Nourishing Networks Workshop
Fayette County – May 2, 2017
Preliminary Report
Nourishing Networks Fayette County: Workshop Reflections and Report

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Introduction

Each year we witness a widening gap in the U.S. between those who can access high quality, affordable, nutritious foods and those who cannot. Across West Virginia, where disparities in food access are particularly acute, many intrepid advocates are working hard to close that gap. How can we bring these diverse food access initiatives together around one table to advance community health and wellbeing for all West Virginians?

On May 2, 2017 the Fayette County Nourishing Networks Workshop brought together folks from different backgrounds, expertise, and experience to explore food access barriers and the effectiveness of healthy food access strategies in Fayette County. We had some fun, learned together, and used shared tools to deepen our understanding of what limits access to healthy food and what we can do about it. Our workshop advanced through three stages.

1. First we formed four teams of 5+ participants to conduct a rapid assessment of healthy food access barriers in Fayette County. Participants worked together to identify access barriers.

2. Second the teams worked to identify community assets and food resources which could be mobilized to improve access to healthy food for all.

3. Third, reflecting on the key barriers to healthy food access in Fayette and the major assets that could be mobilized our teams developed strategies to improve access to healthy food.

Over the course of a mere 6 hours (10am-4pm), our 22 participants collectively identified:

- 75+ Healthy Food Access Barriers
- 90+ Community Assets to Support Healthy Food Initiatives
- 5 New Healthy Food Access Strategies

In this brief reflection on the workshop we present the results of these discussions, collective analyses and strategic planning exercises. The intention of the document is to inform the next phase of consultation among those who wish to continue working together to advance a healthy food access plan for Fayette County. Here we aim to document and represent the findings our collective experiment in its most raw format. In the conclusion your facilitators offer their reflections on the process and potential next steps.

Overall, we found the Fayette County Nourishing Networks Workshop to be a tremendous success and look forward to accompanying you in a process of planning and action that enhances the amazing work you are doing to improve access to healthy food in Fayette County and beyond.
Access Barriers: What limits people’s access to healthy food?

At the center of our concern about healthy food access is people. Across West Virginia many people confront significant barriers to accessing affordable, adequate, nutritious foods. Some of the forces that affect people’s ability to access healthy food are represented in our food access barriers wheel (represented to the right). The inner circle is composed of a series of social constraints that have the most direct impact on the ability of an individual, a household, or a community to access food.

**Income** refers to the effect of someone’s resources in wages or assets as well as the costs of food, debts carried, and the time limits placed on those who work rather than growing food for themselves. As a majority of people in the U.S. work to earn money to buy food, this is the largest constraint on food access. **Identity** refers to the way someone’s gender, race, disability, sexuality, nationality or age affects their ability to access food. **Knowledge** refers to what people know, what experience or skills they have, their place-based understanding, and the relationships they have with others. **Location** refers to people’s proximity to healthy food outlets, the availability of particular foods, as well as the ability to grow food. And last, **Crisis** refers to disasters, unemployment, health issue or death that can undermine food access for an individual, household or community.

At any one time, people may confront one or more of these social constraints to accessing healthy food. Furthermore, there are a range of indirect forces that also shape access. We characterize these as broad structural forces such as economic change (financial crisis, mine closures), political change (budget cuts, program elimination), environmental change (flooding, pollution), or social change (expansion or reduction in civil rights). These indirect structural forces are also constantly changing and thereby shaping the direct forces that shape people’s access to healthy food. Environmental change in the form of a flood disaster. Economic change in the form of layoffs or wage reductions. Social change in the form of racism and marginalization. Political change in the form of cutting nutritional program budgets. In conjunction we understand people’s ability to navigate these barriers to be harrowing at best. It is for this reason that there are various healthy food access initiatives that approach these barriers and help people to overcome them.
Fayette County: Healthy Food Access Barriers

According to the workshop participants low-income households in Fayette County confront significant barriers to accessing healthy food. Furthermore, participant observed particular gaps in the strategic efforts to improve access to healthy food. These concerns can be grouped into five main categories:

1) Socio-economic Barriers
2) Geographic/Infrastructural Barriers
3) Policy/Engagement Barriers
4) Agricultural Development Barriers
5) Community Participation Barriers

Here we briefly report on the findings in these five areas of concern.

