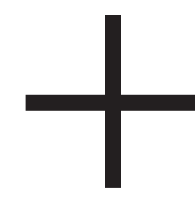


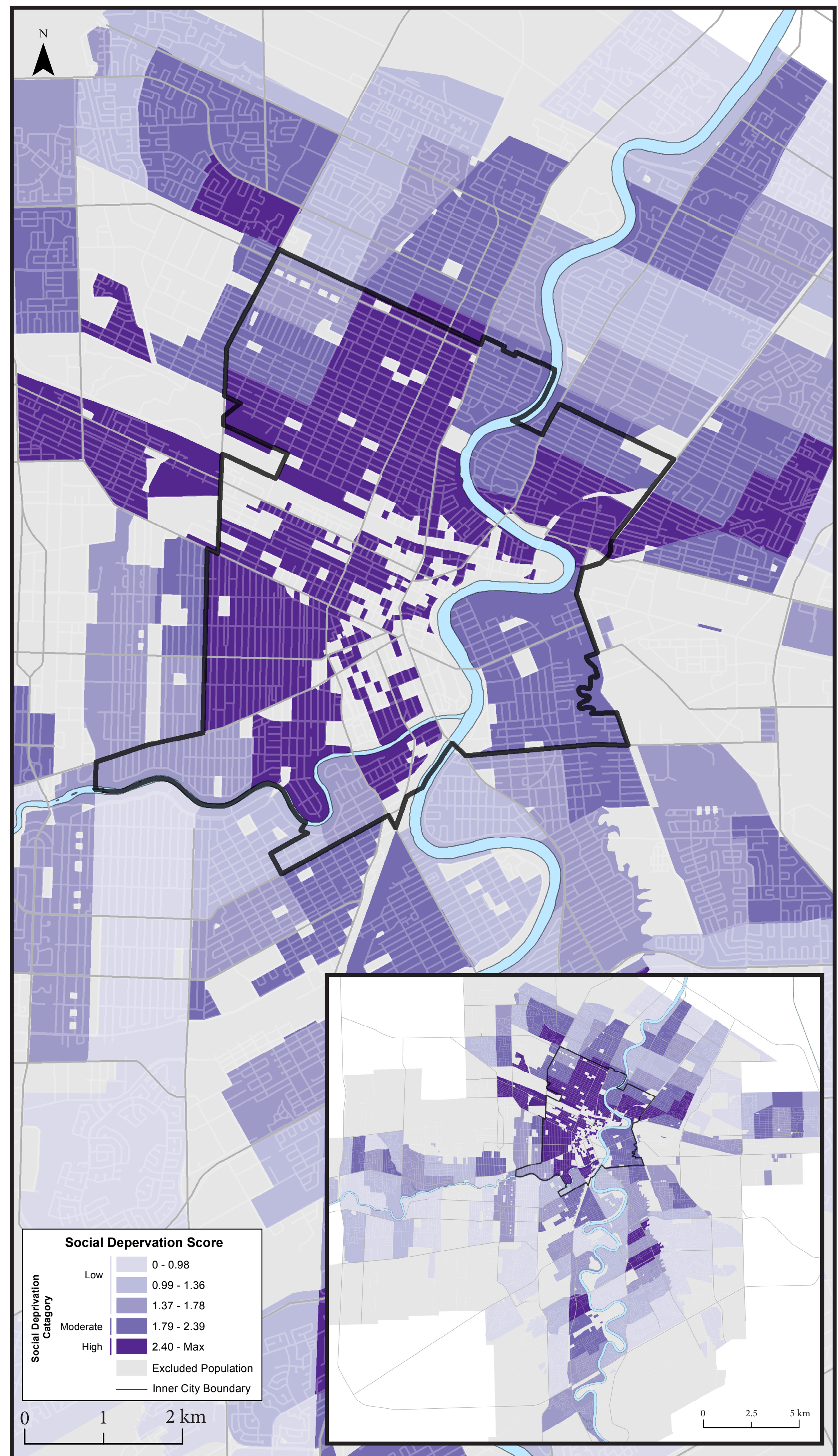
