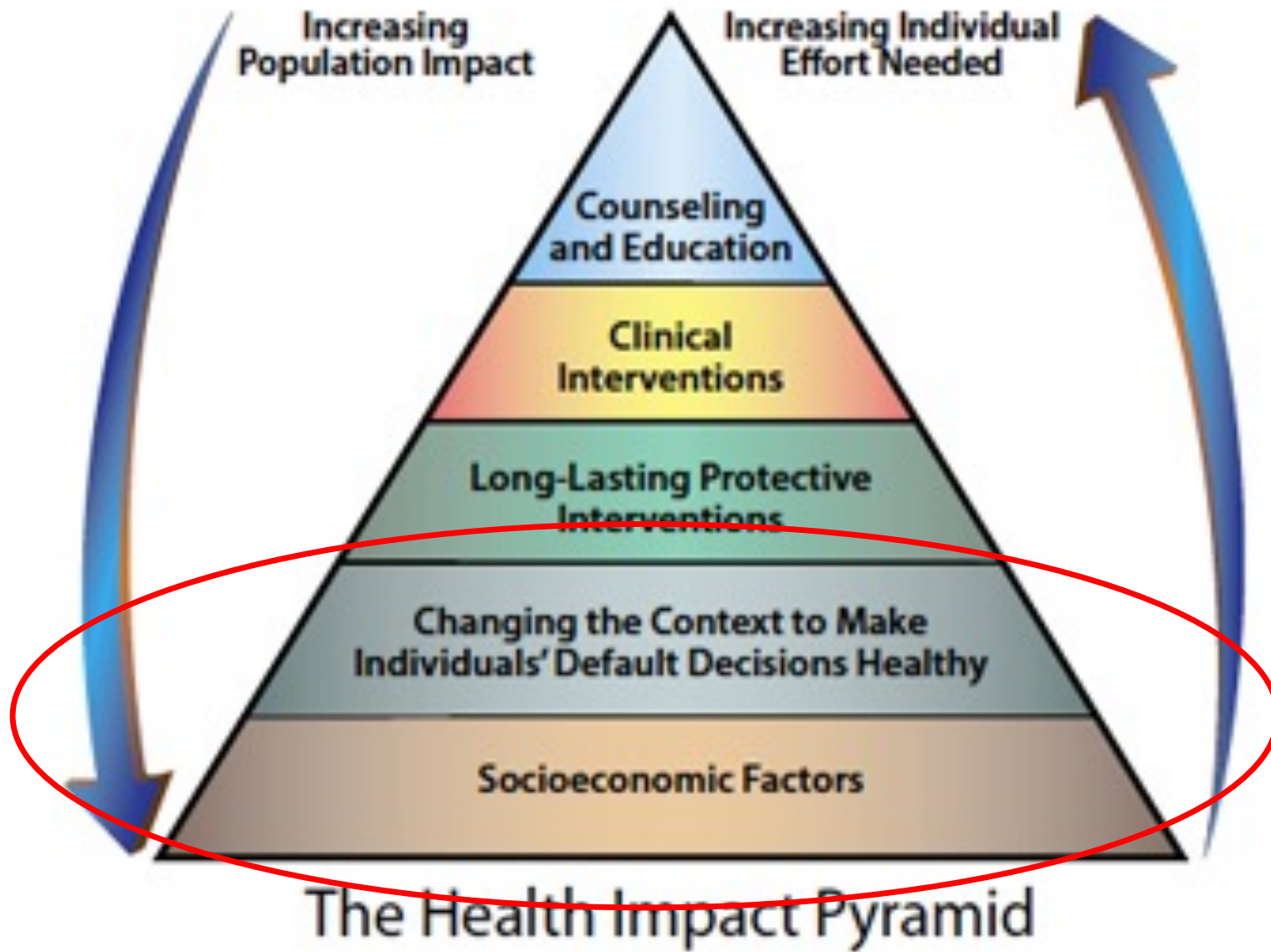
Founder
Equiti Foods LLC - Good Bowls
Now Volunteer Advisor



THE PROBLEM – Food Insecurity and Lack of Economic Opportunity in Rural NC

- Historic discrimination against Black farmers
- Lack of Access to Healthy Food
- Rural Poverty
- High rates of diabetes, heart disease, and stroke
- Food Waste





Thomas Frieden, Former Director of CDC

SOLUTION – Good Bowls -> Equiti Foods

A healthy, frozen meal based on the Mediterranean Diet adapted to southern seasonal availability and taste preference (“Med-South”)

Locally Sourced

- Sourcing as many ingredients locally as possible- supporting the local food system and helping to eliminate food waste using “cosmetically challenged” produce.

Locally Made

- Made in Hillsborough NC, supporting a local business and providing local jobs - keeping NC food in NC



Hines Family Farm

Mediterranean/Med-South Diet Basics

- Oil is good, especially (we think) olive oil
 - “Use more than you think you should”
- Low fat is no longer the focus
- High quality fat/oil IS a primary focus
- Nuts of all kinds have high quality fat
 - Also fish (particularly cold water)
- And then the usual:
 - More fruits and vegetables
 - Whole vs. refined grains
 - Limit sugar
- And the secret to good nutrition.. Drum roll please



Roasted vegetables!

