

“Me dicen que es mejor”:
A Portland, Oregon study on
Latina attitudes
and perceptions of organic foods

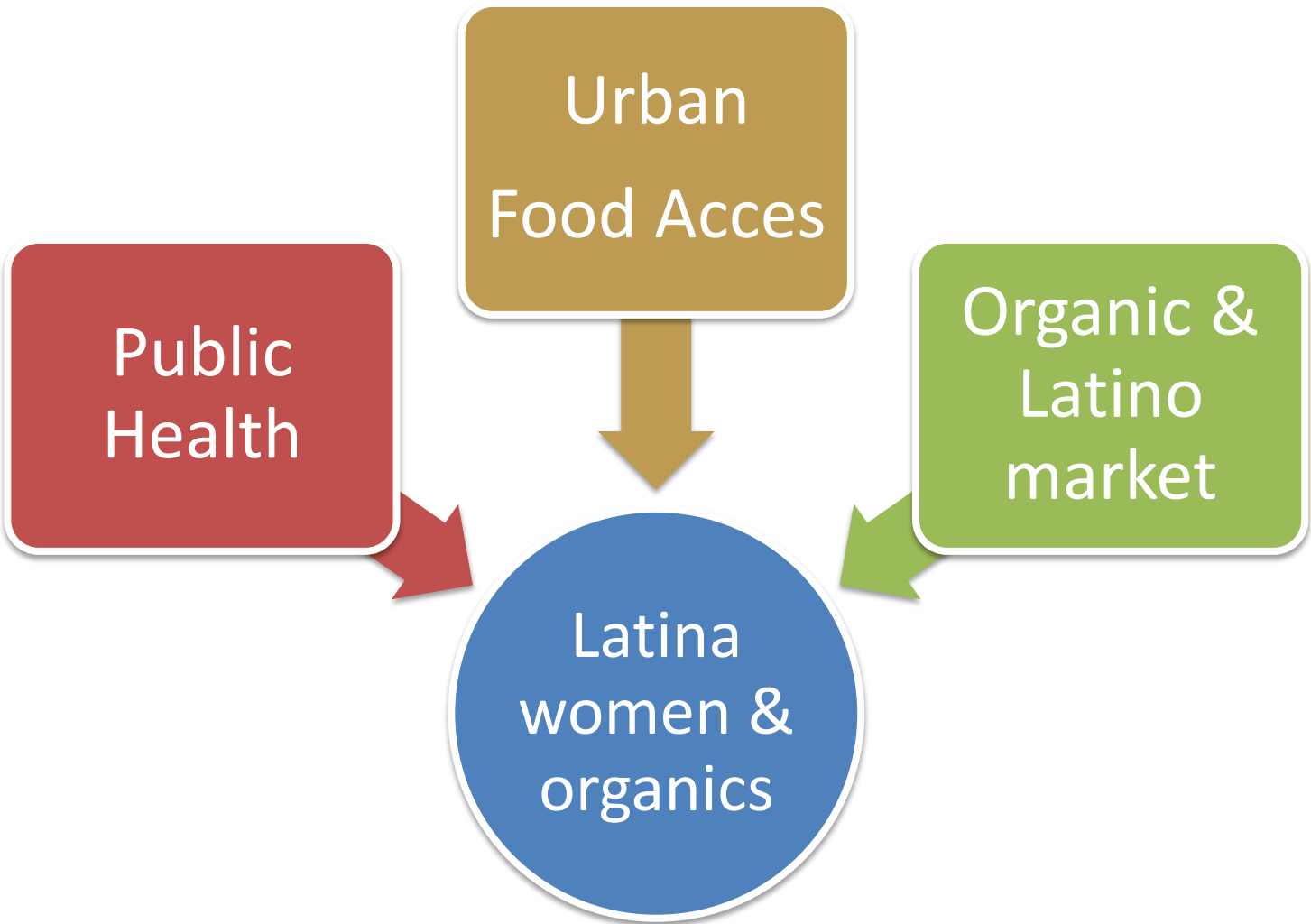
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Hixon Center for Urban Ecology

