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## Fueled by Industry Indifference, Our Food Distribution System is Becoming Increasingly Segregated

by Edward T. Rincón, Ph.D., Rincón & Associates LLC

### EXECUTIVE SUMMARY

This paper discusses the increasingly segregated food distribution system in the U.S. that threatens the fragile health and food insecurity experienced by residents of food deserts in the U.S., populated primarily by lower-income Blacks and Latinos. To illustrate this trend, we focus on economic and demographic trends for the Dallas/Ft. Worth metropolitan area – a large urban center that has been experiencing significant segregation of its food distribution system that we reason is a direct outcome of the indifference shown by various industry stakeholders to food insecurity issues, including media organizations, supermarket retailers, funding organizations, site selection analysts, and a general public whose voice is often muted on these issues. Recommendations are offered to change the trajectory of these harmful practices to ensure more equitable access to healthy foods in urban areas like Dallas/Ft. Worth.

### TARGET AUDIENCE

Supermarket retailers, funding organizations, non-profits and other food industry stakeholders

### ONE'S PROPER PLACE IN SOCIETY

I still remember the days when public restrooms and drinking water fountains were clearly labelled “Colored People Only” or “White Only” – a vivid reminder in those days about one’s proper place in society. Although the drinking water and public restroom restrictions faded over time, their intent to differentiate people by race or skin color



became increasingly obvious as other forms of status differentiation became commonplace, such as segregated housing, segregated schools, and mortgage redlining --- each designed to diminish a quality of life in communities of color that was earned through years of hard work and education. Even as Blacks and Latinos have made progress in homeownership rates, there is emerging evidence of discrimination in the home equity market where home appraisers are deliberately under-estimating the value of Black-owned homes in comparison to white-owned homes. <sup>1</sup>

## **THE DRUMBEAT CONTINUES**

Yet another increasing practice that reminds people of color about their “proper place in society” is our segregated food distribution system. There are an estimated 10,000 food deserts in the U.S. today as reported by the U.S. Department of Agriculture – communities that are populated by lower-income Blacks and Latinos who have limited access to healthy foods.<sup>2</sup> One might ask, how is this possible in a country with an abundance of food? To this point, the general position taken by mainstream supermarkets, without much evidence, is that these communities have higher crime rates, lack the income and population density, and thus not capable of supporting a mainstream supermarket. Until recently, this industry position had not been challenged. However, a recent research study of food deserts conducted in Southern Dallas by a team of academic researchers disputed these industry claims by using federal and municipal data sources that are readily available. The research team found that: (a) crime rates in food deserts were inflated and not properly documented, (b) traditional site selection strategies were biased and under-estimated the annual food-at-home expenditures of food deserts, and (c) a new site selection metric developed by the research team identified several food deserts that revealed sufficient food expenditures to sustain the annual sales of a mainstream supermarket.<sup>3</sup> The study questioned the validity of traditional site selection strategies that overlook indicators of economic potential in food deserts.

## MORE TROUBLED WATERS

The indifference shown by the supermarket industry to the documented economic potential of food deserts – data that is easily accessible on federal web sites -- has encouraged the explosive growth of dollar stores in food deserts throughout the U.S., a disturbing trend that ensures that future generations of Blacks and Latinos living in food deserts will continue to experience high levels of chronic illnesses by consuming the unhealthy foods sold by dollar stores.<sup>4</sup>

Whether by intent or not, the continuation of this segregated food distribution system is unwittingly supported by other troubling industry practices, such as:

- Biased Media Coverage: News stories generally celebrate the entry of new supermarkets into a marketplace but seem unwilling to discuss the communities of color that these new supermarkets consistently avoid. Another curious type of news coverage relates to the growth of dollar stores. Progressive Grocer, a food industry publication, recently published a story celebrating the business success of Dollar General stores and deemed them “Retailer of the Year.”<sup>5</sup> But should we celebrate this achievement given the documented harm caused by dollar stores in food deserts throughout the U.S.?

