

CRP 5461: Latino Urbanism

Economic and Social Impacts of Latino Grocery Stores In Columbus, Ohio

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Introduction

The story of immigration is not a novel concept for the city of Columbus, Ohio. It has long served as a gateway destination for newly arrived immigrants and is evidenced by neighborhoods such as German Village, Italian Village, and Hungarian Village. In the recent epoch, Columbus has become home to an exponential growth of refugees from Latin American countries such as Mexico, El Salvador, Honduras, and parts of South America. According to the 2017 American Community Survey conducted by the United States (U.S.) Census Bureau, the Latino population in the Columbus, Ohio Metropolitan Statistical Area (CMSA) has increased by approximately 59.42% since the year 2005 and has more than tripled since the 1980s (Figure 1). More specifically, the Columbus neighborhood known as “The Hilltop” has been the primary beneficiary of the influx of Latino migrants, which are the primary enablers in redefining and reshaping established cultural and economic paradigms. As this population grows, it generates culture-specific needs and contributions, such as Latino ethnic grocery stores.

The Greater Hilltop area is one of the oldest neighborhoods within the CMSA and is located in the southwest corner of the city. The area is circumscribed on the north by I-70, on the east by the B&O Railroad, on the South and West by I-270 (Figure 2). The area is roughly 15.5 square miles in size, with a population of approximately 66,000. The Hilltop has historically been a robust, diverse, and inclusive community. The Hilltop community takes pride in maintaining family-oriented roots with its many parks, churches, and both citizen-led and community-led organizations. The Hilltop area

is full of rich history and is a prime economic opportunity zone (Columbus.gov). Today the Hilltop benefits from the impact of revitalization that Latino communities contribute via their idiosyncratic placemaking strategies as they transform, reappropriate, and repurpose existing space, “turning downtrodden areas into vibrant commercial and residential centers” (Lara 33). Factors that invigorate not only local economies but also the quality of life for its residents. With this narrative in mind, in this project, our group would like to explore how Latino ethnic grocery stores, in the Columbus area, impact the local economy and augment social capital.

Latino Grocery Stores

According to research conducted by Nielsen in 2016, approximately 32% of Americans are willing to pay a premium for a brand that recognizes multicultural needs, and half would prefer shopping at a grocer with a variety of multicultural options. Further research by Nielsen also shows that 61% of U.S. Latino millennials shop at a Latino Grocery Store (LGS), and 51% are drawn to the LGS due to the panadería or tortillería. LGSs occupy a niche within the higher food system regime in the United States (U.S.). For quite some time now, Latino consumers have influenced grocery and cuisine trends in postmodern America. Places like taquerías, panaderías, carnicerías, and paletterías have confounded their ways into current food culture in such a manner that Americans hardly question their origins. Today, the LGS business model provides a conglomeration of the best aspects of Latino cuisines with their plethora of integrated services. This innovative business model has, in the process labeled LGSs, not just a source of niche food sources but also as a destination of sensory experiences. In “Ode

to the Supermercado,” Jose Olivarez identifies but a few of these idiosyncratic sensory experiences which include, the smell of pork fat from the taquero located somewhere in the store, the smell of fresh-made tortillas, the delightful sounds of rancheras playing over the sound system, the variety of aguacates and plátanos, and the very missed vernacular. LGSs provide above all else a third place, which allows socializing while invigorating one’s cognitive mapping of our hometowns and consequently leads to a rediscovery of our sense of place.

Existing Conditions

In detail, the area of focus that this project will analyze are sections of the more significant Columbus boundaries; this area encompasses other neighborhoods in the southwest quadrant of the City of Columbus such as Westland, Westgate, Rookshire, Riverbend, to name a few. The sections in question, as envisioned by the Hilltop community in the Hilltop Community Plan of 2020 produced through the Columbus Neighborhood Design Center, target census tracts 45, 46.20, 47, 48.10, 48.20, and 49 which include sections of North and South Hilltop. These census tracts, in particular, have been described by the community as areas of need in the Greater Hilltop, since they are set apart from other neighborhoods due to possessing “more violent crime, more structural vacancy, and prevalent substandard housing conditions to name a few” (NDC, 2020).

Our target demographic for this project is the Latino population within the above-referenced neighborhoods. Breaking down the population by race allows us to

identify the makeup of Latinos within the hilltop community, as seen in Appendix Figure 3, the Latino population only makes up about 10% of the Hilltop neighborhood's total population. This population, despite making up the minority of the population in Hilltop, has dramatically affected the built environment and market demand for more Latino ethnic restaurants and grocery stores. This project will focus more specifically on how Latino populations within the Hilltop neighborhood address the needs of Latino ethnic grocery stores, such as La Michoacana Mexican Market chain stores, which did not exist before the early 2000s.

Research Design

In the conceptualization phase, we will first begin by defining Latino populations as any people who are or descend from Latin American countries. This includes ethnicities as well, including those that self identify as Hispanics, in which they speak Spanish and or are also descendants from Spanish speaking regions. We also identify how this subpopulation of Columbus experiences foodways. During our operationalizing phase, the unit of analysis will be the individual participants in our research. They can include patrons of the identified ethnic stores, including employees and upper management, and also key stakeholders in the community. The latter should possess either a position of leadership or influence within the Latino sphere of influence. The qualitative variables might include country of origin or ethnicity, religious denomination, role or occupation within their familial structure, and understanding of the invisibility of

Latino placed based struggles within the broader Columbus economy. This is by no means an all exhaustive list, but a baseline to build upon.

The ethical considerations will ensure that all participation is voluntary to avoid creating an unwarranted intrusion and also to ensure that generalization is not threatened. The participants will possess a full understanding of what is involved, including the potential benefits or risks. Non-probability will be the type of sampling method employed in selecting members of the Latino immigrant subpopulation. Due to the nature of this vulnerable population, a combination of techniques will be applied. A convenience sample will be the first utilized due to the availability and willingness of informants to contribute. During the initial semi-structured interviews, the snowball technique will be utilized to inquire about additional participants that might be of further value to the research.