RESEARCH

Journal of Critical Dietetics

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**The whiteness of the Mediterranean Diet:
A historical, sociopolitical, and dietary analysis using Critical
Race Theory**

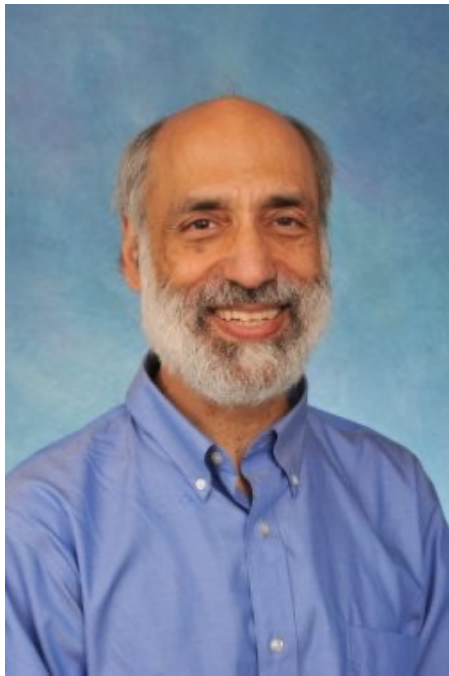
By Kate Gardner Burt,
Lehman College, City University of New York, Bronx, NY



The evidence-based biologic principles of the Mediterranean Diet can be adapted to any culture

The “Med-South” Diet

Mediterranean Diet goes South



Delicious Eating
for Life in
Delish Southern
Homes

The researchers are affiliated with the University's Center for Health Promotion and Disease Prevention, which received grant funding that could total \$3.8 million over five years from the National Heart, Lung and Blood Institute to fund the research



Carmen
Samuel-Hodge

Tom Keyserling

It started with the Kinston BBQ Festival...

The Kinston-Lenoir County Chamber of Commerce presents...



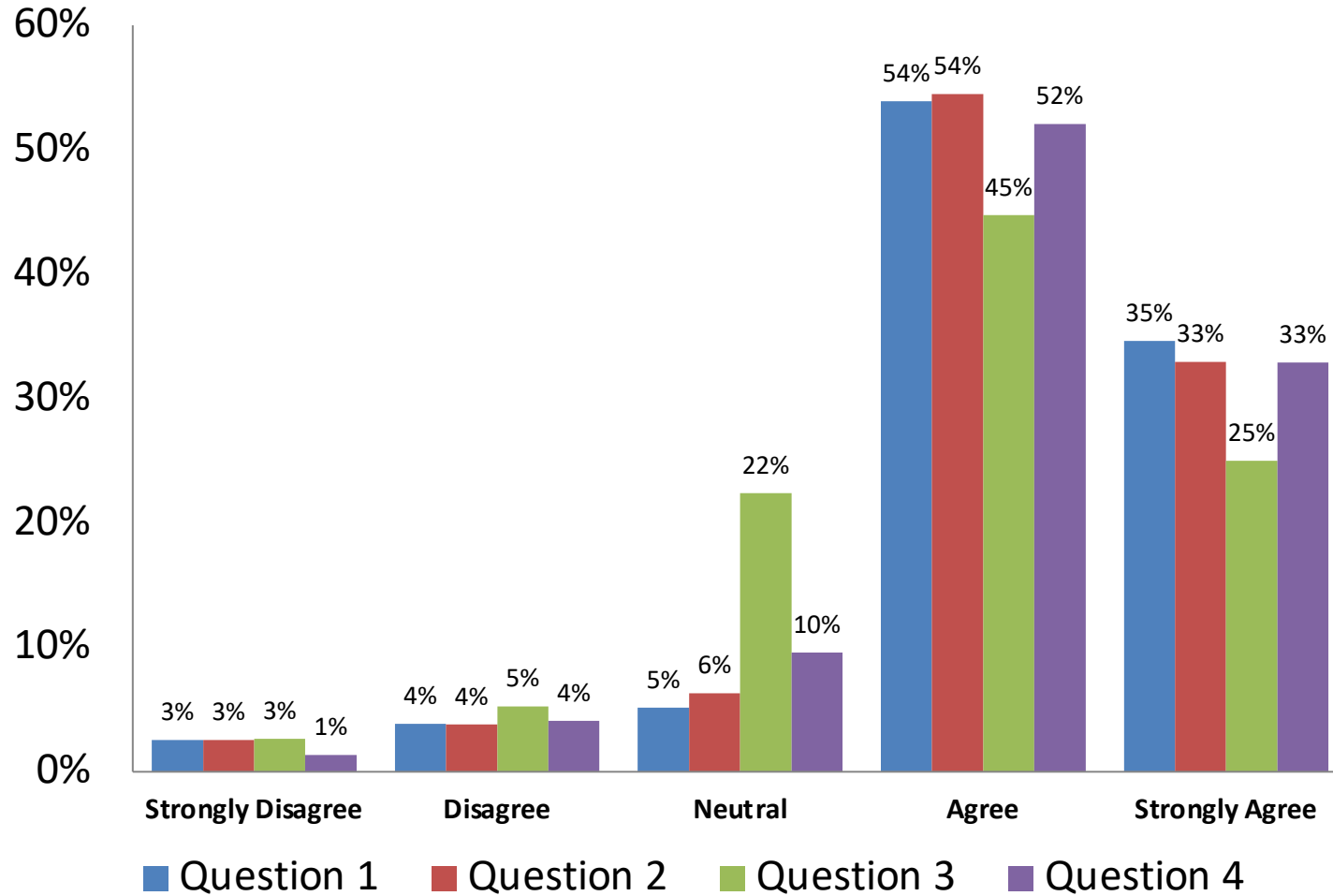




Before...