**Socio-economic**

- Too much reliance on retail markets, lack of food sovereignty
- Decline in industries like coal mining
- Flooding impacted tourism industry – even though not a lot of damage, perception that area would be heavily affected kept many away
- Availability of healthy food
- Quality of food at food pantries and backpack programs
- Time: working two jobs—education—renting—who can garden?
- Prices of healthy foods/vegetables
- Balancing nutrition, convenience, and cost
  - Beans + cans = time
  - No time together—dinner each night

**Geographic/infrastructural**

- Retail Consolidation
- Transportation - low vehicle access and relying on others
- Perishables – how long do they last? — milk/strawberries
- Weather
- Too many big box retailers and no local owned groceries
  - Strawberry guy
  - Facemire closing

- Cheaper to buy fast food for family—3 people on Little Cesar’s
- Need to fill up the kids
- Perceived and actual high cost of locally produced, unsubsidized goods
- High % of single parents
- Local farms competing with subsidized agribusiness
- Low-income jobs replacing mid/high income jobs
- Overall access to jobs
- Lack of economic prosperity and historic cycles of poverty in WV
- Substance abuse
- Individual economic prioritizing and family financial education management
- Farmer’s markets not wanting to put in extra work to cater to SNAP recipient

- Local butchers
  - Can’t compete—limited products
- Butch has no IGAs—grant stores
- Concentrated retailers on Rt. 19
- No access to farmer’s markets
- Lack of market for local foods
- No nutritious food in the dollar stores that seem to be taking over
- Easy access to unhealthy food
- Lack of services
● Access to infrastructure
● Internet access and not enough access to computers

**Policy/Engagement**
- Government regulations/ processes
- Vulnerability of CEP funding
- Local food not being represented as healthy options through state assistance programs
- School system
- Little connection between public education curriculum and local food
- Poor quality food in schools and in backpack programs

**Agricultural Development**
- Loss of gardening/self-provisioning knowledge and agricultural knowledge—home economics
- No agriculture teacher in public education system (excluding VoTech)
- Limited exposure of children to healthy food and food production
- Kids are taught to be workers- not producers or entrepreneurs
- Not as much self-provision going on as in the past
- 10 years ago—Meadow Bridge—Gardening—Seed Potatoes—CULTURE OF FOOD PRODUCTION

**Community Participation**
- No farmers Market manager, some vendors don’t accept SNAP, highly skeptical board
- Rural communities
- Substance abuse- fractured families
- Participation rates at schools
  - Parents vs. students
  - Kids food options
- Pride, guilt, and embarrassment/reputation - People are embarrassed to ask for help – perception of neediness/stigma of people who need help.
- Coal miner mentality
- Quality of food distributed through food bank
- Lack of desire for local food
- Difficulty of outreach in western part of county

- Lack of community resilience to disaster

**Policy/Engagement**
- Lack of policy around food waste
- Communication agency to agency
- Communication agency to Fayette County public
- It takes forever to begin disaster relief programs when a disaster happens (like disaster SNAP)

**Agricultural Development**
- We don’t grow because we have to- but because it’s a hobby
- Are community gardens really working?
  - Beck Conrad (Sutton Community Garden)
- Low market insight from local farmers
- WVU & WVSU not sending researchers to support producers
  - Disconnect between growers’ developing needs and research of the university
- No local food aggregator taking food to wholesale markets
- Difficulties of young farmer

**Community Participation**
- We don’t know who gardens or participates in wildcrafting (who has this knowledge?)
- Low WIC Enrollment
- “Slave mentality”
- Young people not staying
- Overall education - particularly nutrition education and financial literacy
- Cultural shift to purchasing pre-packaged food
- Health and perception of food (health status)
- Churches not being networked (sometimes churches ask that people from certain area are not referred to them)
- Not a great selection at the farmer’s market
- No communication methods when power is out about available resources
Community Assets for Healthy Food Initiatives in Fayette County

Central to any plan to overcome healthy food access barriers is assessing the assets within a given community. In this phase of the workshop participants identified many different assets in Fayette County that contribute to community well-being and specifically healthy food access initiatives. We have categorized these assets into six asset types.