2014 Urban Fellow Research Paper

BACKGROUND



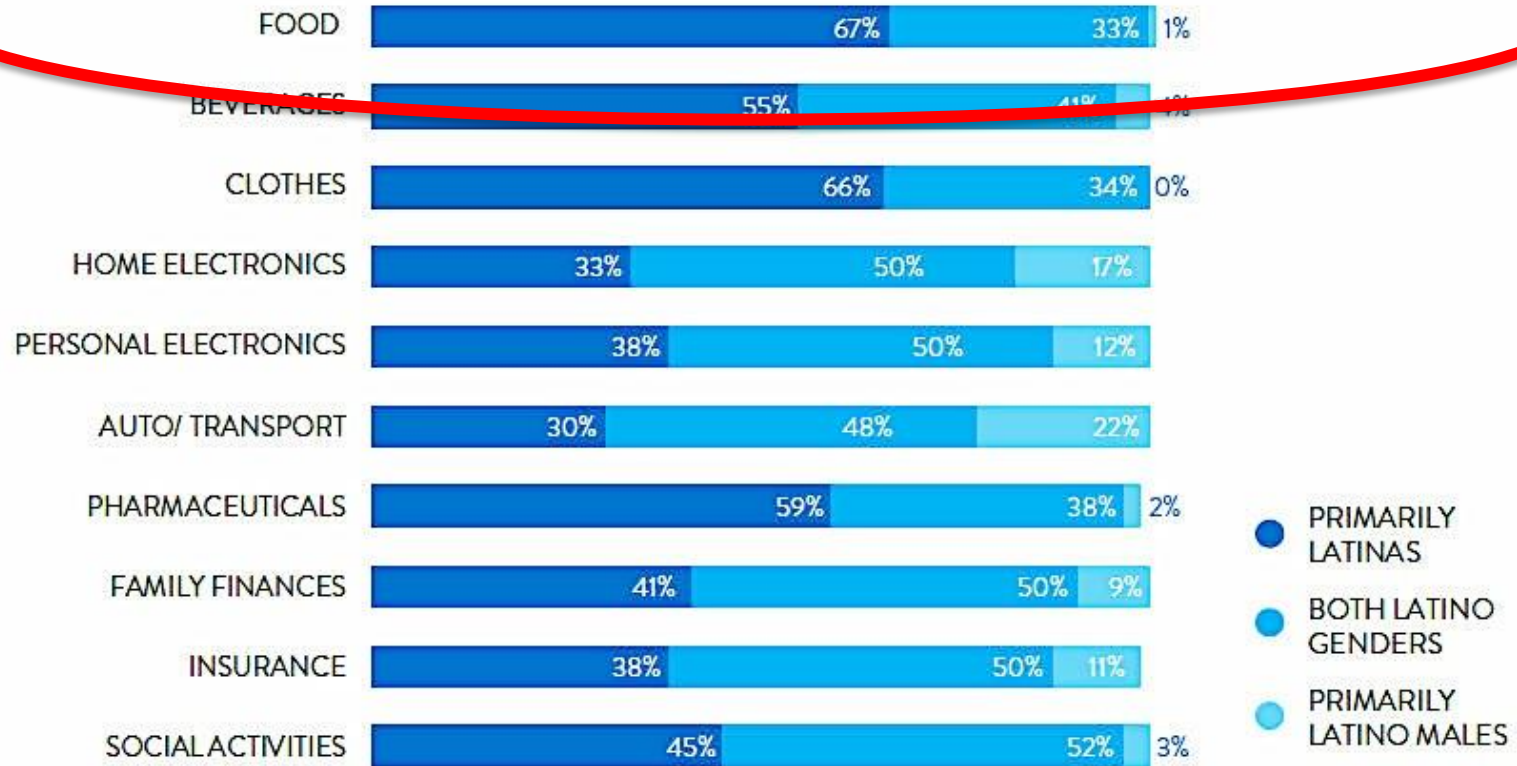
Research Questions

- *How do Latina women perceive and understand organic foods?*
 - *How is the term “organic” understood?*
 - *What values, if any, do they associate with organic foods?*
 - *How can this inform research on Latina women and organic agriculture?*



Why women?