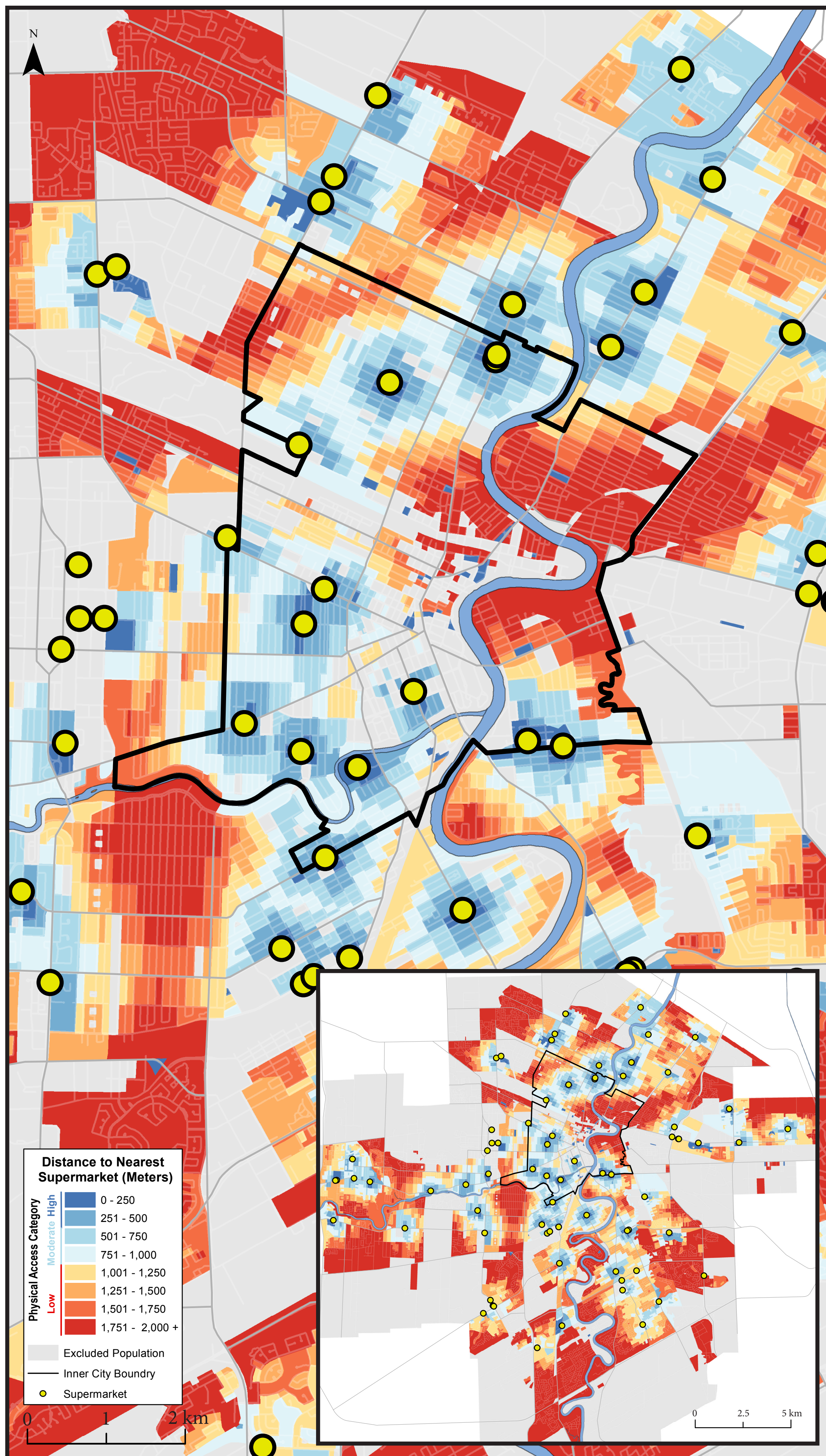
# CONFRONTING THE ILLUSION:

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

DISSEMINATION BLOCK  
DISTANCE TO SUPERMARKETS



SPATIAL DISTRIBUTION OF  
SOCIAL DEPRIVATION SCORES



Distance to Nearest Supermarket by Inner and Non-Inner City Neighbourhoods

	Population	Average Distance to Nearest Supermarket (meters)	% Pop. With High Physical Access: <500m	% Pop. With Moderate Physical Access: 500-1000m	% Pop. With Low Physical Access: >1000m
			Walkable Access to Supermarket	No Walkable Access to Supermarket	
Inner City	127,754	1,087	25.03% (n=31,971)	40.37% (n=51,573)	34.6% (n=44,210)
Non-Inner City	530,991	1,396	7.87% (n=41,780)	24.02% (n=127,527)	68.11% (n=361,684)
Winnipeg Total	658,745	1,338	11.2% (n=73,751)	27.19% (n=179,100)	61.61% (n=405,894)

Social Deprivation Areas by Population and Dissemination Block:

	Inner City		Non-Inner City		Winnipeg	
	Population (%)	Dissemination Block %	Population (%)	Dissemination Block %	Population (%)	Dissemination Block %
Low (1-3)	12,925 (10.12%)	9.38% (n=88)	381,845 (71.91%)	71.93% (n=2927)	394,770 (59.93%)	60.22% (n=3015)
Moderate (4)	29,992 (23.48%)	28.14% (n=264)	113,461 (21.37%)	22.56% (n=918)	143,453 (21.78%)	23.60% (n=1182)
High (5)	84,837 (66.40%)	62.47% (n=586)	35,685 (6.72%)	5.51% (n=224)	120,522 (18.29%)	16.18% (n=810)
Total	127,754 (100%)	100% (n=938)	530,991 (100%)	100% (n=4069)	658,745 (100%)	100% (n=5007)

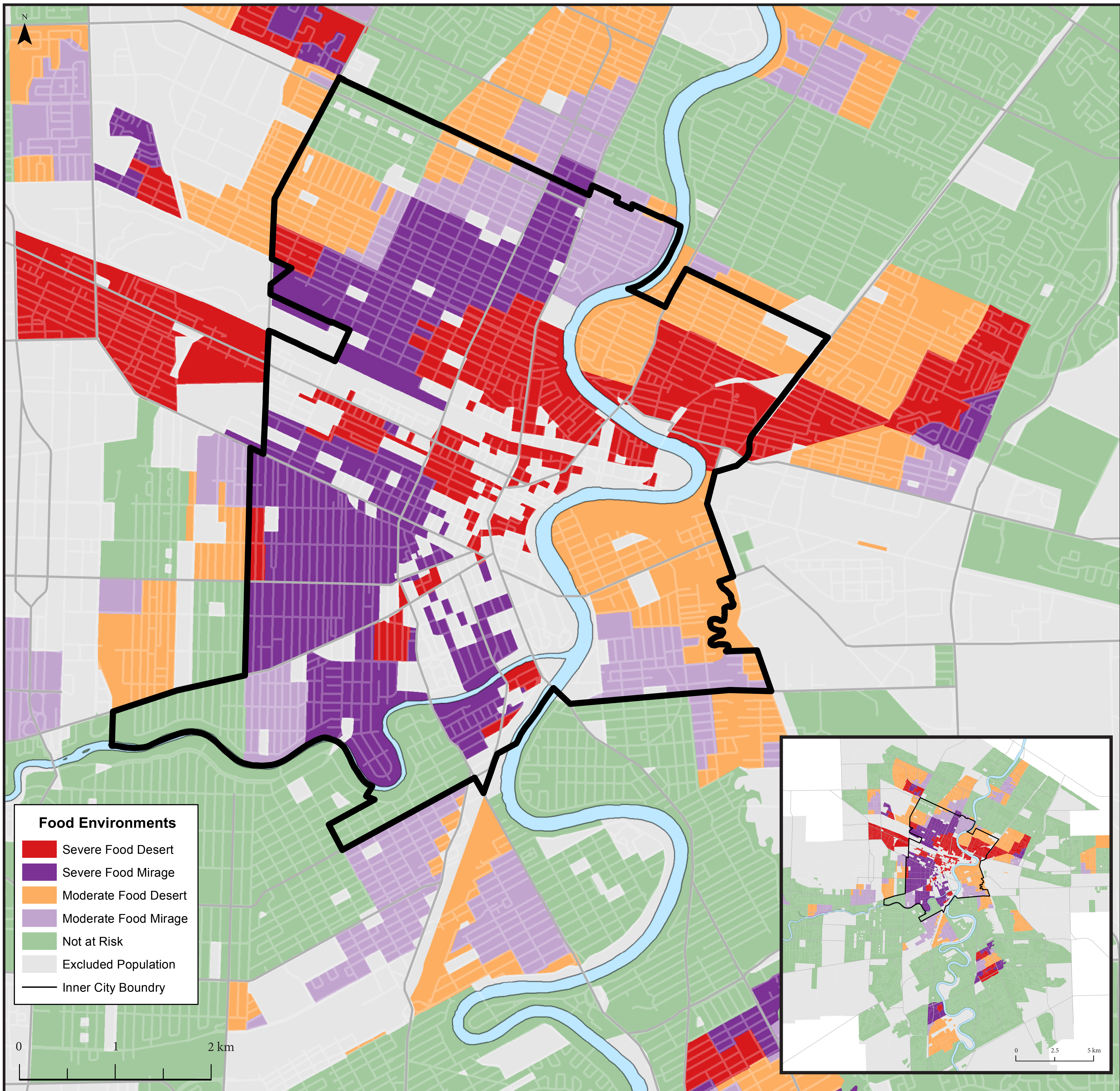
- 65% OF THE INNER CITY IS WITHIN WALKABLE DISTANCE TO A SUPERMARKET - IN CONTRAST TO THE OFTEN-MADE ARGUMENT THAT DISTANCE IS THE PRIMARY BARRIER TO HEALTHY FOOD
- LIVING NEAR A SUPERMARKET CAN PROVIDE THE ILLUSION OF ACCESS TO HEALTHY FOOD UNLESS SOCIAL DEPRIVATION IS ALSO CONSIDERED
- 62% OF INNER CITY DISSEMINATION BLOCKS ARE CHARACTERIZED AS HAVING HIGH SOCIAL DEPRIVATION
- 60,000 PEOPLE IN THE INNER CITY LIVE IN SEVERE FOOD MIRAGES - NEAR HEALTHY FOOD BUT LACK THE ECONOMIC RESOURCES REQUIRED TO PURCHASE IT