- Human Qualities
- Physical/Built/Infrastructure Assets
- Organizational Assets
- Government Assets
- Individual Assets
- Asset-based Activities / Projects

**Human Qualities**
- Networking/bridging - lots of inter-county collaboration, New River Gorge Development Authority (NRGDA) surrounding counties organization. Started as economic development but now work with Sprouting Farms. Currently trying to develop new incubator farm (Whitlock Farm) on 84 acres of undeveloped land.
- Attracting young farmers and entrepreneurs, “Fayette County is an easy sell.”

**Physical/Built/Infrastructure Assets**
- Recreation and Tourism
- Strip Mines – potential for development. Bud Aucher already grazing cattle on 2,000 acres, potential to expand
- Outdoorsy kind of place—available land
- Fresh Water
- High tunnels
- Interstate
- Wetland/soils too wet for typical crop production—“We have crops suitable but not typically popular” (Jerusalem Artichoke)
- Gardens
- Voting locations (as a way of communication)
- Preschool sign up (way of communication)

**Organizational Assets**
- Mountaineer Food Bank—kids, school BUT needs fiscal sponsor
- Local TV & Newspaper—Oak Hill
- Beekeepers, Master Gardeners, Farmers Markets, CSA Co-op, Smaller Associations
- Farm to food bank

- Hungry for local news
- Emerging niche markets
- Tourist Economy
- Heritage foods—part of a cultural history based around work and agriculture
- Potential quality of life
- Word of mouth (biggest and most successful method of communication in Fayette County

- No consistency in keeping those volunteer actions alive (volunteers must be re-trained again and again and are usually only temporary)
- Locally owned restaurants (that support food donations)
  - Cathedral Café
  - Pies 'n Pints
  - Café One Ten
- Grocery stores
  - Country Corner
- Catering
- Living Well Workgroup - eligibility for CDC & ARC funding
- Successful SNAP Outreach
- SNAP eligible farmers market
- NRG Health Alliance
- Hunger Summit
- Churches
- Family Resource Network (meet monthly with a group of 20 people from different agencies)

Government Assets
- SBA Loan Program
- “Cheap money”
- USDA services
- Farmland Protection Board
- $1,170,313 monthly SNAP disbursements
- 100% School CEP eligibility
- Grant eligibility due to high stress designation
- Senior Vouchers
- WVU Extension – nutrition education
- Rural health centers (New River Health, Rainelle, Access Health)
- School based health centers (as a way of communication)

Individual Assets
- Grocer—Butch Elder
- Ag Mentors w/ experience
- Tourist Base
- Whitlock Farm
- Young farmers
- New Agriculture Commissioner

Asset-based Activities / Projects
- Vo-tech school works with Pro-start program. Culinary school prepares food from local farm, processed, then prepared for local school. Financial support from county commission.
- WV Food and Farm Coalition
- 9 food pantries (Fayette Co Emergency Food Pantry)
- VA centers
- Small box stores
  - Dollar stores
- Walmart/Kroger (community service; food bank providers)
- Senior centers (Meals on Wheels; feeding centers)
- RSVP (a retired people's group)
- MyHealth (maternal outreach program)
- Housing authority (Twin Oaks; Rivermont)
- Dolly Parton Imagination Library
- Gas stations
- Goodwill
- WV FOODLINK/WV

- DHHR (including their extension of hours in face of disaster and their flexibility/reliability to community)
- Schools
  - Southern Appalachian Labor School
  - Colleges to use for contacts/outreach/volunteers/interns/communication
- Health Department
- County commission and its working parts
- VISTA/AmeriCorp

- Joe Duly, Director of Child Nutrition BOE
- Skip Jennings
- Community members
- Local people who go south, pick up fresh produce, and bring back to Fayette Co to sell it

- 1 Ag teacher in Fayette County—Career & Tech Fayette… BUT kids have to leave school (only 2-3 kids from each school)
- Master Gardeners
- Healthy post-lunch snacks in public schools
- Energy Express summer feeding programs
What strategies enable people to access healthy food?