LATINA PERCEIVED DECISION-MAKING BY GENDER

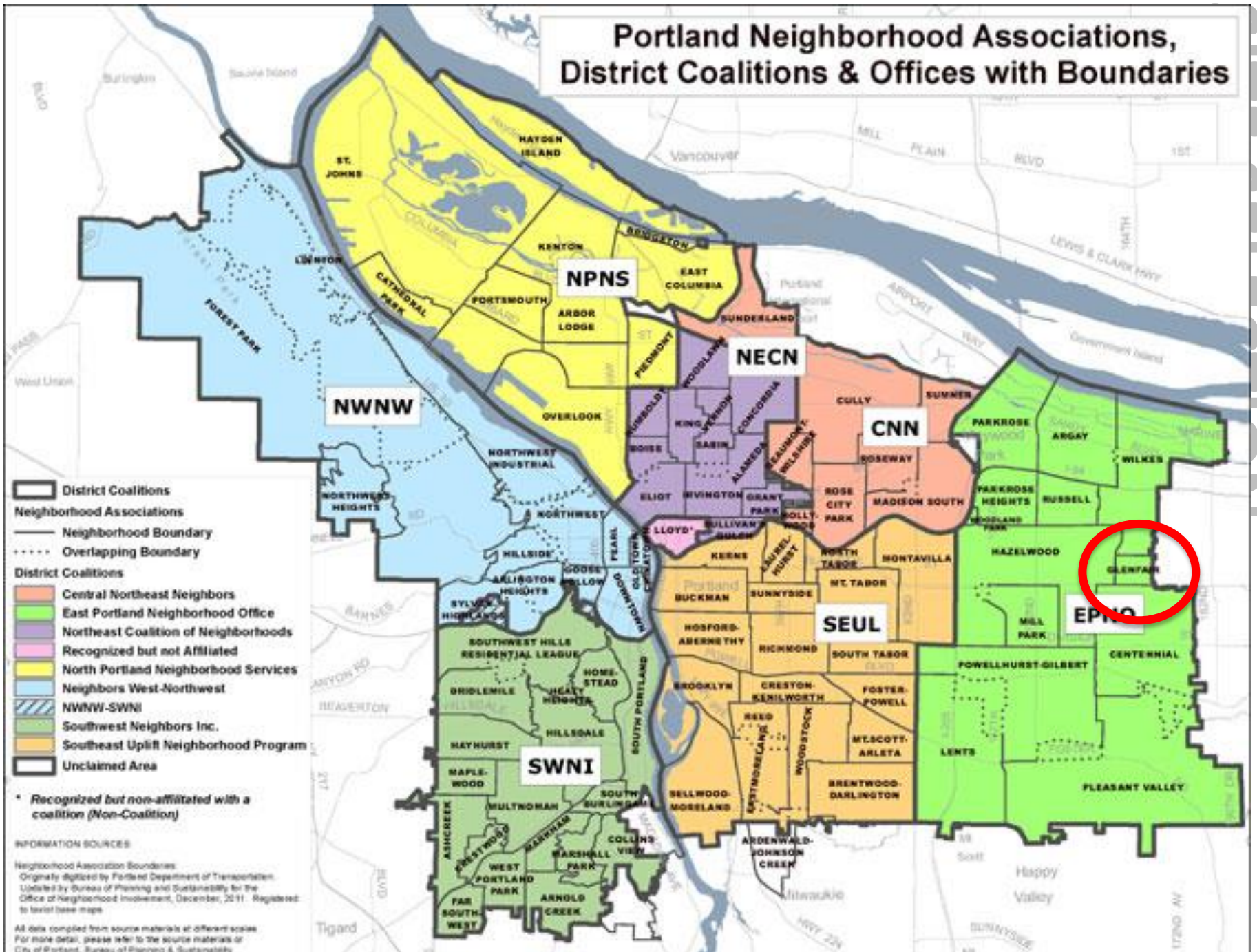


Source: Nielsen Women of Tomorrow Report, 2011.