The plan entailed first to gain access to the stakeholders, and gatekeepers of the Latino immigrant community, to establish a rapport and gain credibility. The plan to achieve this was by contacting potential participants via an introductory email, which also explained our research topic (Appendix B). Confidentiality was maintained against all costs whereby only the necessary faculty will have access to the information; without this trust, further research and its participants are compromised. A detailed explanation of the interview process was given, and any concerns or questions before, during, and after the interview were addressed accordingly. Particular focus was applied in the interaction with the participants, ensuring neutrality was exhibited.

Once the entirety of the interviews was concluded, the data was thematically analyzed. All the responses to each individual question were transcribed from note form to text into a single word document. Atlas. T.I., a qualitative data analysis software, was used to conduct the thematic analysis. Atlas. T.I. allows for the efficient organization of data; it facilitates the coding of the documents and also enables concept mapping in the form of word clouds or diagrams to further expedite the identification of recurring words. In aggregating the individual answers, similarities and differences were easily identified, along with majority answers and any overlapping concepts.

Literature Review

Purchasing Power

In “Latino Placemaking and Planning,” the author, Dr. Jesus J. Lara, offers an objective approach to unraveling case studies focusing on providing quantitative data to illustrate the economic assets that Latinos represent in Columbus. Using Census decennial estimates, the author deduced that Latinos have had a relatively short presence in Ohio, given that Latino immigration waves arose in the early 1990s and has led to an increase in the Latino population from 3.1% in 2010 to 3.3% in 2014. The increase in Latino populations is correlated to their amount of purchasing power. In 2014, the purchasing power for Latinos in Ohio was estimated to top \$8.8 billion, 470% more since 1990. The author also provides a full count of Latino owned businesses for the year 2014. In Sullivant Ave. Corridor, there exist 15 types of ethnic stores, including Latino grocery stores such as La Michoacana and La Bodega. In the state overall,

Latino and Asian businesses raked in over \$9.1 billion in receipts and sales while also providing jobs for more than 63,000 people in 2014. Latino businesses experience specific hurdles characteristic of ethnic entrepreneurs in America, such as language barriers and ignorance of local law.

Economic Assets

The Ohio Commission on Hispanic/Latino Affairs released the Latino Community Report for 2015 detailing the state of economic contributions and state of Latino communities. Latino entrepreneurship, as detailed in the Latino Community Report, of the 2.3 million Hispanic-owned businesses totaled in 2007, around 8% of Latino businesses are situated in retail trade. According to the 2007 Survey of Business Owners, Hispanic-owned businesses generated more than \$345 billion in receipts, a 55.5 percent increase from 2002. Furthermore, the overall size and importance of these firms to the economy has grown dramatically, as the number of Hispanic-owned businesses with receipts of more than \$1 million grew by nearly 52 percent from 2002 to 2007. Understanding the economic implications for measuring the economic impact of Latinos in Ohio is incredibly difficult. The Latino Community Report predicts that Latino businesses will drive the U.S. economy through the 21st century. As the white, non-Latino population continues to age and retire, Latino entrepreneurs will play a significant role in maintaining our country's economic viability. Hispanic entrepreneurs tend to be younger, more digitally connected, and socially engaged than non-Hispanic

entrepreneurs. The success of their businesses in an increasingly modern world will, in many ways, determine the future of the U.S. economy.

Ethnography

A qualitative approach refers to the research that primarily relies on exploratory approaches in an attempt to gain understanding, or evidence, of social processes, activities, events, opinions, and motivations rather than quantifying social phenomena. With that goal in mind, our group employed a combination of methods to successfully arrive at an understanding of how LGS's contribute to the economic and social realms of communities in Columbus. This included a preliminary literature review, focusing on both quantifiable and qualitative data to support the contributions of LGS's. The creation of predetermined questions to guide our research efforts (Appendix). Questions such as do patrons interact with each other, and do patrons interact with store employees were meant to direct our observations and field notes of LGS patrons as they interacted with the environment and each other (Appendix, E). We sought to identify community stakeholders (Appendix, A), or actors, to contact in efforts to conduct semi-structured interviews with the goal of mining for specialty data and expert insights. How do you think Latino communities contribute to the wellbeing/development of the places they choose to settle, and how would you say Latinos augment the area's social capital were a few of the questions created for potential stakeholders (Appendix, C). For the stakeholder process, an email template was also created as a formal introduction to our group, our research topic, and the importance of their contribution (Appendix B). Our

group utilized anonymous surveys for potential patrons, designed to be taken in person or via email to help us understand the intricacies of Latino patron foodways (Appendix D). Lastly we solicited the help of a fellow colleague, Claire Mei, a 4th year Geographic Information System (GIS) major to aid in the creation of graphic representations and visuals using the ArcGIS software published by Esri (Appendix)

Theoretical Framework

In our theoretical framework, we sought to identify our guiding concepts and their intersections using City Planning, and Latino Urbanism, principles as our basis and starting point in our analysis. We begin by defining LGSs as any grocer that primarily sells Latino oriented food, either fresh or preserved, and which provides auxiliary Latino oriented services such as money wiring services, telecommunication services, or check-cashing services. We also define Foodways as the cultural, social, and economic practices relating to the production and consumption of food. It also refers to the intersection of food in culture and traditions. Lastly, we define food deserts as a geographic area that lacks stores that sell healthy and affordable food, per the United States Food and Agriculture (USDA) website. This also includes issues with accessibility, culture-specific needs, and dietary habits.

Findings

Built Environment

Characteristics of the built environment are defined as the built infrastructure, including tangible items and materials such as store layout and design, signage and advertisements, and accessibility and safety. Like many other ethnic stores, LGSs apply somewhat of a cookie-cutter approach to its aesthetic design. Whether you are visiting La Mega Michoacana, La Michoacana, or La Plaza Tapatía, the store layouts are very familiar, the aisles are sequential, and the flow of the stores are congruent with other stores. The produce is located near the entrance, refrigerated sections in one quadrant of the store, while the carnicería and dairy products circumvent the store. Some stores, such as La Michoacana on Morse Road even include a quaint restaurant in a tucked corner, which also serves as its producer of baked goods for the panadería section. The restaurant setup is quite simple, utilizing simple wooden furniture with bright white tablecloths. The store's navigation is efficient, especially if one is pressed for time. The variety of fresh produce is immaculate and visually appealing, great care it seems is applied in the selection of its fruit and vegetables. The food items are effortlessly found; the store's signage is vibrant and easy to read with the Mexican flag as its background ensuring the connection to a patron's homeland is omnipresent. There exists permeability within the stores' displays, making sure items are more prominent and appealing. Other advertisements found throughout the store include signage for the plethora of auxiliary services offered. Under the Customer Service kiosk you will find

wire money transfers like “Sigue”, prepaid calling cards, and the sale of homeopathic remedies. Next to the Kiosk you will find a small newsstand with Spanish magazines and other publications.