After: "I've eaten eastern style BBQ all my life and love it.. But I think preparing it this way is just as good and I would definitely eat it again!"

Overall Results



Question 1	Question 2	Question 3	Question 4
The BBQ dish tasted good to me.	I would be willing to make this dish at home.	My family would enjoy a dish like this.	I would like more information.

RESEARCH ARTICLE

Open Access



A community-based lifestyle and weight loss intervention promoting a Mediterranean-style diet pattern evaluated in the stroke belt of North Carolina: the Heart Healthy Lenoir Project

Thomas C. Keyserling^{1,2*}, Carmen D. Samuel-Hodge^{2,4}, Stephanie Jilcott Pitts³, Beverly A. Garcia², Larry F. Johnston², Ziya Gizlice², Cassandra L. Miller², Danielle F. Braxton^{2,4}, Kelly R. Evenson⁵, Janice C. Smith², Gwen B. Davis², Emmanuelle L. Quenum⁶, Nadya T. Majette Elliott⁷, Myron D. Gross⁸, Katrina E. Donahue⁹, Jacqueline R. Halladay^{9,10} and Alice S. Ammerman^{2,4}

Conclusions: The intervention yielded substantial improvement in diet, PA, and blood pressure, but weight loss was modest.



**A new approach
to another
southern
classic...
Hush Puppies**







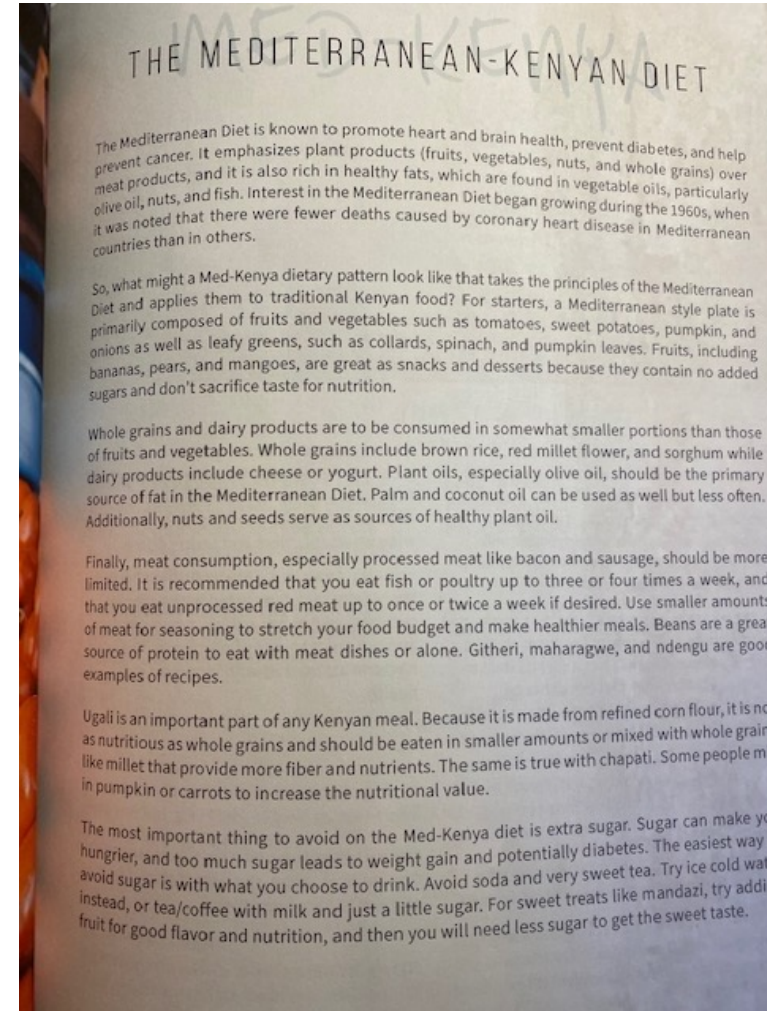
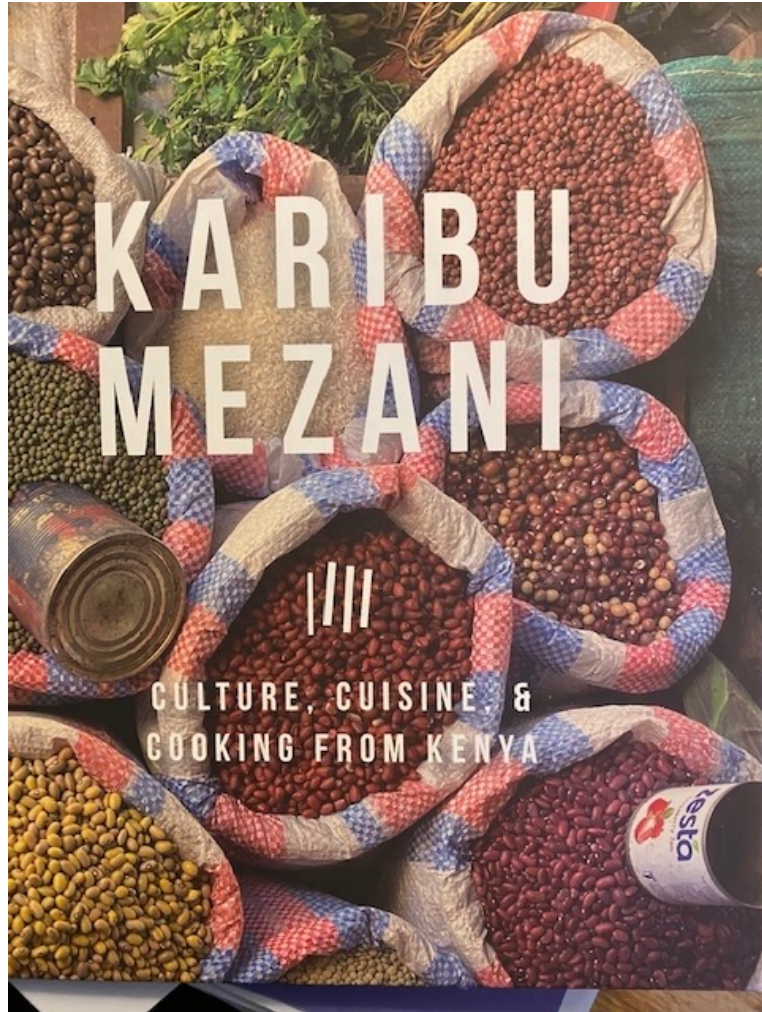
From The Well