⁶Nielsen, April 2013.

⁷UGA Selig Center Multicultural Economy Study 2012.

Portland Neighborhood Associations, District Coalitions & Offices with Boundaries



- District Coalitions
- Neighborhood Associations
- Neighborhood Boundary
- Overlapping Boundary
- District Coalitions**
- Central Northeast Neighbors
- East Portland Neighborhood Office
- Northeast Coalition of Neighborhoods
- Recognized but not Affiliated
- North Portland Neighborhood Services
- Neighbors West-Northwest
- NWNW-SWNI
- Southwest Neighbors Inc.
- Southeast Uplift Neighborhood Program
- Unclaimed Area

* Recognized but non-affiliated with a coalition (Non-Coalition)

INFORMATION SOURCES
 Neighborhood Association Boundaries
 Originally digitized by Portland Department of Transportation.
 Updated by Bureau of Planning and Sustainability for the
 Office of Neighborhood Involvement, December, 2011. Registered
 to taxi base maps.

All data compiled from source materials at different scales.
 For more detail, please refer to the source materials of
 City of Portland, Bureau of Planning & Sustainability

Glenfair Neighborhood

- Most densely Latino (26.6%)¹
- Experienced significant growth
- Most ethnically and racially diverse
- Highest poverty rate in the city (36%)²



1. Based on 2010 US Census Data

2. "East Portland in Motion: A 5-year implementation strategy for active transportation." 2012. Portland Department of Transportation. <https://www.portlandoregon.gov/transportation/54306>

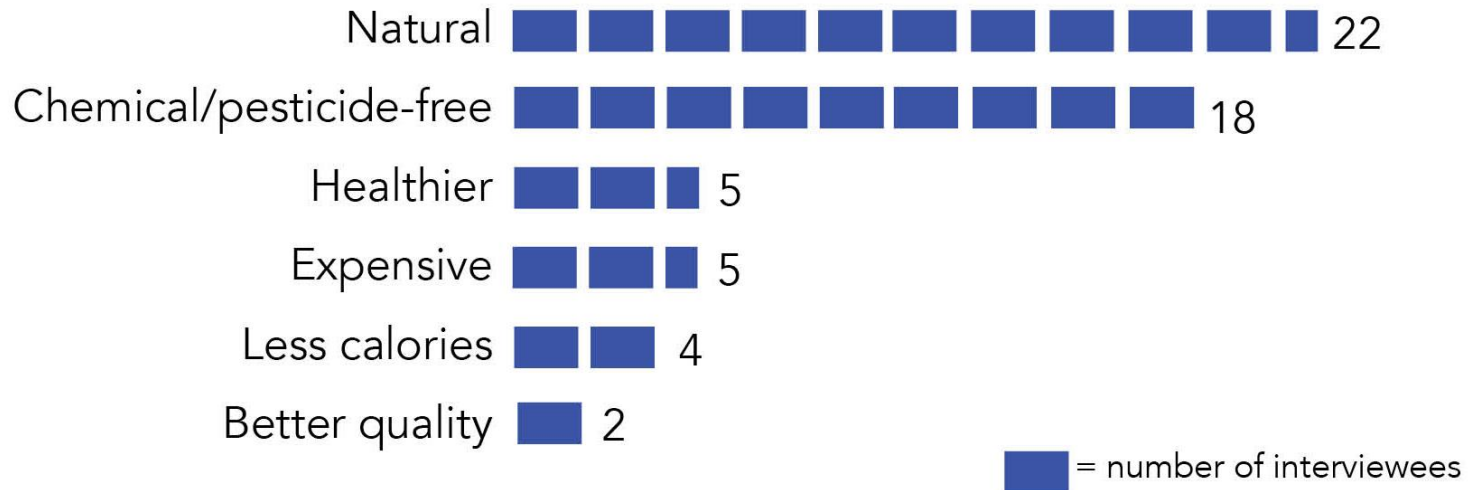
Participants

- Self-identified Latina women
- Head of household or primary food shopper
- Ages 18+