Price points are reasonable. Price is imperative, as most Latinos, along with other working-class patrons, find that proximity to a supermarket is helpful. However, most travel to shop at specific stores because they prioritize price over convenience (Halkon et al. 127). This is crucial to note, as large chain grocers would unequivocally offer more competitive prices over its smaller ethnic competitors, but lack the ethnic variety and other amenities such as vernacular and sense of place. Price point was also a factor in the information gathered from the short surveys (Appendix Evelyn G.). On the other end of the spectrum, some prices might be considerably disparate and would play a prodigious factor in the decision-making process for any family on a restricted budget.

Social Elements

Blighted neighborhoods tend to offer an image of dangerous and inhospitable environments. However, our team felt quite comfortable during the exercise. During our visit to La Mega Michoacana, we observed a very diverse patronage, not just Latinos, which correlates to the community composition of diversity and inclusivity. Community members were not shy about interacting with one another. In one example, a woman excused herself for being “in the way” and explained that she was caught up in the moment as she browsed the shelves for her items. And though she was not impeding our way, it evidenced the courtesy and convivial environment of the community. The

shopping environment was familiar to other ethnic stores our group has experienced, specially those found in large cities such as Los Angeles, California. In our preliminary surveys, the participants agreed that family was an essential factor in their shopping experience. Most customers appeared to be “traditional,” husband, wife, and children, and therefore, the idea of family resonates while shopping. One participant mentioned that she thinks of her family and which items they would prefer as she shops. Gender is something that is not usually factored when considering grocery shopping patterns, especially as it applies to food decision-makers within households. Nielsen found that in 2017, 68% of Latinas preferred to purchase brands they trust, and 79% cook meals frequently to retain a connection to their native cultures. This once again is a representative of the foodways of the local demography, which delineates where, why, and how people shop.

Vernacular was also a large factor in the decision making process and a rationale behind choosing smaller ethnic stores to the larger chains stores. Patrons can often feel anxiety in asking for help from employees due to the language barrier and the fact that many items are difficult to even translate (Appendix Angelo O.). Items such as cueritos, seasonings and spices, and even brands can all prove difficult to explain for a non-English speaker. Cognitive mapping was evident as well, the music, the smells, the signage all remind patrons of their homelands and of a similar trip to the store with their family or friends. One participant offered her thoughts on the sociability and the establishments' sense of place, “Yes it reminds me of home, mostly because of the people, they understand my language, and they treat me like family. In addition to that,

there is usually music from my culture playing in the background and foods that remind me of my childhood growing up” and “When I come back I always recognize the people working there and have built meaningful relationships.” (Appendix Jasmine O.)

Intersections

The relevance for identifying the characteristics of the built environment and social elements surrounding the foundation of LGS business models is paramount to proving that the Latino influence is prevalent in the midwest as we have identified in class. Scholars such as Dr. Jesus J. Lara, James Rojas, and Robert Lemon all discuss a broad interpretation of Latino-influenced revitalization. Dr. Jesus J. Lara, for instance, discusses the economic benefits of Latino revitalization through Latino owned businesses in underperforming midwestern cities across America within chapter 2 of “Latino Placemaking and Planning.” The influence and success of Latino revitalization are attributed to the efficient use and transformation of the existing built environment. Latino businesses, for example, incorporate signage and other types of amenities such as pedestrian accessible business fronts. These practices result in a quantifiable economic and capital improvement, as seen through census data. In other ways, James Rojas analyzes the effects of Latino revitalization through a lens that parallels Dr. Jesus J. Lara. In Rojas’ “Latino Urbanism in L.A.,” he dives into specific cases where Latino neighborhoods influence Los Angeles through a human-centric approach to experiencing the environment around them through pedestrian access, signage,

sensory experiences, and Do It Yourself (DIY) urban design through the building of fences, murals, and porches.

In a cultural, gastronomic lens, the documentary “Transfusión” by Robert Lemon reports on the cultural adaptations and revitalization of the culinary culture of Columbus through the fast spread of Latino food trucks. In neighborhoods such as North Linden, communities come together to bask in the benefits that are brought by Latinos through taco trucks. These include new access to fresh sources of food, an area that has been deemed a food desert by the USDA. In contrast, previously, neighborhoods such as North Linden lacked accessible food sources and higher levels of community engagement. These sources, in short, all encompass the idea that Latino influences over the built environment are a result of revitalization through the cultural and physical characteristics of a city. Each source tackles a different perspective of revitalization. However, all reinforce the idea that Latinos are critical players to economic, cultural, and physical reform in the U.S.

Columbus neighborhoods are significant to understanding the effects of Latino entrepreneurship due to the recent influx of Latino migrants and the most recent development of Latino businesses in light of legal hardships through egregious immigration policies, discriminatory law enforcement, and acculturation. Dr. Jesus J. Lara’s chapter 2 & 3 in “Latino Placemaking and Planning,” as well as Robert Lemon’s “Transfusión” documentary on Latino food trucks, focus on Columbus neighborhoods as a center of opportunity for Latino food businesses to expand and reform the socio-economic circumstances of communities starting from the individual Latino store

owner to the community as a whole. Stores such as La Michoacana, Kokis tortillas, and La Plaza Tapatia, amongst many other Latino food businesses, first cultivated their business operations remotely through food trucks or door-to-door sales. Until eventually, through their successful business practices of acculturating traditional ethnic food to American palettes, catering to a broader clientele through repositioning and transportation, and repurposing empty lots in disadvantaged neighborhoods. Despite immigration crackdowns in neighborhoods near the westside of Columbus, Latino businesses still flourish despite the pressure enacted on the Latino demography. The reason why businesses in these cultural corridors, such as Morse Rd. and westside, success is due to the accessibility to fresh and diverse food sources that 30 years prior were not as prevalent in Columbus. This pushes Latino entrepreneurship to expand in Columbus. As a result of the demand for the variety and quality of these products, chain stores and restaurants such as La Michoacahna, La Plaza Tapatia, Cazuelas Restaurant, amongst many others, have opened more than one brick and mortar locale in Columbus since the 2000s.