Hush puppies on a diet?

The Med-South diet study led by Carolina researchers will determine if healthier versions of traditional Southern dishes can help obese people lose weight and keep it off.



Cultural adaptation beyond the US



UGALI

- 2 cups water
- 1 ½ cups white cornmeal

Nutrition call out - white cornmeal

Cornmeal contains some folate and iron but it is not as nutritious as the foods normally served with it. For best nutritional value, use a small serving of Ugali and larger amounts of vegetables, meats/fish, and sauces



SUKUMA WIKI

- Collard greens
- Tomatoes
- Onion
- Cooking oil
- Salt to taste



Nutrition call out - collard greens

Collard greens are packed with good nutrition, especially vitamins K, A, and C, and also have a lot of fiber. They also add nice color to many dishes and can be added in small amounts to almost any dish.

Fruit Mandazi



1 ½ cup cake flour

¼ tsp. salt

½ tsp. baking powder

¼ - ½ tsp. nutmeg or cinnamon

1 ½ Tbsp butter – could use oil

2 Tbsp sugar

1 large egg

¼-1/2 tsp. vanilla extract

¼ cup buttermilk

1 cup of chopped fruit (bananas, mango, pears) – roughly pea-sized or slightly larger

SOLUTION – Good Bowls

Dual Price Point Model- BOGO variation

- Moves resources across the wealth gradient to accomplish our social mission while maintaining a sustainable business

Higher End Market

- Direct to Consumer on-line ordering
- Retail
- Coffee Shops

Middle Market

- College Campuses



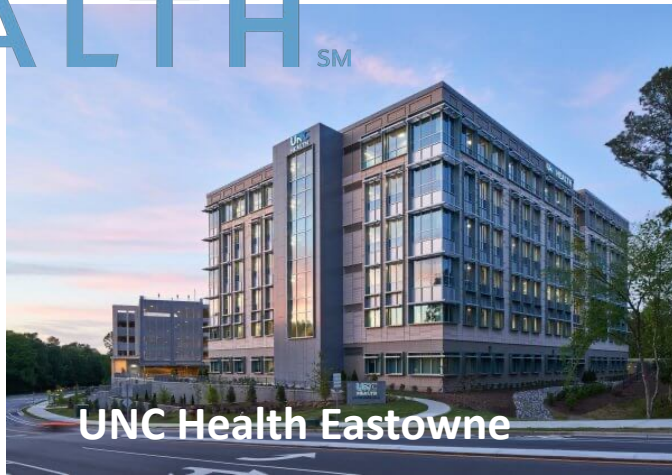
Higher End Markets



UNC Health Advanced Care at Home



You can now get **Good Bowls** delivered to your house in Charlotte, Winston Salem, Greensboro, Raleigh, Wake Forest and Wilmington with **The Produce Box!**



Rams Market

Chase Hall

Beach Grille

Brinkhous-Bullitt Building: The Beach Cafe

Corner Café

Located on the ground floor of the N.C. Children's Hospital (down the hallway past the kinetic sculpture), the Corner Café offers a variety of dining options.

The Corner Café is open Monday through Friday from 11:00 AM- 2:00 PM.

- Late Night Meals are available daily from 11:00 PM- 2:00 AM.