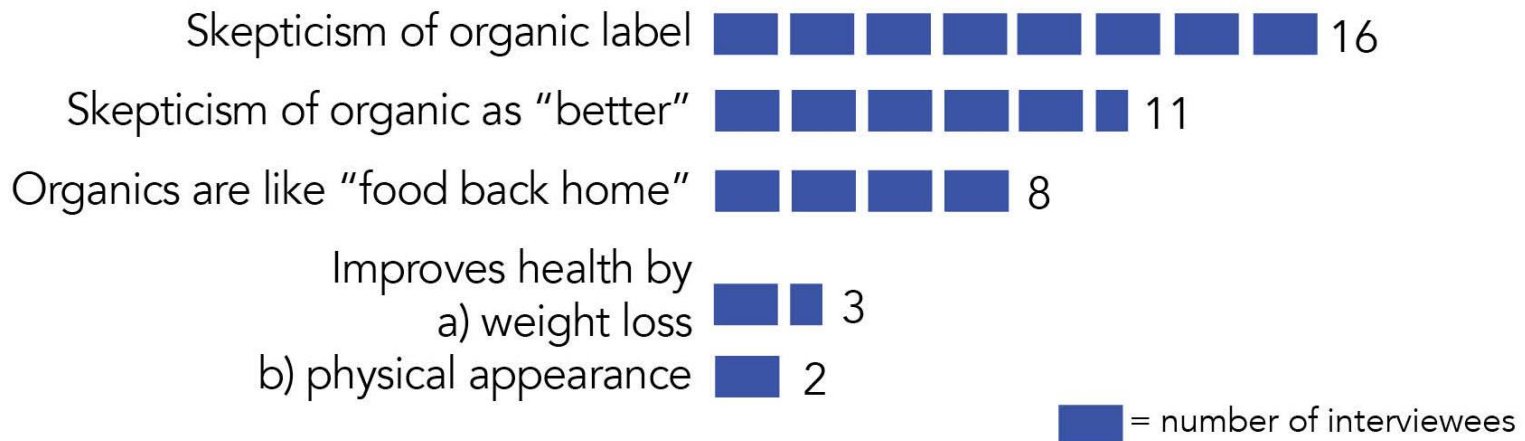
Interviews

- Door-to-door qualitative interviews
- English/Spanish
- Single answer and open-ended questionnaire
- Interviews coded thematically

Associations with organic



Attitudes toward organic



*Total of 32 participants

Attitudes & Associations

- Naturalness tied to traditional methods of home

“Organic food is natural like you grow food in Mexico. My mother always grew her food like that (organically). She used to compost using peels.”

- Health and beauty
- Skepticism

“Well, I see it... But I don’t know how they grew it. Maybe they just put the sticker on and they don’t do anything different.”

Table 1: Stores most frequented

Store	Respondents	Percentage
<u>Winco</u>	28	33%
<u>Walmart</u>	13	15%
Casa Imports	12	14%
Fred Meyer	12	14%
Safeway	6	7%
Albertson's	6	7%
<u>Tapatio</u>	5	6%
Costco	2	2%

Ways forward

- WIC and SNAP as education points for organic produce
- *Tiendas* as a partner for local organic growers
 - Smaller, locally-owned
 - More flexible

Fruit and vegetables

Fresh



Fresh fruit and vegetables

- Whole, pre-cut, shredded or packaged
- Yams and sweet potatoes
- Salad and greens in a bag
- Organic is OK

Not allowed

- No salad bar items, deli items or party trays
- No added dressing or dip
- No added nuts, dried fruit, croutons, etc.
- No canned or jarred fruits or vegetables
- No herbs or spices (like basil, cilantro or parsley)
- No other potatoes (like white, red, russet or gold)
- No plants



Acknowledgements

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