Conclusion and Future Research

Our initial intent and plan were straightforward and direct. We would contact potential stakeholders via email, phone, and an in-person visit. During the semi-structured interviews, we were to utilize the snowball technique to inquire about other potential contributors to our research. We planned several trips to various LGS's both to observe, the built infrastructure, store layout, other visual aspects, and to prospect for potential participants to our short surveys. We planned on offering prepaid

gift cards as a form of incentivizing participants to contribute. This also included introducing our group to the store manager and or employees to add legitimacy to our research and in hopes of their anonymous participation as well. We also planned on comparing our findings to other cities in Ohio, such as Cincinnati, to establish parallels and any overlapping concepts, especially in economic terms. Unfortunately, the above plan never materialized due to the unprecedented pandemic caused by the COVID-19 virus that is currently ravaging throughout the modern world.

Our research efforts had to shift to a distance approach quickly. We increased our email attempts to the various stakeholders identified (Appendix A). We also expanded our literature review into what we felt best supported our research (Works Cited). In general, only one stakeholder responded, Mr. Alfonso Cornejo, President of the Hispanic Chamber Cincinnati. He provided us with both technical and qualitative responses to our email interview. Mr. Cornejo provided insights into the makeup of their demography. Facts such as “The unique thing we have is the fact that we have a large Guatemalan population (11%). This is very unique. We believe we are the only metropolitan area in the U.S. where Guatemalans are the 2nd larger group of Hispanics living here” (Appendix Individual Surveys). Mr. Cornejo also offered qualitative data pertaining to the contributions of Latino Grocery Stores to the community and establishing the correlation between sense of place and social capital, “These stores provide us with lots of ‘nostalgia-type’ products that give us a sense-of-belonging is somewhat necessary to our hard-working population.”

Due to the shelter in place and social distancing requirements set forth by both the Ohio State University and the state of Ohio government access to participants while shopping was forfeited except for one in-person survey taken as a chance opportunity while one of our group members shopped with his family (Appendix Angela O.) In lieu of participant observations and surveys, we sought the participation of family, friends, and acquaintances to augment our project. An owner of a barbershop here in Columbus was contacted to inquire whether his stay at home wife would or could contribute (Appendix Evelyn G.). Two single Latina friends were asked to contribute for a possible comparison of their answers to how one shops for a family (Appendix Jasmine O., Joana J.). One overlapping concept that was almost synonymous across all three surveys is the preference of the smaller LGS to that of a large chain. Mostly due to the cognitive resemblance of their culture, hometowns, or lifestyle, but the main factor was a sense of place. They describe a feeling a belonging, understanding, and familiarity, “I enjoy the smaller ethnic stores because they feel more at home with the products they provide and the pricing is affordable” (Appendix Joana J.), and “I definitely prefer smaller ethnic stores because they have a lot of what I need, they are not as crowded, and the prices for the things I am purchasing can be cheap depending on what you buy. I would say meat tends to be a bit pricier, but the atmosphere and the people make it worth the price” (Appendix Jasmine O.).

Many questions were left unanswered for our group and our project. And though much literature exists that addressed Latino foodways and possible economic contributions of LGSs, not many were found to be place specific to Columbus. Given the

unique demographic makeup of places like the Hilltop, unique needs, requirements, and answers would have been provided to allow the generalizing of our findings to the broader societal hierarchy. With local stakeholders, we could have addressed the issue of food deserts in Columbus and would have provided a fresh and current response, such as Mr. Cornejo's contribution. In future research, it would be of fancy to understand how the current pandemic affected or influenced the nature and cycle of business LGSs. How and why did they react, and what measures were set in place to allow for the fluid availability of essential foods and supplies? What type of social distancing plans did they enact, and did they even have the capacity and capabilities to ensure state requirements were met? How did the pandemic affect employee health and well-being? How did Latino shopping patterns change in preparation for a possible quarantine? Including the financial accessibility, could working-class families afford to stockpile supplies and sustenance? This could have led to underlying issues to which the Latino demography was exposed. Such as loss of employment, fears of seeking aid due to possible detainment and deportation, ignorance of U.S. laws, knowledge of sources of information, and resources. All novel concepts and struggles to which a more affluent or Caucasian family might be oblivious to.

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Grocery Store Datasets

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Ode to the Supermercado

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Ohio Latino Affairs Commission

<https://ochla.ohio.gov/Hispanic-Serving-Organizations>

Story Maps

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Supermarket Access Map

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USDA Food Access Research

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Appendix

A. Stakeholders/Actors

Hispanic Chamber Columbus

Hispanic Chamber Cincinnati

Kokis Tortillas

La Michoacana

La Plaza Tapatia

Ohio Hispanic Coalition

B. Email Introduction

Good day,

I hope this email finds you well. My name is Edwin Juarez, and I am an undergraduate student in the City and Regional department at the Ohio State University. My partner and I, Christopher Santos-Cruz, are conducting research here in Columbus on the economic and social impacts of Latino grocery stores. I would like to cordially ask if you may spare a few minutes of your time to answer some questions on these topics. In light of the COVID19 crisis, we could conduct the interview either via email or phone, whichever is most convenient to you. As an expert in your field, your input will be priceless, and it will contribute substantial context to our final project, which we can discuss further should you have any questions. Thank you for your time, and we look forward to your response.

C. Questions for Potential Stakeholders/Actors

Demographics

- Why do you think that Latinos choose to migrate to this area/city/town?
- Are there specific countries of origin which make up the majority of this area's Latino population?

- What is the percentage of Latino owned grocery stores in your area?