- 25,000 PEOPLE IN THE INNER CITY LIVE IN SEVERE FOOD DESERTS - FAR FROM HEALTHY FOOD AND LACK THE ECONOMIC RESOURCES REQUIRED TO OVERCOME DISTANCE
- 85,000 PEOPLE IN THE INNER CITY LIVE IN UNSUPPORTIVE FOOD ENVIRONMENTS. IN ADDITION, 36,000 PEOPLE OUTSIDE OF THE INNER CITY LIVE IN UNSUPPORTIVE FOOD ENVIRONMENTS
- IN TOTAL, 121,000 PEOPLE IN WINNIPEG LIVE IN UNSUPPORTIVE FOOD ENVIRONMENTS. ACCESS TO FOOD IS A CITY WIDE ISSUE
- FUTURE POLICY NEEDS TO TARGET THE AFFORDABILITY OF HEALTHY FOOD AND THE INCOMES OF INDIVIDUALS, RATHER THAN FOCUSING SOLELY ON SUPERMARKET LOCATIONS

# CONFRONTING THE ILLUSION:

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

### FOOD ENVIRONMENTS IN WINNIPEG



FOOD ENVIRONMENTS DETERMINED BY SOCIAL DEPRIVATION AND ACCESS TO SUPERMARKET CATEGORIES:

			Social Deprivation Score (X)				
			Low			Moderate	High
			1	2	3	4	5
Physical Access to Supermarket Categories (Y)	High Physical Access (< 500 m)	1	No Food Risk (1.1)	Low Food Risk (2.1)	Low Food Risk (3.1)	Moderate Food Mirage (4.1)	Severe Food Mirage (5.1)
	Moderate Physical Access (500-1000 m)	2	No Food Risk (1.2)	Low Food Risk (2.2)	Low Food Risk (3.2)	Moderate food Mirage (4.2)	Severe Food Mirage (5.2)
	Low Physical Access (> 1 km)	3	No Food Risk (1.3)	No Food Risk (2.3)	Low Food Risk (3.3)	Moderate Food Desert (4.3)	Severe Food Desert (5.3)

### SEVERE FOOD DESERTS:

SOCIALLY DEPRIVED AREAS WHERE INDIVIDUALS LIVE FAR FROM SUPERMARKETS

### SEVERE FOOD MIRAGES:

SOCIALLY DEPRIVED AREAS WHERE INDIVIDUALS LIVE NEAR SUPERMARKETS