People access healthy food through various mechanisms. While many people who might be reading this report primarily access healthy food by spending their wages in a market (grocery store) or through the farming sector (local farmers market) many other individuals, households and communities cannot afford to access food only in this way. Some of the strategies and initiatives to improve people’s access to healthy food are represented in the food access strategy wheel (represented to the right).

The inner circle is composed of the primary mechanisms that people access healthy food. Market refers to grocery stores, convenience stores, restaurants, dollar stores and the like where people exchanges wages for food. State refers to government programs such as SNAP, WIC and School programs that provide direct subsidies to offset the cost of food for individuals and households (especially children) who lack the money to access food in the market. Charity refers to free
food rations provided by food banks, food pantries, and soup kitchens that is funded by donation. Farming refers to grower-based initiatives to sell produce through farmers markets and other mechanisms. And lastly, self-provisioning refers to practices of hunting, foraging, fishing or growing your own food. Taken together these strategies represent the dominant and divergent ways that people access food.

At any one time an individual, household or community may utilize a combination of these strategies to gain or maintain access to food. Furthermore, as this wheel demonstrates, the retail marketplace is not the only way in which people access food. Government programs play a major role in supporting low-income families and those confronting crises. Charitable assistance agencies also play a supplementary role. Farmers make important local contributions to food access and hunters put away a lot of protein for the winter. However, surrounding the inner ring again are the broader structural forces that shape these various strategies. In conjunction with the barriers described earlier these can indirectly impact people’s ability to exercise these food access strategies. Economic change can lead retailers to close up shop or raise prices. Political changes can cause the loss of vital government nutrition programs. Charities may become overwhelmed by the growing need or fail to raise enough money to meet demand. Farmers may confront environmental changes like social degradation or drought. Self-provisioners might confront disease in their gardens, declining game habitat or access to fishing areas. It is for this reason that healthy food initiatives work with people to develop creative strategies and protect vital programming that enables people to sustain themselves, their households and their communities.

**How can we promote innovative action to support healthy food access?**

Through four years of research we have observed and assessed a range of strategies to improve access to health food for all in West Virginia. Most commonly, these strategies operate in distinctive programming associated with the State, Charitable or Farming/Self-Provisioning mechanisms described above.

However, there are also some very interesting innovations that we describe as Hybrid Healthy Food Initiatives that bring together strange bedfellows and mix together various strategies to close food gaps and promote community well-being. Many of these hybrid healthy food initiatives are project-based and represent outside-the-box thinking. Mobile farmers markets, Hunters for the Hungry, Food pantry CSA programs, Double Bucks Farmer’s Markets, and much more. Furthermore, in some cases, these hybrid healthy food initiatives are leading to new policy innovations that link people across these differences. For instance, the recent Farm to Food Bank bill in WV brought charitable agencies, farmers and state officials together to create an innovative law providing farmers tax breaks for farm food donations.
We believe there is much to learn from the creative thinking that comes from bringing many people with different expertise and experience to the table. Hybrid healthy food initiatives are just one example of how we can work together to imagine and enact a different food future.

Thinking Outside the Box: Beyond Program-Thinking
One of our goals with our workshop in Fayette was to invite participants to break away from existing program thinking. We all work within programs of some sort or another. Programs are structured interventions that are often funded on an annual basis, have staff, clearly defined goals to promote change and assess effectiveness. Government agencies have programs. Non-profits have programs. Corporations have programs. Schools have programs. There are numerous existing state-based, charitable and educational programs focused on improving access to healthy food. Many of these programs are funded, operate effectively, and are successful according to their own measures and forms of assessment. Programs work. Yet, programs can also be limited in scope, ineffective or they can stagnate in their efficacy.

Reinvigorating Strategic Thinking. One of the reasons that programs stagnate is that we forget that they are the result of strategic thinking, strategic projects and strategic policies that have come before. Programs have a history, a set of logics, assumptions, and parameters that are rooted in past processes of strategic planning and design by individuals and groups. These folks developed these programs based on a particular framing of the problem. Today those problems may have changed or opportunities may have arisen. To get past existing program-thinking we need to reinvigorate the kind of energy that comes from strategic thinking, collective inquiry, and innovative actions.