- New Partnership
- RN orders Good Bowls through an on-line portal
- MedSpeed drivers pick up and deliver the meals



UNC Health Advanced Care at Home

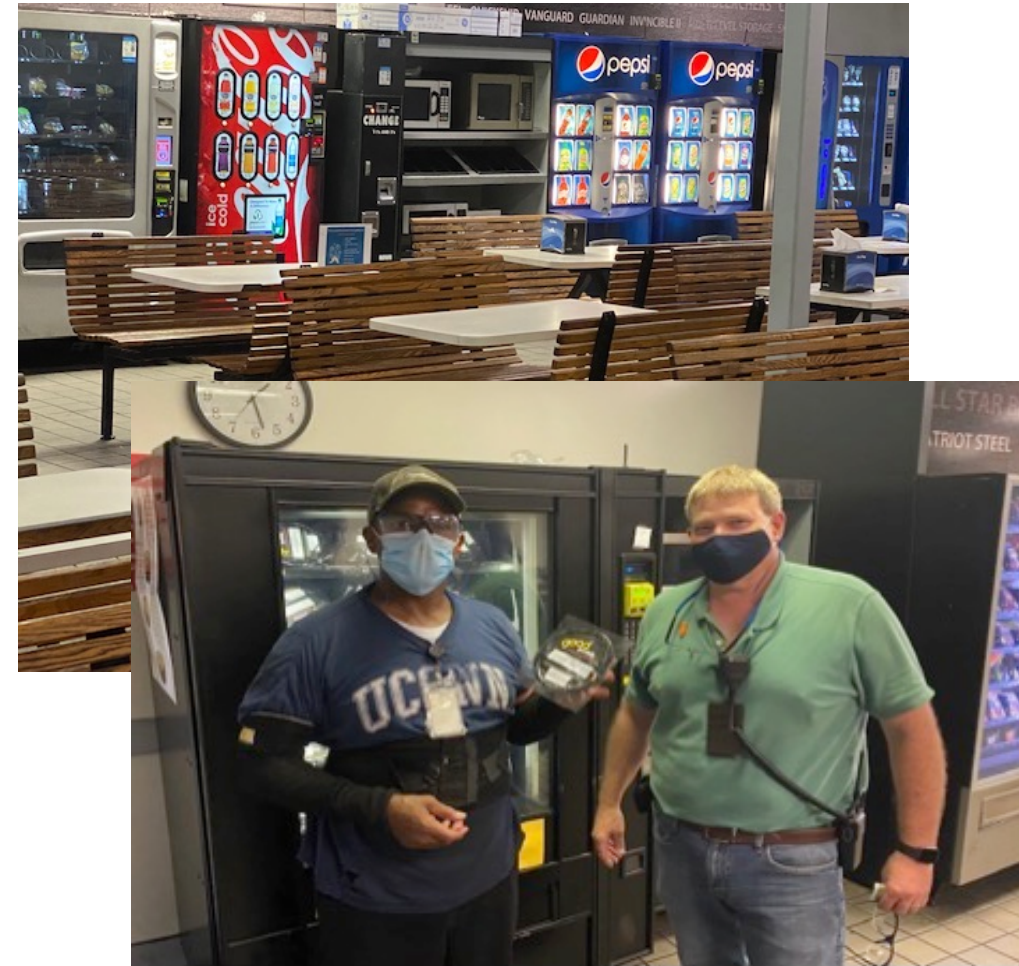
Our Advanced Care at Home program allows you to receive high-quality, acute-level care and to recover where you are most comfortable – in your home. Your medical needs are observed and addressed with 24/7 virtual monitoring, along with scheduled and rapid response in-person care, through a coordinated ecosystem of support services managed by the Advanced Care at Home team.





SOLUTION – Subsidized Market

- Blue Collar Worksites
 - Retrofitted ice cream vending machines
 - Return on investment for employers
 - Foundation of worksite wellness program
- Federal Food Program Reimbursement
 - SNAP Eligible
 - Medicaid - NC Healthy Opportunities Pilots
- Medically Tailored Meals
 - Potential to reduce hospital readmission and reduce health care costs
- Pay it forward model



A Good Bowl from the Penco
Factory vending machine
\$4.50/bowl

Wake Heat and Eat

Food is Medicine: It's Not Just a Meal, It's a Connection

Good Bowls is partnering with the **UNC Assertive Community Treatment** (ACT) Program for the **Wake Heat and Eat Program**. This program provides healthy Good Bowls for mental health clinicians to bring along on patient visits in the community.

In addition to providing a healthy meal, the Heat and Eat program **provides a connection** and makes it easier for the ACT Team to engage patients that may be difficult to reach. Many of the patients are **experiencing food insecurity**, so nutritious Good Bowls meals not only meet that need, but help to build trust between the ACT Team and patients.