Economic Questions

- In your professional opinion, what are some barriers Latinos face in navigating and adjusting to their new lives in this area?
- What are some barriers Latinos face in achieving entrepreneurship?
- How do you think Latino communities contribute to the wellbeing/development of the places they choose to settle?
- How would you say Latinos augment the area's social capital?
- How do you think the Latino population contributes to the area's economic sector?
- What is the economic contribution, in dollars, from Latino grocery stores in your area?

D. Questions for Patrons/Community

Physical Access

- How many times per week/month do you patronize this establishment?
- Is this establishment close to your home? Miles or minutes?
- What mediums of transportation do you use to visit this establishment?
- Did your method of transportation affect what you purchased (frozen and fresh foods versus stable products)?
- Did you consider food safety concerns? What does food safety mean to you?
- How would this shopping trip fit this into your daily routine? In other words, what will you eat tomorrow?
- Could you carry all your groceries?
- How would this trip be different if you had your toddler with you?
- Any safety concerns while visiting this establishment?

Foodways

- Does this store meet your food intake needs?
- Does the store remind you of home?
 - What aspects?
- Is this establishment a sociable place?

- Is it welcoming?
- Do you visit large chain grocers like Kroger or Giant Eagle?
- Which do you prefer, large chain or smaller ethnic stores, and why (price, proximity, ethnic needs)?

E. Questions We Should Answer in Our Fieldwork

Grocery Store Options & Layout

- Where are foods located, particularly the whole foods?
- What is the quality of the food, particularly the whole foods?
- What is the variety and amount of different whole foods available?
- What is being marketed in the store?
- What is the flow of the store?
- What other services does the store offer?
 - Check cashing
 - Prepaid phones
 - Wire transfer
 - Restaurant
 - Bulletin board for announcements/postings
 - Latino oriented publications

Cultural Interactions/Sociability

- In the store, do community members interact with one another? What about the store owner/employee and customers? For example, did he/she know people by name?
- Was the shopping environment familiar to us?
- How does this activity compare to our personal shopping trips?

Community Interventions/Recommendations

- How does being “outsiders” to this neighborhood affect our responses to these questions?
- Is this area considered a “food desert”? By whom, or what standards/definitions?
- What are potential public policy interventions that we can recommend? Why? What conditions would this intervention address?
- As future planners, who would be involved in assessing the situation, developing goals and solutions?

Individual Surveys

Alfonso C., President - Hispanic Chamber Cincinnati Email Survey:
acornejo999@gmail.com

Demographics

- Why do you think that Latinos choose to migrate to this area/city/town?
 - On relative terms Ohio is one States with the lowest % of Hispanics in the nation. 45 other states have more Hispanic than us.
 - We expect the 2020 Census will show that we have between 65 and 68K people This is 3.2 – 3.3% of our metro area (2.23 million).
 - The Cincy-metro area is lucky to have a large % of professional Hispanic population.
- Are there specific countries of origins which make up the majority of this area's Latino population?
 - Mexican origen + 55% is (as in the same in other States) the larger % of the origen of our Hispanics.
 - The unique thing we have is the fact that we have a large Guatemalan population (11%). This is very unique. We believe we are the only metropolitan are in the US where Guatemalans are the 2nd larger group of Hispanics living here.
- In your professional opinion, what are some barriers Latinos face in navigating and adjusting to their new lives in this area?
 - Ohio has traditionally not been very welcoming towards new immigrants while other States have done things differently.
 - Hispanics provide the “human energy” that States need to grow economically.
 - As a heavy relationship-based culture we tend to migrate and stay near our family and relatives.
- What is the percentage of Latino owned grocery stores in your area?
 - We only have around 35 Latino grocery stores in our metro-area.
- Are any of these Latino grocery stores located in food deserts?
 - I believe we may have a few, but this is hard for me to be certain.
 - One issue we have is that we have a very poor public transportation system and this creates collateral negative impacts to our region.

Economic Questions

- What are some barriers Latinos face in achieving entrepreneurship in your area?
 - We have a large # of companies w/o any single employee.

- The number is around 90%. These are sole proprietor companies who work in many different areas within the subcontractor's group.
- How do you think Latino grocery stores contribute to the wellbeing/development of the communities they choose to serve?
 - These stores provide us with lots of “nostalgia-type” products that give us a sense-of-belonging is somewhat necessary to our hard-working population.
- How would you say Latino grocery stores augment the area's social capital?
 - Definitely, all those companies are paying rent, energy, employees, taxes, etc. Also they buy the majority of their products that are made in the US.
- How do you think Latino grocery stores contribute to the area's economic sector?
 - Probably same answer than previous question
- What is the economic contribution, in dollars, from Latino grocery stores in your area?
 - I am not able to have a figure for this.
- Lastly, is there any other information that you feel would be relevant to our study?
 - I strongly recommend you to visit our website and check the Did you know Reports. They have lots of useful information
- Are there any other actors or stakeholders that you feel could further our research?
 - I think within your Academic network you may also have more perspectives. A suggestion I have is for you to check previous similar studies done in metro areas where Hispanics are more than 10%. In my opinion 10% or more Hispanics have a very clear measure of the economic Impact on their regions.

Angela O., Store Patron - La Michoacana In Store Survey

Physical Access

- Cuantas veces por semana/mes visita usted este establecimiento?
 - Yo diria una vez a la semana, por lo menos.
- Este establecimiento, le queda cerca de su hogar? Millas o minutos?
 - No, bien cerquita, como eso de una milla quiza.
- Que medio de transportacion ocupa para visitor a este establecimiento?
 - Yo manejo, y si vengo con mi esposo el maneja.

- Le afecta el metodo de transportacion para decidir si compra comida fresca o congelada?
 - Pues yo diria que no me afecta ahorita. Pero si no tuviera carro, quiza si afectara.
- Considera usted la seguridad de la comida? Que significa para usted seguridad de comida?
 - Yo diria que siempre y cuando la comida no este echa a perder no tengo ninguna preocupacion. Solo que dicen que ahorita por lo del virus hay que lavar la comida bien, como las verduras y frutas.
- Como diria usted que este viaje cabe dentro de su rutina diaria? Piensa usted antes de mano en lo que comera mañana?
 - Yo creo una lista para el mandado semanal, pero no planeo las comidas. Todo depende de que uno tiene ganas de comer. A veces lo mismo enfada.
- Puede cargar todas sus compras?
 - Por lo regular si puedo pero solo por el carro.
- Como fuera diferente este viaje si tuviera un nino pequeno con usted?
 - Sin carro pienso que me tomaria mas viajes. Y tendria que venir cuando mis hijos esten de humor por que ya ve cuando son pequenos a veces no hay que los controla.
- Tiene algunas preocupaciones cuando visita este establecimiento?
 - No nunca. Aqui todos siempre alegre y respetable.