How do we get beyond existing program-thinking?
To get beyond program-thinking we think it is important to begin by fostering conversations among folks who are engaged in various forms of programming, policy work, and projects that address healthy food access in our communities. Second, we mobilize information on limits and barriers to healthy food access to serve as a basis for collective problem identification. Third we invite participants in diverse teams to consider new strategies (not programs) to mobilize community assets to address these collectively defined problems. And fourth, we invite participants to work together to come up with creative campaigns that advance policies and projects that address healthy food access barriers. Using a series of exercises, the teams participate in a strategy planning process that moves us beyond program thinking and toward new kinds of collective action that addresses pernicious problems.

What are healthy food access strategies?
We define healthy food access strategies along two essential axes of innovation: the development of healthy food access policies and projects. These two strategic approaches are very different from programs. Indeed, as stated earlier, polices and projects result in programs; not the other way around.
Policy-focused strategies target local, state and national laws, rules, public assets, activities or budget allocations to improve healthy food access. Policy strategies can reform the way schools, universities, corporations, and government operate. These strategies employ research, communication, networking, canvassing, organizing and lobbying efforts to create change. Usually the goal is to persuade a decision-maker to adopt a given set of practices, rules or adjust their goals to benefit your constituency. The tactics include new policy proposals, defending existing programs, consciousness raising, and coalition building. These strategies may in some cases have longer timeframes to implement, but not always. Indeed with the right organizing, conditions and constituency (as a result of organizing efforts) policy change can happen quickly (even faster than projects). Because policy-focused strategies affect existing institutions they can have far reaching impacts from on the direction of programs that affect many people.

Project-focused strategies pilot and test out our new ideas and bring together novel resources and people to create a model, case study, or example. Projects tend to advance on more restricted timeframes that reflect their experimental nature. Projects have a beginning and an end. To evolve into a permanent activity or program that improves access to healthy food, projects must either result in volunteer-driven ownership or sustained financial support from private foundations, state, charitable or market-based efforts. Unlike policy strategies, projects can often take shape independently and autonomously from any particular constituency. This gives projects a nimble and entrepreneurial feel and can result in quick learning to be adapted to various future circumstances.

Fayette County: Healthy Food Access Strategies

The strategies below were developed in consultation among participants in the Nourishing Networks Fayette Workshop to improve healthy food access. These strategies are a result of group consultation following a collective assessment of the barriers to healthy food access in the county and the community assets that could be mobilized to address the problems identified. Each team arrived at their strategy through a different process whereby members evaluated potentials and set priorities. While these strategies were developed rapidly, they nevertheless represent several promising avenues for near term collective action which could be carried forward in Fayette County.
**Exploring Deeper Roots**

**Approach:** Our approach is to develop a summer children’s program following Energy Express (1pm-4pm) at one site. This will provide children with nutritious food, agricultural and environmental education, a safe place to spend the afternoon, and a space to be creative.

**Tactics (Campaign):** Partner with WVU Extension/Americorps, coordinate volunteer support, get approval from surrounding universities to be a work-study site, develop route with New River Transit, develop curriculum with dream team, and develop a student pop-up market.

**Dream Team:**
Andrea Mender (WVU Extension/Health Ambassadors)
Aletha Stolar (Family Resource Network/Living Well Workgroup)
*Cody Addison (WV Food and Farm Coalition)*
*Andy Davis (Active Southern West Virginia/Bike Safety)*
*Tammy Stein (Fayette County Farmers Market)*
Terry Johnson (Master Gardener Educator)
New River Transit (TBD)
Master Naturalist Program (TBD)

**Outcomes**
- Increase cultural awareness of food heritage
- Build Community
- Increased Access to summer food
- Connecting agriculture to curriculum
- Increase financial literacy
- Increasing consumer knowledge of agriculture and nutrition
- Support for single parents
- Teaching kids to grow food
- Reduce impacts of child poverty

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**A Farmer in Every School**

**Approach:** Growing food and agriculture education and production in Fayette County Schools; focus on kids grades 6th-8th and 9th-12th to support next generation of farmers.