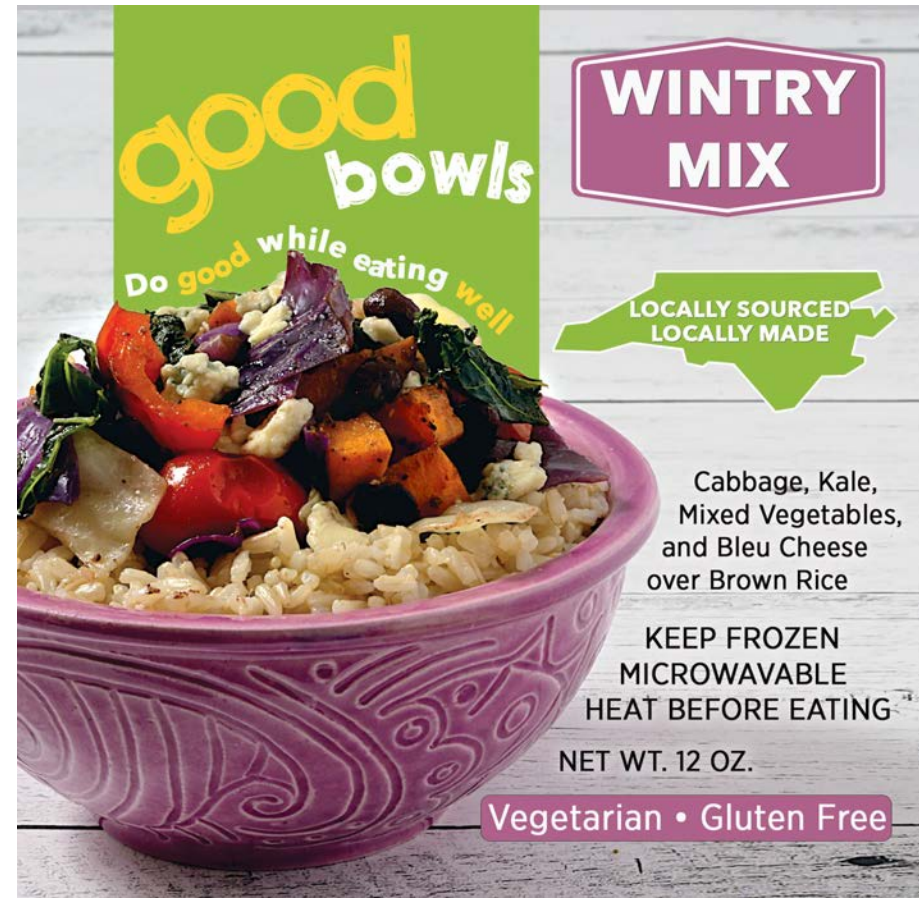


[\(1042\) Food is Medicine: It's Not Just a Meal, It's a Connection - YouTube](#)

REDUCING FOOD WASTE & INCREASING MARKETS FOR FARMERS

– Seasonal gluts and harder to use winter produce

Adapting recipes to the seasons and helping farmers sell their seasonal excess and “cosmetically challenged” product – often wasted





our farmers

Our farmers are guided by a passion for growing and harvesting the absolute best for you. Practiced, patient, and brilliant, they are always working hard to deliver what Mother Nature intended.

[About Us](#)



Fresh, Local Food For All

We're reshaping the food system by removing barriers to growing and accessing local food.

Join The Team! 172 Meals Donated So Far Help us Get to 200



The Fall Good Bowls Pay-It-Forward campaign with PBO Eats! and Angelina's Kitchen has begun!

The mission at Good Bowls is to promote food equity in the community. The Pay-It-Forward campaign is our initiative to help food insecure families have access to healthy food, especially in these challenging times. **Donate a meal** or more online today and help us in our goal of raising at least 100 meals!



David Yates from the Good Bowls volunteer crew getting meals ready on Bowl Production Day.



Tych Cowdin and his team at Communities in Schools Chatham County with a Stack of meals from the January 2022 Pay-It-Forward Campaign

Total over 2,000 bowls and \$10,000 to local restaurants

Good Bowls and Pittsboro Eats have now teamed up with the newly formed [**Chatham Alliance**](#) to create the Community Harvest program.

Four times per year, collect donations from people and businesses in the community and then a group of volunteers prepares healthy meals in a local commercial kitchen.

Meals are distributed to families in the community through our various partners – [**CIS Chatham County**](#), [**CORA Food Pantry**](#), and [**Chatham Chuckwagon**](#).



**Community
Harvest**



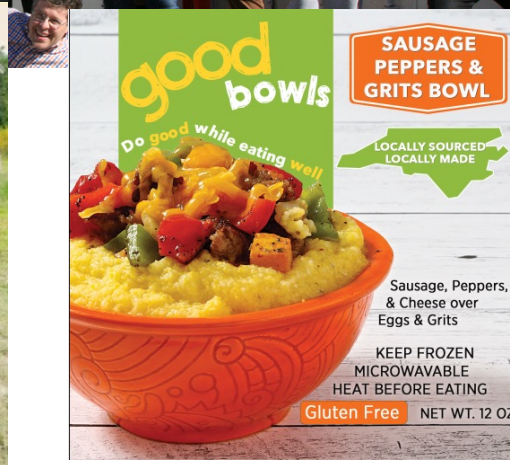
**Chatham
Alliance**

KEY TO THE SOLUTION

Partnering with and promoting local farms, businesses, and non-profits to increase access to healthy food



Copeland Springs Farm and Kitchen





National Institute
on Minority Health
and Health Disparities

Small Business Technology Transfer Grant:

**“Good Bowls: Empowering Communities to Achieve Good Food
Access and Health Equity”**

Phase I: Proof of concept

Phase II: Commercialization and testing
impact in blue collar worksites



Micro Pilot: Manufacturing plant in Eastern
North Carolina
Manufactures lockers and shelves



The Lunchroom – only food in the plant for 160 workers. Average “meal” cost \$7.50



Only other source of food for 15 miles
– 2 miles from the Plant
Avg. cost of a meal \$8-10



Good Bowls \$4.50 for a 12 oz. bowl Frozen Food Vending Machine



Chicken Burrito Bowl
Full of flavorful healthy ingredients with a hint of spice! Including marinated chicken breast, cheddar cheese, black beans, and sweet potato

Vegetable Chicken Curry Bowl
Our savory bowl is filled with sweet coconut flavors with spicy twist. Containing peas, cauliflower, zucchini, and brown rice!