For example, a recent news story tells us that about 1,000 rodents were discovered recently at the Family Dollar store distribution center in Arkansas. According to the story, the FDA announced a recall for items purchased at stores in six southern states. The FDA inspection followed a consumer complaint which discovered inside the building live rodents, dead rodents in “various states of decay,” rodent feces, dead birds and bird droppings. In their news release, Family Dollar listed the 404 stores that may have sold products<sup>6</sup> from the contaminated facility, while it also stated that the company “is not aware of any consumer complaints or reports of illness related to this recall.” Is it possible that the absence of any consumer complaints or reports of illnesses may have provided Family Dollar executives a false sense of security about food safety and therefore precluded the need to conduct regular store inspections? Indeed, there were dead rodents and others in various stages of decay that could have been present for weeks or months. Shouldn’t food distribution systems be inspected on a regular schedule and not dependent on consumer complaints? It was indeed surprising that one consumer complaint was the singular event that initiated the FDA inspection.

This horrific state of decay in the Family Dollar distribution system should raise alarm bells about food safety at all dollar stores, especially given their rapid growth and their primary customer base – economically and medically vulnerable persons.

- Ineffective Public Policies: Public officials fail to prioritize policies that restrict the growth of dollar stores in food deserts, and often waste millions of taxpayer dollars on risky interventions to address food insecurity issues without evaluating the risks and profitability of these investments. Thus, one poor decision just follows a previous poor decision.
- Indifference of Funding Sources to Research: Foundations or philanthropists sometimes place a low priority on research that evaluates whether funded projects are aligned with community needs, a major problem identified in a recent Urban Institute study of funding trends.<sup>7</sup> Moreover, without solid research that makes a compelling case for the presence of supermarket redlining practices and its consequences for Blacks and Latinos, advocacy for legislative action remains an uphill battle, the presence of food deserts remains unchanged and dollar stores continue to flourish.

## A CURIOUS PARADOX

The continuation of a segregated food distribution system seems paradoxical when considering the extent to which the supermarket industry depends on the food expenditures by communities of color. For example, a recent Dallas Morning News story in 2021 about supermarket sales and market shares in the Dallas/Ft. Worth metropolitan area reported \$23.6 billion in sales by 22 supermarkets and 572 dollar stores.<sup>8</sup> Recent 2020 Census data also tells us that nearly half (45%) of the Dallas/Ft. Worth metro population was comprised of Blacks and Latinos – a segment that is likely responsible for approximately half of the \$23.6 billion sales in the Dallas/Ft. Worth metro area.<sup>9</sup> Interestingly, most of the 22 supermarket chains reported in this story did not have a presence in the estimated 50 food deserts located in Southern Dallas although this area is home to a large proportion of Black and Latino residents who also desire higher quality supermarkets and healthy food choices for their families. The extent of this geographic segregation is underscored by recent locations chosen by H-E-B for their stores in North Texas. The sites chosen in Frisco and Plano, for example, were already crowded with 6 to 7 other supermarket competitors and populated by predominantly white and Asian residents. In Southern Dallas, two zip codes with predominantly Black and Latino residents showed comparable economic potential as the sites in Frisco and Plano given that the Southern Dallas zip codes had no more than one supermarket present.<sup>10</sup> The potential redlining trend by H-E-B has yet to be discussed in news stories.

The map on the following page presents the distribution of food deserts (shaded in green) as well as the distribution of supermarkets (red triangles) by the 12 counties in the Dallas/Ft. Worth metropolitan area. The map clearly shows the extent to which the 542 supermarkets carefully avoid the 189 food deserts.