**Tactics (Campaign):**
- Project Pilot maybe at Midland Trail high school
- Protect School Lunch & Breakfast, increase participation
- Survey schools for food and agriculture
- Incorporate growing and nutrition into curriculum/clubs
- Recruit Ag Education in School—hired full time
- Farmers/Garden producing for school & Community - Junior Master Gardener / Pantries

**Dream Team:**
Joe Dooley, Laura MF Bank, Matt Wendel, Florence Haines, Kelsey (Health Ed), John Brenamer, Principals, Teachers
Structure: Individual School Dream Team consist of 8 school members and 8 non-school members, 1 principal, 3 teachers, 5 parents

**Outcomes:**
Middle school and High School (Year 1: 20 kids, Year 2: 25 kids, Year 3: 30 kids)
Survey to implement and assess
Select school and make recommendations
Hire 1 ag educator
Hire 1 Americorps to assist
Hire 1 farmer mentor
Garden—200 lbs of produce
Farmer—1000 lbs of produce
**Nuture Fayette**

**Problem:** Shrinking farm community

**Approach:** Develop educational incubator farm to produce farmers and food. Curriculum covers K-12 with a potential focus on Appalachian food and farm heritage. Self-provisioning, agriculture as a business, and Agri-tourism. Focus on value added products.

**Tactics:** Get access to land. Establish relationship with Vo-tech, Prostart as a model. Develop and expand curriculum with board of education. Look into other sites than just Whitlock farm. Subsidize plots.

**Dream Team:** Pat Bennet, Terry George, Barry Chris, Brian Sparks, Kelsey Laubach

**Outcomes:**
- Create future farmers
- Increased self-sufficiency
- Healthy local food production
- Promote entrepreneurship
- Reconnect people to food production - sources/system
- Promote agricultural viability, tourism in region
- Connect people to land, resources
- General educational benefits
- Increase amount of nutritional food in local food system

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**Fayette County Good News Travels**

**Objectives:** Identify and make resources readily available to all community members

Create avenues to share resources

**Approach:** Form a coalition of invested parties, resource holders, policy makers, and others to create a communication network which will reach most Fayette County residents. Create a county communication office within the county commission

**Tactics:** Manage county resource database (FRN, Regional Health Alliance, Chamber of Commerce).
- Would support social services to disseminate program information and provide a community calendar
- Implement a marketing campaign to educate the public on communication resources.

**Dream Team:**
County Commission and Resource Development Office
Volunteer “Town Criers”
Media outlets
FRN
Regional Health Alliance Department
Chamber of Commerce
Social service agencies

**Outcomes:**
- Tie county social services and education to economic opportunities
- Volunteer “Town Crier” network.

- Increased participation in social services
- Increased economic development opportunities
- Increased community engagement
**Fayette County Tasty Transport**

**Objectives:**
- Food distribution to lesser populated area
- Food relief
- More balanced food retail
- People to food access points

**Approach:** Identify transportation resources which exist (MTA, church vehicles, SALS, seniors, possibly school buses, tourism) Partner with above to provide transportation for food access. Get Mountaineer Good News Garage to donate cars in Fayette County. Find examples of others already doing this.

**Tactics:** Develop a program for job training/decentralized vocational training to repair and fix up donated cars to provide cars for those without (“Habitat for Cars”)

Gas card program
- Give out gas points
- Find volunteer organization to do this
- Transportation Summit

**Dream Team:**
- Fayette Co Auto Maintenance
- County Resource Development (Gabe, Kelly Jo)
- Vo-tech (Mr. Christ; Lee Drake)
- FRN (Aletha)
- Gary Hugh (BOE)
- Jim Shock (volunteer marketing)
- Lawyer consultant (insurance and liability stuff of letting people use vehicles)
- AmeriCorps VISTA
- Church representatives
- SALS
- Senior services
- Volunteer WV

**Outcomes:**
- Implement 3 transportation programs to increase food access opportunities
- Improve food access statistics for Fayette County