Sausage and Grits Bowls
Our classic breakfast themed bowl loaded with pork sausage, cheddar cheese, red peppers, and sweet potato this bowl will keep you satisfied all day!

Vegetable and Chickpea Curry Bowl
Same recipe as our chicken bowl, but now vegan and vegetarian friendly! Now adding chickpeas for protein, still just as flavorful!



Physically Distanced Focus Group and Taste Testing



Going back for
seconds!

Some internet challenges with swipe options but generally well received



Implementation Pilot

- New packaging and flavors
- Testing vending machine and bowl flavor preferences
- Will test AI Ap and beacon system



Text messages to smart phones

New Good Bowl
flavor today ...

Try some
cold water
skip the s

All the Go
Bowl recip
on the we
try this at home.
LINK



The Big Al's Big BBQ Bowl- A vegetarian version of the NC classic featuring No Evil Food Pit Boss plant-based BBQ. Enjoy with your favorite BBQ sauce and a slab of corn bread.

Ingredients - Serves 4

Small white onion - diced
Zucchini cut into half moons
½ Red Pepper diced
Sweet Potato diced
Dino Kale - 3oz
Garlic - 4 cloves minced
½ Jalapeño minced

No Evil Pit Boss BBQ - 6 oz
Barley - 1 cup dry
Olive Oil - 4 tbsp on veggies
2 tbsp in frying pan

1 lime
Salt - ½ tsp
Margarine 1.5 tbsp
Eastern NC vinegar based BBQ sauce - 1/3 cup



Local Food Promotion Program - USDA

Assisting local farmers with finding markets for

- “Cosmetically challenged” food
- Seasonal excess

Fits well with Equiti Foods model:

- Reduce food waste
- Lower food costs
- Support local farmers

Sustainability Impacts

- Sourcing from local farmers as much as possible
 - Transportation
 - Aggregation
- Using seasonally/regionally tailored recipes (sweet potatoes, peppers, greens)
- Limited beef and pork
- Packaging – ongoing challenge
- Using Grade B “cosmetically challenged” produce
- Minimal (vs “ultra”) processing



