



Neighborhood Food Watch Launches New Website!

The **Neighborhood Food Watch** (NFW) has launched a new website at www.neighborhoodfoodwatch.org!

Neighborhood Food Watch holds local food retailers accountable to standards of quality and freshness. We monitor the sale and promotion of food products to make sure we have nutritious options in South Los Angeles.

The website features information on nutritious foods, updates on community events, profiles of NFW leaders who are working to achieve food justice, and much more. Members will soon be able to post events on the calendar and stay up-to-date on

monthly activities. The website will provide an online tool for NFW members to blog, report, post pictures and advocate for food quality in South Los Angeles in the coming months.



With the release of the new *Consumers Guide to Expired Food* and a soon-to-be-released policy report on ensuring product quality and safety in our food stores, the

website couldn't have come at a better time for community action!

Fresh & Easy Comes to South LA!

Fresh & Easy Neighborhood Market opened its doors to South Los Angeles residents on February 24th.

The new store is located at 1025 East Adams Blvd. Residents, accompanied by the Jefferson High Marching Band, were lined up around the block before the 10 a.m. opening, a sure sign of their interest in new food options.

LA City Council Member Jan Perry told the *Los Angeles Times* that she was "overjoyed" at the opening of the store along "an emotional historic corridor." The area was the center of blues and jazz in the first half of the last century.

Perry's office worked with Fresh & Easy to develop the corner site, with apartments above the grocery store.

Fresh & Easy is committed to opening stores in neighborhoods known as "food deserts" for their lack of fresh, nutritious food. The produce, meat and poultry have been bestsellers in their stores, which span about 10,000 square feet and boast foods containing no chemicals or preservatives. Shelves are stocked with a combination of private label and national brand foods. Many products are similar to those sold at Trader Joe's.

You can learn more about Fresh & Easy at www.freshandeasy.com/blog/.

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First Lady Michelle Obama Introduces Anti-Obesity Program



Let's Move, launched by First Lady Michelle Obama, has a single but very ambitious goal: to solve the problem of childhood obesity. First Lady Obama emphasized that the end goal is for children born today to reach adulthood at a healthy weight.

Obesity is a major problem for Americans, with \$150 billion a year spent treating obesity-related conditions. Obesity rates have tripled in the last 30 years, a trend that may

lead to shorter life expectancy for children.

Evidence shows that much more is at stake than pounds. Mrs. Obama said that because of obesity in children, teachers report more bullying and school counselors describe depression. Military leaders report that obesity "is now one of the most common disqualifiers for military service."

It won't take a feat of technology or stroke of genius to fix the problem, Mrs. Obama said, but instead re-

quire the joint efforts of governors and mayors, doctors and nurses, businesses, community groups, educators, athletes and parents.

In light of the *Let's Move* campaign launch, President Obama signed a memorandum to establish a task force to review every federal program and policy on childhood nutrition and physical activity within 90 days. Visit www.letsmove.gov for more information.

Nutrition Tip of Month

CONSUME MORE TOMATOES TO COMBAT CARDIOVASCULAR DISEASE!

Did you know tomato products provide unique health benefits? Tomatoes have an ingredient called "lycopene" that acts as an anti-inflammatory agent. Inflammation is thought to be a crucial factor in the development of several diseases including cardiovascular disease and type 2 diabetes. The consumption of tomatoes is also linked with a lower risk for many degenerative diseases.

Tomato products are very affordable and delicious, making it easy to add colorful, health protective properties to the diet. It's no wonder that tomato products are among the most popular vegetables in the country, second only to potatoes. After all, what would some of America's favorite dishes—from pizzas to tacos—be without tomato products? Visit the following links for more information: www.foodandlife.com and www.wholeliving.com.

Upcoming Events

Food Policy Roundtable Monthly Meeting. *Thursday, May 20th, 10am-Noon.* Come dialogue with community members and food policy advocates about the availability of fresh foods in South LA. CHC offices: 3731 Stocker Street #201, Los Angeles 90008. Contact Tanishia Wright, Community Liaison, Tanishia@chc-inc.org.

Women of Color Breast Cancer Symposium (Free Admission). *Sunday, May 2nd, 2-5pm.* Renowned guest speaker Dr. Susan Love will share her expertise on breast cancer awareness and prevention. Nate Holden Performing Arts Center, 4718 West Washington Blvd, Los Angeles 90016. Contact Angie Agbasi at 310.330.5140.



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CHC

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Community Health Councils (CHC) is a non-profit community-based health promotion advocacy and policy organization. CHC is leading the fight for better stores and food selection in our communities. Join the Neighborhood Food Watch and help create the good health South Los Angeles deserves. Visit www.neighborhoodfoodwatch.org!