

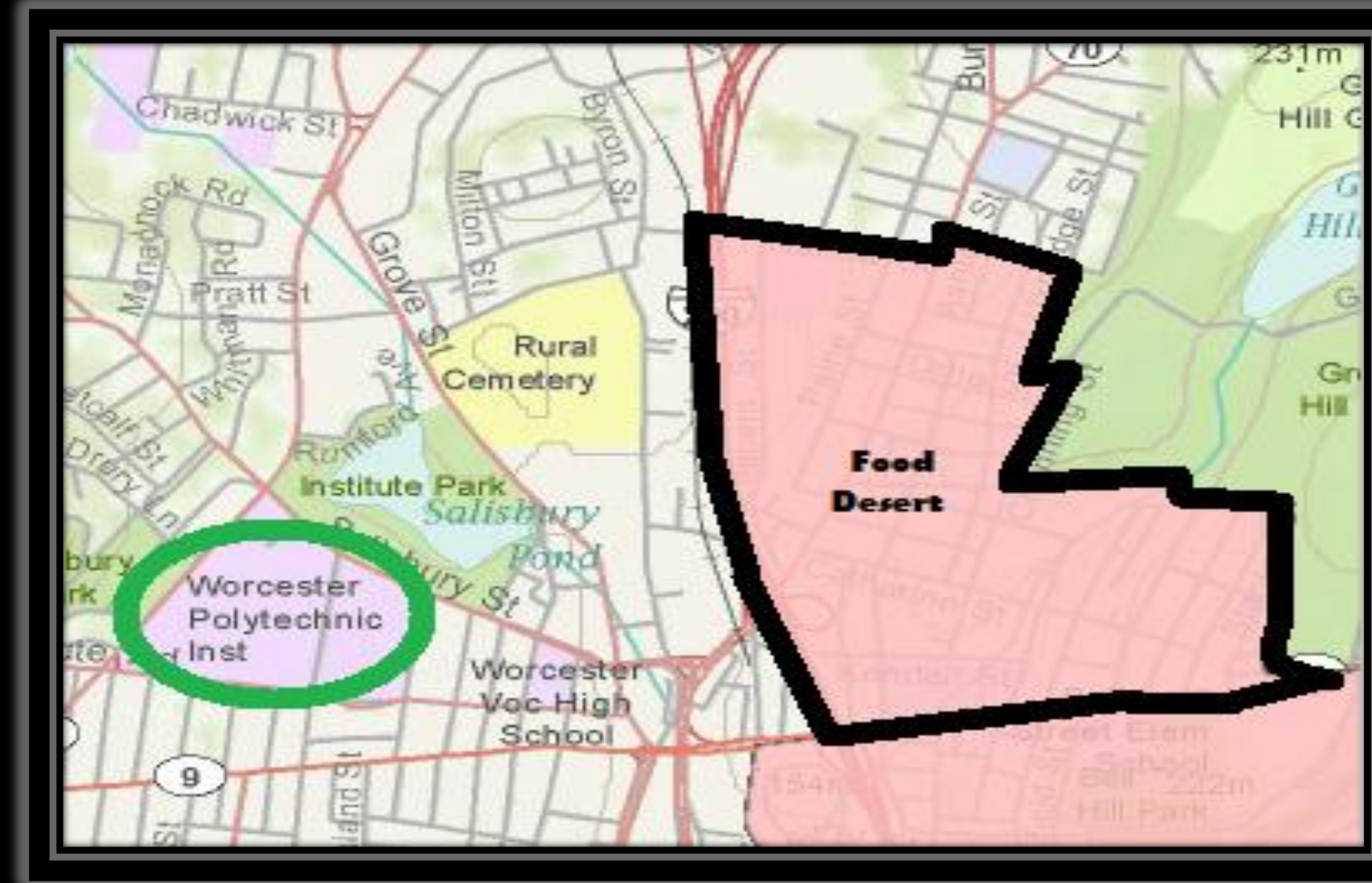


Abstract

A food desert in Worcester, MA spans from UMass Memorial Medical Center to the Harlow Street Elementary School. Its residents have low access to food. Our goal is to bring nutritious, affordable food to those living in the food desert.

We're bringing more to their door.

Method



- Start a non-profit organization ('More to Your Door')
- Delivers raw food (groceries) directly to houses
- Customers create account and order online or via delivery person
- Customers order individual food items or can use recipes to decide on purchases
- Organization funded by monetary and vehicular donations and government grants, and staffed by full and part-time volunteers
- Point of Sale system keeps track of all accounts and tracks the effectiveness our solution

Advantages

- Gets healthy food into food desert(s)
- Non-profit, saves customers money
- Pride Shopping/cooking for family
- Flexible/long delivery hours work around customers' schedules
- Saves time normally spent shopping
- A successful market exists

Background



100% of the people in food desert have low access to food

29.6% of households in the food desert don't have access to cars



Three closest food sources:
2 convenience stores, 1 butcher
Nearest grocery store:
1.6 mi walk along Rt. 9, must cross I-290



Low-income, multi-family homes
Higher-income, single-family homes



Project Goal

Give healthy, affordable food options to those living in the food desert.

Solution Analysis

- Customer survey
- Point of Sale data

Expected Outcome

- Rise in health of those living in food desert
- Increase access to food within food desert

Competition

- Meals on Wheels
Pre-cooked meals, only caters to elderly
- Peapod
Limited delivery times, high delivery charges
- Grocery Bus (Chicago)
Limited delivery time due to long route

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