Foodways

- Esta tienda tiene todo para sus necesidades?
 - Si, por que hay cosas que no se encuentran en el Kroger. Muchas especies especialmente y otras marcas de los Latinos.
- Esta tienda le recuerda a su pais de origen?
 - Si fijese, con las hojas de platano, los articulos como el molcajete, la musica tambien. Y hay unas tiendas que hasta el diseno a veces parece como que esta uno en la plaza del pueblo. Pero lo mas importante para mi es que puedo comunicarme con los empleados y entienden lo que busco. En el Kroger es dificil hablar con los empleados y a veces como que lo hacen de menos a uno por no hablar el ingles.
- Es este establecimiento un lugar sociable?
 - Yo diria que si, por lo mismo de poderse uno comunicar con los empleados. Siento que son mas atentos.
- Visita usted las tienda grandes como Kroger o Giant Eagle?

- Si, a fuerza. Ya ve que tienen mejores precios en algunos articulos como condimentos, cosas enlatadas, arroz y frijol, leche, queso y huevos tambien.
- Cual prefiere, las tiendas grandes o estas tiendas mas pequenas, y por que? Precios, proximidad, articulos etnicos?
 - Yo diria que prefiero las tiendas mas pequenas por que me siento agusto y encuentro ciertas cosas que no voy a encontrar en el Kroger or Walmart. Pero aveces prefiero el Walmart por los precios. Depende de lo que necesite. Y tambien cuido el dinero, cada peni cuenta para nosotros.

Evelyn G., Store Patron - Ethnic Stores E-mail Survey: evelgarc@yahoo.com

Physical Access

- How many times per week/month do you patronize this establishment?
 - I go to this establishment 2-3× wk
- Is this establishment close to your home? Miles or minutes?
 - Yes, It's about 1 mile away.
- What mediums of transportation do you use to visit this establishment?
 - I use my vehicle for transportation.
- Did your method of transportation affect what you purchased (frozen and fresh foods versus stable products)?
 - Yes it does.
- Did you consider food safety concerns? What does food safety mean to you?
 - Yes, I make sure the produce looks fresh and products are unopened.
- How would this shopping trip fit this into your daily routine? In other words, what will you eat tomorrow?
 - I shop for the week so I have frozen goods and canned goods at home.
- Could you carry all your groceries?
 - Yes
- How would this trip be different if you had your toddler with you?
 - It would make it very hard as a toddle has little patience and they wonder away from you.
- Any safety concerns while visiting this establishment?
 - No

Foodways

- Does this store meet your food intake needs?
 - Yes it does

- Does the store remind you of home?
 - Yes
- What aspects?
 - They have Spanish music playing in the stores.
- Is this establishment a sociable place?
 - Yes
- Is it welcoming?
 - Yes
- Do you visit large chain grocers like Kroger or Giant Eagle?
 - Yes
- Which do you prefer, large chain or smaller ethnic stores, and why (price, proximity, ethnic needs)?
 - The workers in a Hispanic store are more courteous and very helpful. They don't hesitate to help.

Jasmine J., Store Patron - Ethnic Stores E-mail Survey: jasmineortiz93@yahoo.com

Physical Access

- How many times per week/month do you patronize this establishment?
 - Roughly about twice a month
- Is this establishment close to your home? Miles or minutes?
 - There are several establishments less than a mile from my home. Approximately a 4-5 minute drive
- What mediums of transportation do you use to visit this establishment?
 - Drive using a car
- Did your method of transportation affect what you purchased (frozen and fresh foods versus stable products)?
 - No
- Did you consider food safety concerns? What does food safety mean to you?
 - What food safety means to me is that I want to ensure that I can shop for perishables and fresh food that are not contaminated or not pose a threat to my health or my community.
- How would this shopping trip fit this into your daily routine? In other words, what will you eat tomorrow?
 - I will likely eat chicken with some fresh veggies on the side
- Could you carry all your groceries?
 - Not by myself in my arms but in a bag maybe.
- How would this trip be different if you had your toddler with you?

- It would probably make it a bit challenging, considering I'd likely have a toddler in my arms, or in my cart. I'd want to make sure that wherever I place the toddler with me, their surroundings are clean
- Any safety concerns while visiting this establishment?
 - None

Foodways

- Does this store meet your food intake needs?
 - Yes it does, since I do not buy many pre-cooked meals and I only buy a small supply at a time. I tend to buy what I will cook within the week or two.
- Does the store remind you of home?
 - Yes it reminds me of home, mostly because of the people, they understand my language, and they treat me like family. In addition to that, there is usually music from my culture playing in the background and foods that remind me of my childhood growing up.
- Is this establishment a sociable place?
 - Very welcoming. When I come back I always recognize the people working there and have built meaningful relationships.
- Do you visit large chain grocers like Kroger or Giant Eagle?
 - Yes I do
- Which do you prefer, large chain or smaller ethnic stores, and why (price, proximity, ethnic needs)?
 - I definitely prefer smaller ethnic stores because they have a lot of what I need, they are not as crowded, and the prices for the things I am purchasing can be cheap depending on what you buy. I would say meat tends to be a bit pricier, but the atmosphere and the people make it worth the price.

Joana J., Store Patron - Ethnic Stores E-mail Survey: joanaj1800@gmail.com

Physical Access

- How many times per week/month do you patronize this establishment?
 - About 2 maybe 3 times per month. (about twice every 2-3 weeks)
- Is this establishment close to your home? Miles or minutes?
 - This establishment is 0.8 miles from my home and is about a 5 minute drive and
- 18 minute walk.
- What mediums of transportation do you use to visit this establishment?
 - I travel by car, rarely by foot.

