



# Lower Price Hill: Neighbor leadership for food justice

After our family-owned grocery shuttered in 2017, Lower Price Hill councils, residents, organizations and businesses joined together with the City of Cincinnati to create a community-designed, developed, and operated food sovereignty intervention.

Meiser's Fresh Grocery & Deli is now in its 2nd year of operations, offering a walkable blend of affordable and free food & groceries--plus much more!

Here's how we've been doing it.



Our invaluable community grocery partners include resident leaders, Lower Price Hill Community Council, LPH Neighborhood Alliance of Businesses, LPH Neighborhood Action Team and the following:



# Meet One of Our Community Leaders: Ms. Marisha

It was 2019, and Lower Price Hill's family grocery had been closed since 2017 with no appropriate operator applying to partner with developer Price Hill Will on its re-opening. Enter Ms. Marisha, a neighbor who started bravely speaking the truth to partners.



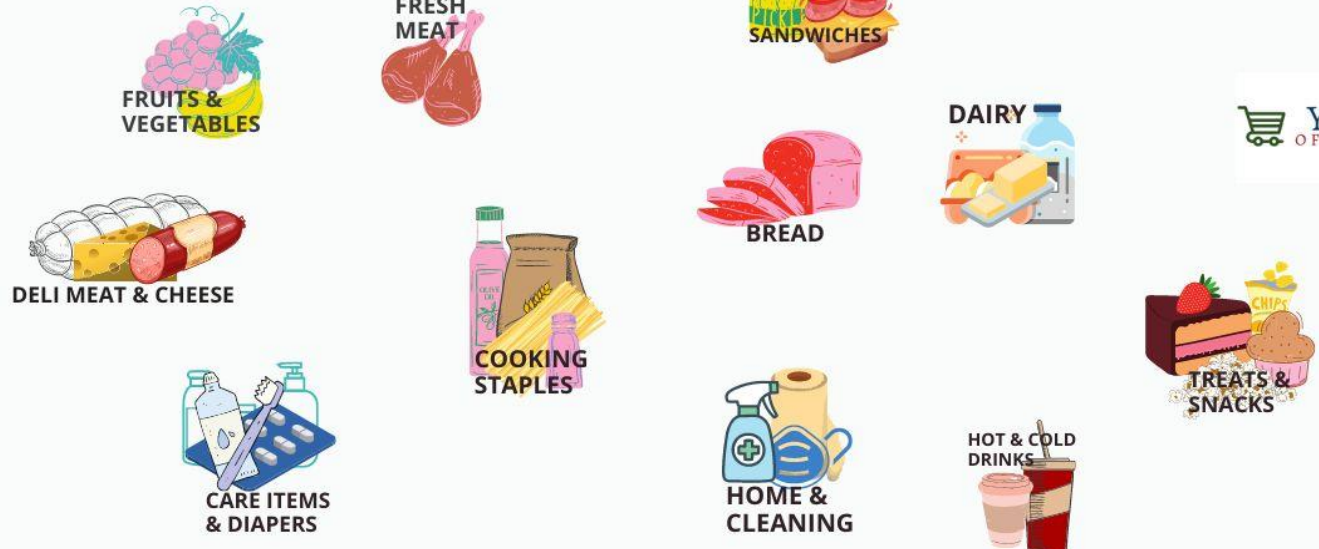
Photo credit: Community Matters

Ms. Marisha is Owner of Williemeanias Treats selling the best sweet potato pie and custom cakes in Lower Price Hill, and a neighbor, grandmother, Community Matters board member, and founding member of Lower Price Hill Neighborhood Action Team and Meiser's.

**"Our families were seeing long term health issues from too many overpriced corner store meals. So we organized. We went door to door and took a survey about what our neighborhood wants and needs. It was more real fresh foods for meals, and more fruits and vegetables; but no store wanted to bring that to us even though we had money to spend. We didn't want handouts.**

**We said that situation's not okay with us. We spoke up. If we need to do it ourselves, then let's do it. Maybe then if we're in control, no one else can ever take food access away again."**

# Building Meiser's: A Timeline



## 2017

- + Meiser's was closing after 40+ years.
- + Community Matters new Neighborhood Action Team formed for grocery & housing.
- + Vision and building become secured through Price Hill Will, LPH Council & Business Alliance and City of Cincinnati.

## 2018

- + Price Hill Will begins construction and restoration of the Meiser's building.
- + Neighbor grocery surveys.
- + Suitable operator not available.

## 2019

- + Nonprofit Your Store of the Queen City created through neighbors' vision.
- + Womens Business Center supports planning.
- + New store meetings & cooking popups start.
- + Vote to keep family name.

## 2020

- + Price Hill Will's stabilizing/white box work continues through 2020 with delays due to pandemic.
- + Later Your Store begins tenant fit-out
- + Farmers Market begins outside including free rescue groceries.

## 2021

- + GRAND OPENING
- + Construction is complete!
- + Equipment installation & health permitting, furniture building by LPH volunteers.
- + Local hiring.

## 2022

- + First year of operations.
- + Team food safety and leadership trainings.
- + Meiser's Green Giveaways free foods program.
- + Establishing audience, cashflow & supply chain.
- + Grow catering & deli.

## 2023

- + Data-based community health partnerships.
- + Community manager development.
- + Family Chef Clubs making community meals.
- + Outdoor patio, entrepreneur & local produce market.
- + Documenting learnings & share.

# In Meiser's first year open:

- 23,713 Shopping trips (up to 125 a day!)
- 500+ Meiser's Green Giveaway customers enrolled in free food programs. (Up to 1,000 now!)
- 38,254 Servings of produce distributed through sales, Produce Perks, and free giveaways.
- \$130,797 Saved by shoppers in cost of travel, with discounts & in free foods.

Learn more online:

[www.yourstoreqc.org](http://www.yourstoreqc.org)

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