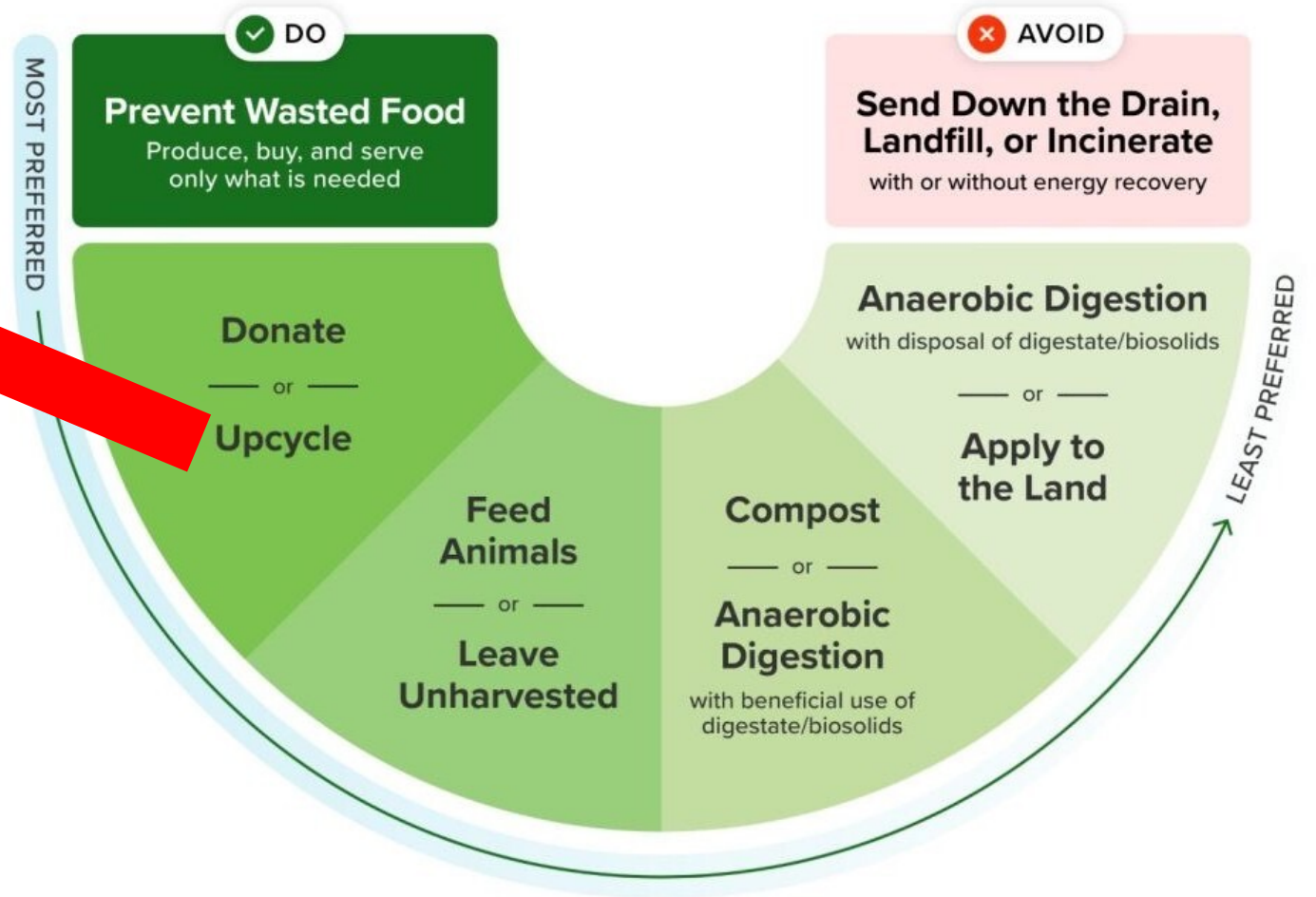


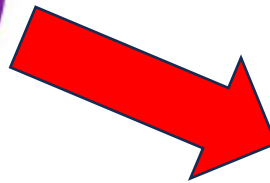
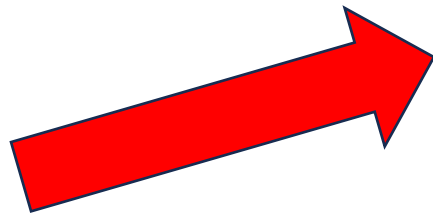
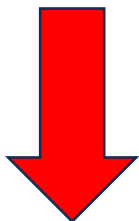
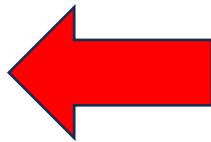
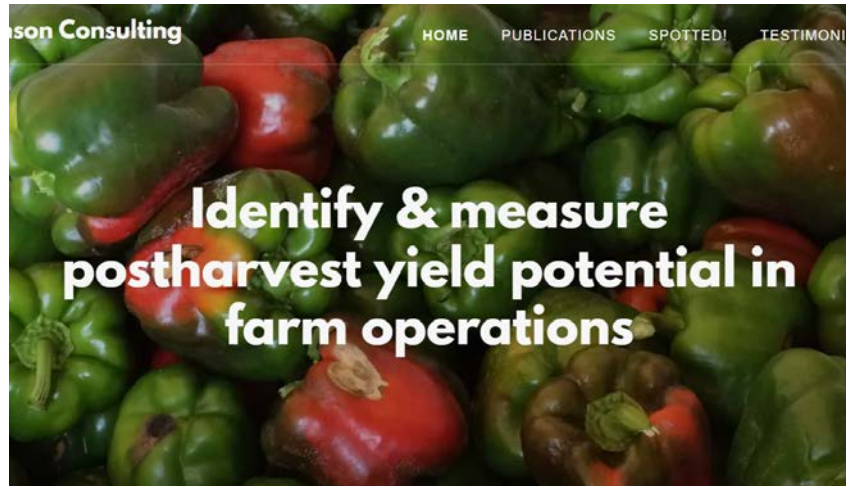
“Upcycled foods use ingredients that otherwise *would not have gone to human consumption*, are procured and produced using *verifiable supply chains*, and have a *positive impact on the environment*.”



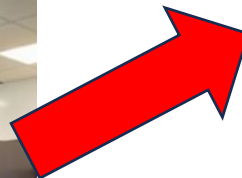
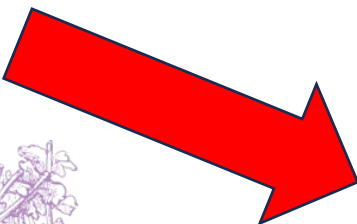
Wasted Food Scale

How to reduce the environmental impacts of wasted food





Food House





- Protecting the social mission while maintaining a viable business
- Balancing adequate return for local farmers using sustainable practices with affordable price for consumers
- Accommodating diverse cultural preferences/economic status
- Help others build capacity without losing market opportunities
- Navigating conflict of interest at the university
- Trying to solve too many problems at once -> spread too thin
- Choosing between equity investment vs. “bootstrapping”

Maybe a better BOGO model?



	Original Tom's Shoes	Good Bowls
Provides a needed product to disadvantaged populations	★	★
Builds on Altruistic Spirit	★	★
Transfers wealth	★	★
Supports local businesses	X?	★
Builds capacity	X?	★
Encourages local entrepreneurship	X?	★



The Good Bowls Mission

Good food is the essence of good health and well-being. Everyone deserves access to healthy, good-tasting, and affordable food. At the same time, the farmers that produce our food are struggling to make a sustainable living. That's why we created Good Bowls.

Med-South
Healthy Recipes

Locally Source
Ingredients

Grade B and Excess Produce
to Reduce Food Waste

Produced in Local Co-op
Commercial Kitchen

Community
Stakeholder Engagement



Medicaid At-Risk
Recipients

Hospital At-Home
Patients - UNC Health

Blue Collar Worksites -
Vending Machines

Pay-It-Forward Volunteer
Made Meals to Charities

Direct to Consumer at Home -
Produce Box & Hungry Harvest

Retail -
Local Co-ops

- NIH STTR (Small Business Technology Transfer) Grants
- USDA LFPP (Local Food Promotion Program) Grant
- North Carolina Healthy Opportunities Pilot Capacity Building Funding