- Did your method of transportation affect what you purchased (frozen and fresh foods versus stable products)?
 - No, I usually buy what I need.
- Did you consider food safety concerns? What does food safety mean to you?
 - I mainly consider the freshness of the products. To me food safety means freshness and quality, also the proper storing of food.
- How would this shopping trip fit this into your daily routine? In other words, what will you eat tomorrow?
 - This shopping trip fits into my daily routine because I grab various of one time that I can use for plenty of dishes. Tomorrow I will be eating enchiladas.
- Could you carry all your groceries?
 - I wouldn't be able to carry it all alone but I use a cart in the market and at home my family helps me carry the groceries inside.
- How would this trip be different if you had your toddler with you?
 - I see many people struggle because they don't like to leave their carts unattended, especially if the toddler is inside of it. Yet, sometimes the isles might be packed or a worker might have a cart of things in the way.
- Any safety concerns while visiting this establishment?
 - Honestly, no it is a very clean establishment.

Foodways

- Does this store meet your food intake needs?
 - Yes, they offer a variety of lactose options for milk and yogurts which I usually buy when I go.
- Does the store remind you of home?
 - Yes.
- What aspects?
 - The store offers a lot of Latino products that you would usually find in the small market on the corner of the block .
- Is this establishment a sociable place?
 - I don't think it is really sociable.
- Is it welcoming?
 - The market itself is welcoming but i don't think sociable their main priority is get

- people in and out.
- Do you visit large chain grocers like Kroger or Giant Eagle?
 - No, I don't.
- Which do you prefer, large chain or smaller ethnic stores, and why (price, proximity,
- ethnic needs)?
 - I enjoy the smaller ethnic stores because they feel more at home with the
- products they provide and the pricing is affordable.