**Figure 1: Distribution of Food Deserts and Supermarkets in DFW**

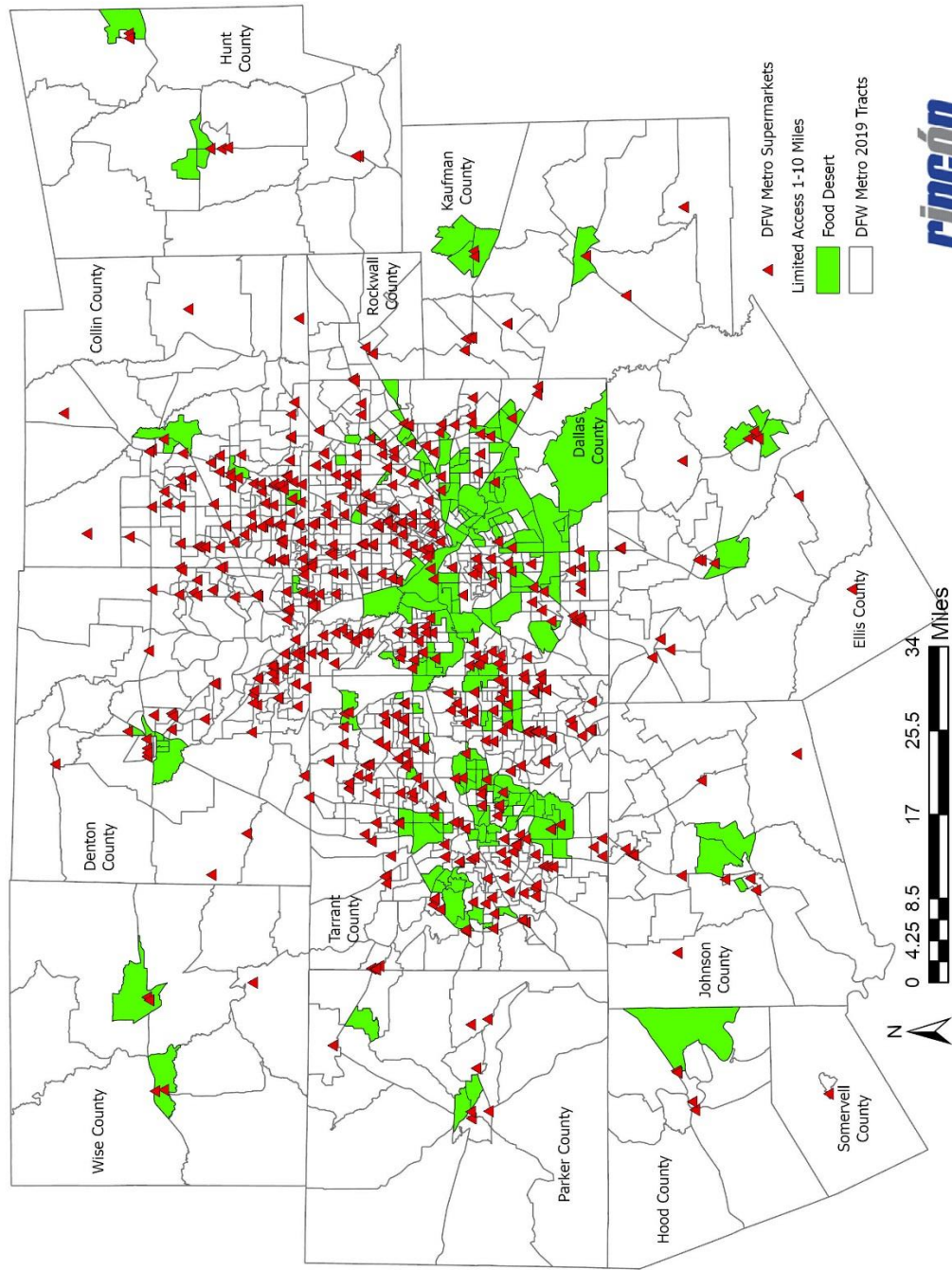




Figure 2 below displays the distribution of the five H-E-B locations that were announced for future store locations, although the Oak Cliff property in Southern Dallas was purchased but a store opening was not announced. Clearly, the H-E-B site location strategy shows little interest in food desert communities.