Figure 1

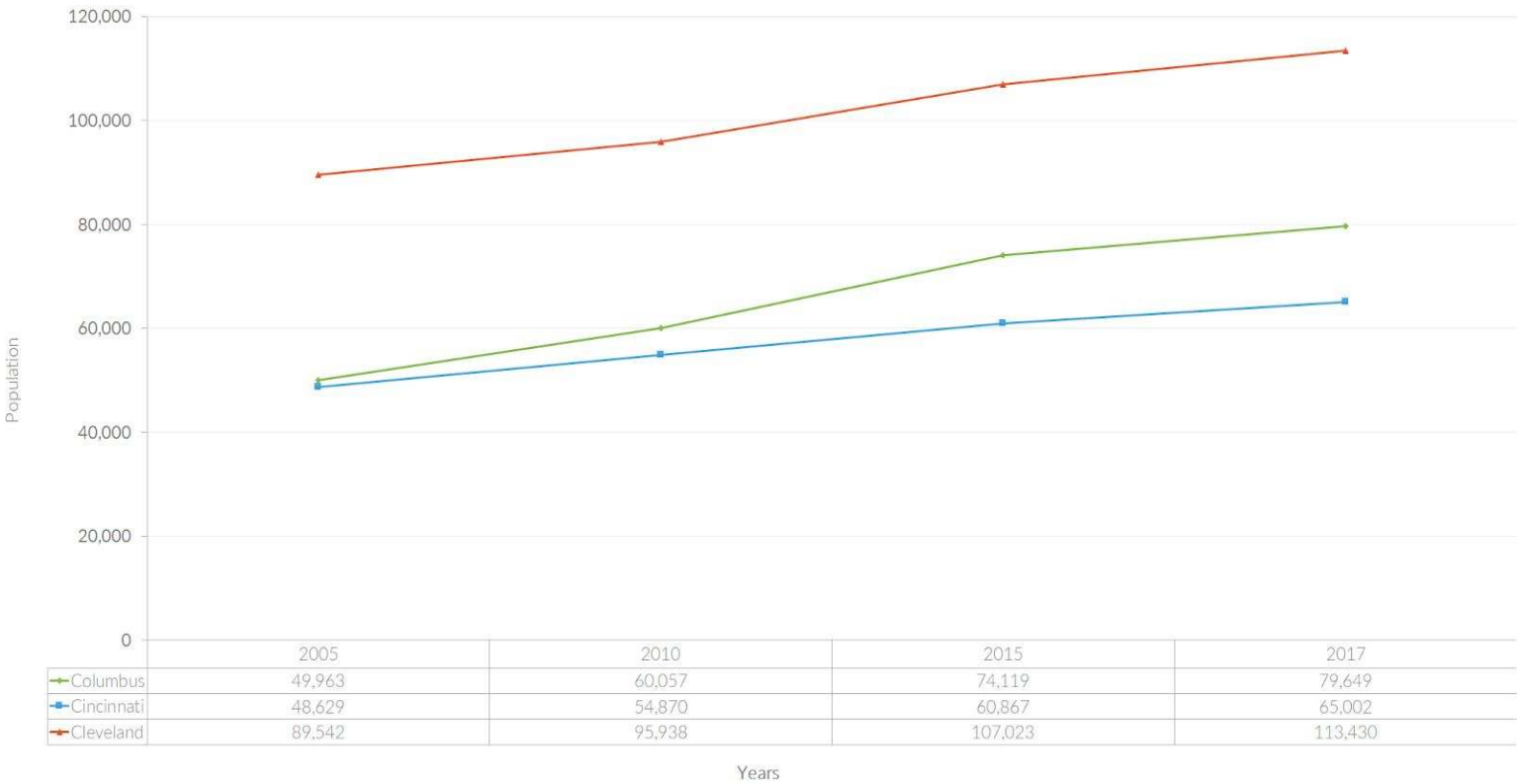


Figure 2

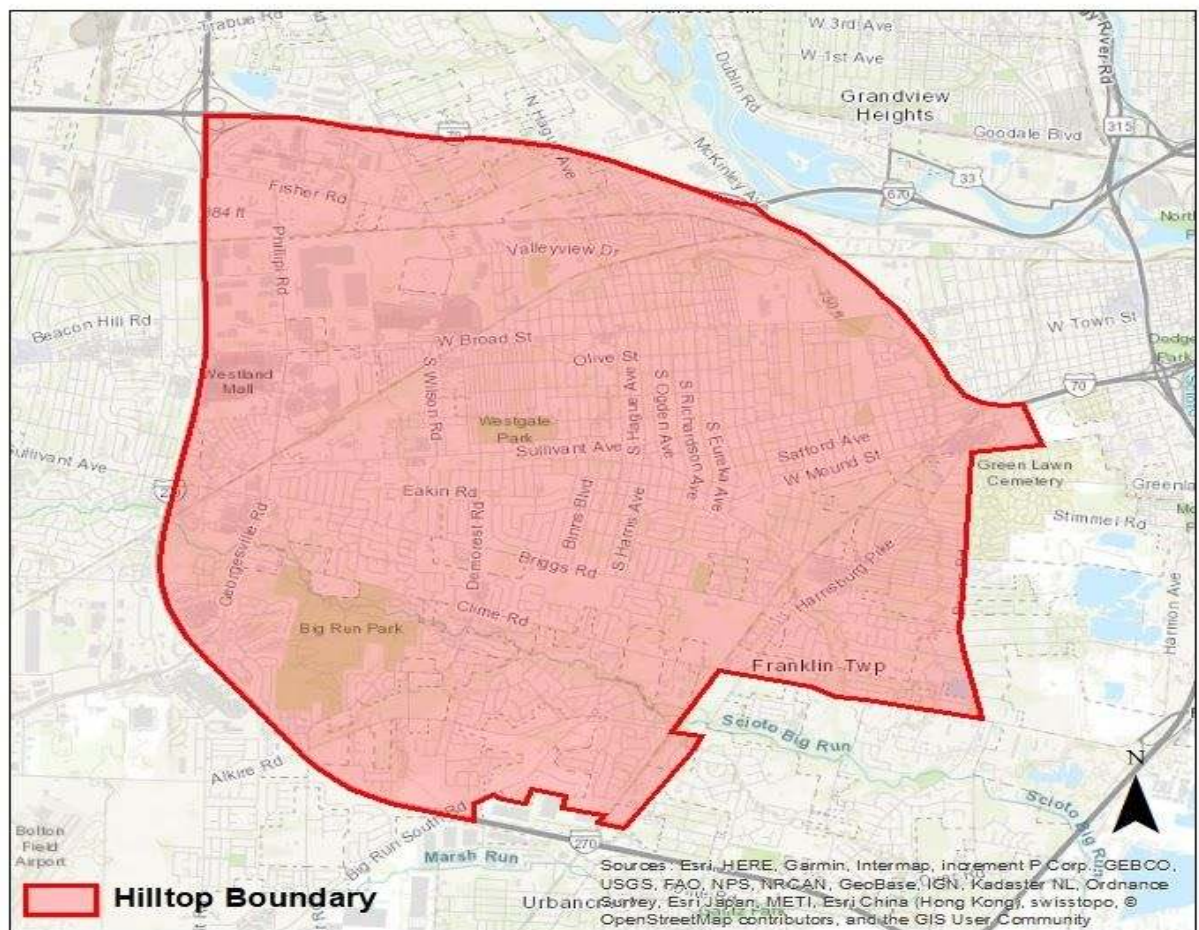
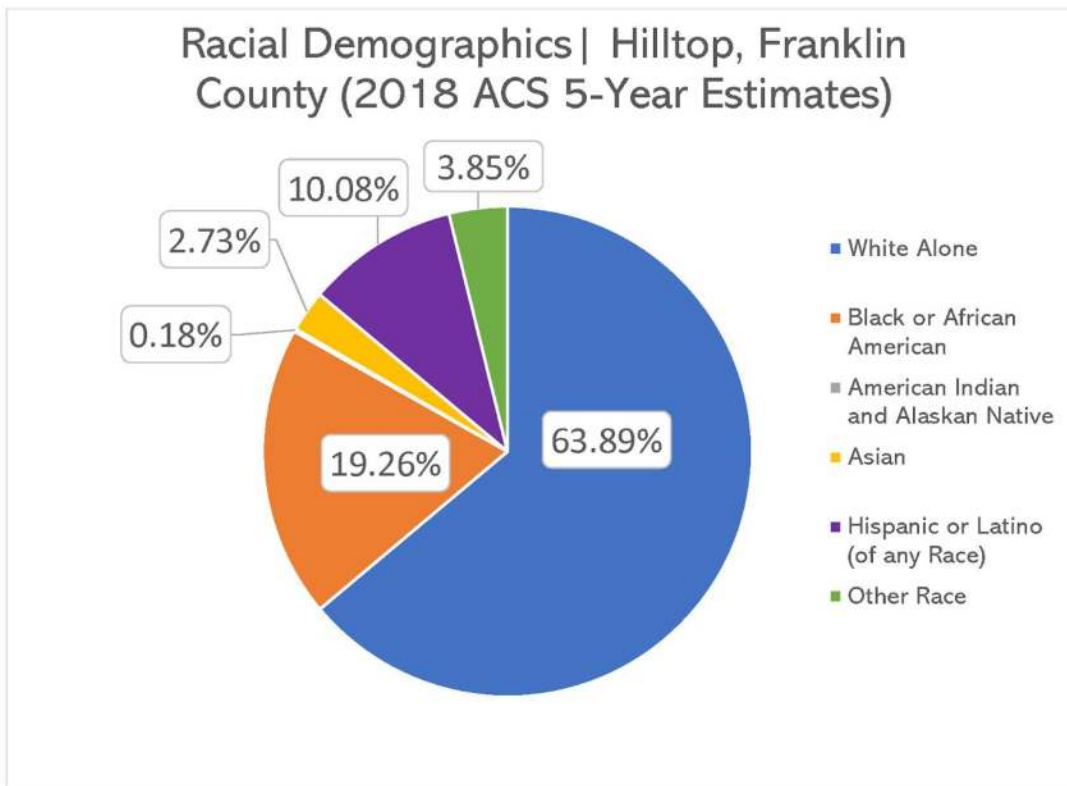


Figure 3



Source: American Community Survey 2018 5-Year estimates for census tracts 45, 46.20, 47, 48.10, 48.20, and 49.