**Figure 2: Distribution of Food Deserts and H-E-B Future Store Openings in DFW Metro Area**

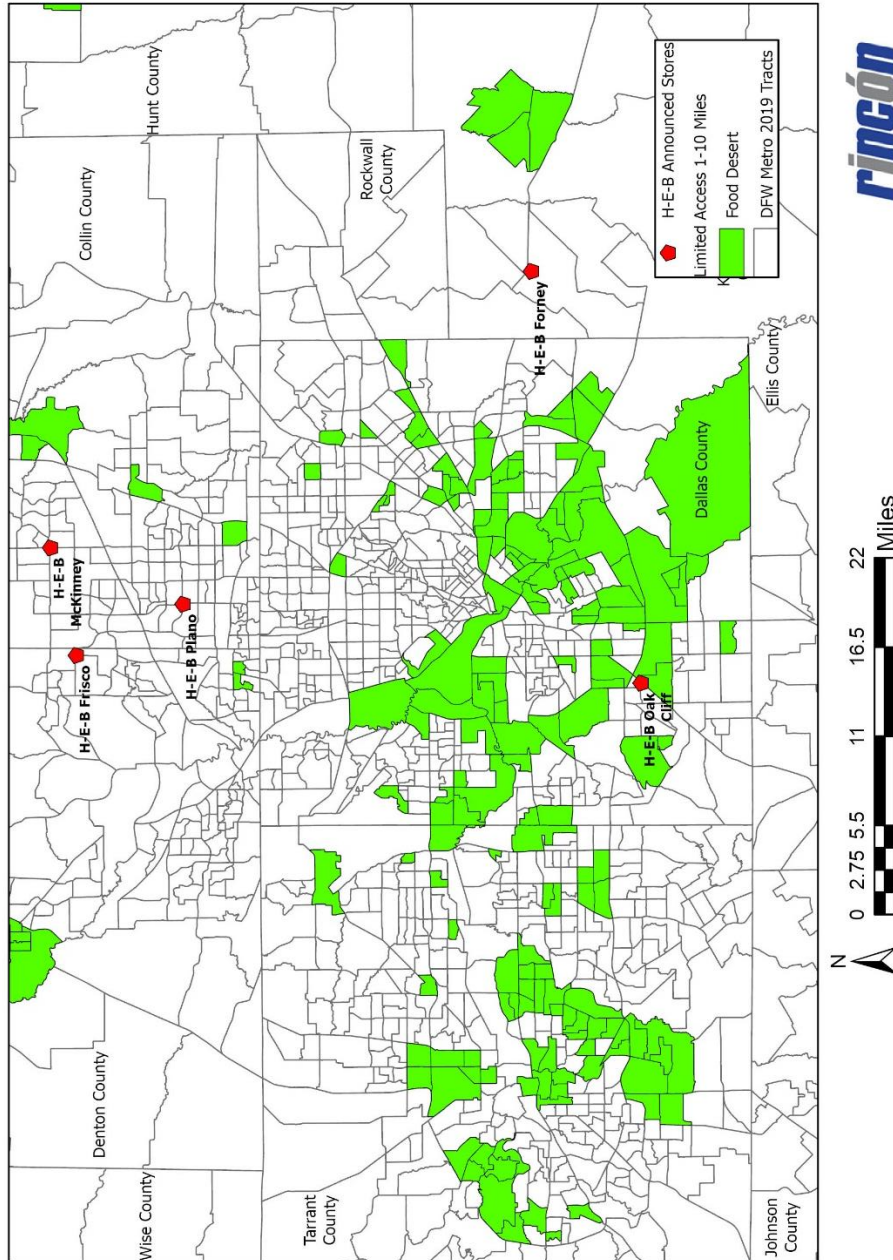


Table 1 below further underscores the absence of rationale thinking in current decisions to deprive residents of food deserts equitable access to mainstream supermarkets and the healthier foods and amenities that they provide.

Table 1: Economic Profile of Dallas-Ft. Worth Census Tracts by Food Desert Status

Food Desert Status	No. Census Tracts	Total DFW Metro Population	Economic Indicators (Median)			
			Median Household Income	Aggregate Household Income	Annual Food at Home Expenditures	Snap Annual Estimated Payments
Food Desert	189	1,019,698	\$43,869	\$94,977,900	\$8,470,602	\$1,072,620
Non-Food Desert	1,132	6,357,625	\$72,826	\$166,419,850	\$8,640,353	\$399,960
Total	1,321	7,377,323	\$66,422	\$151,112,600	\$8,603,103	\$487,224

Sources: American Community Survey 2019 5-Year Estimates, USDA Food Atlas 2021.

This table reveals several important points. First, it is clear that residents of food deserts, compared to residents of non-food deserts, on average earn decidedly lower median household incomes and aggregate household incomes. Secondly, it is also clear that despite these income disparities, residents of food deserts had nearly the same average annual food-at-home expenditures (\$8.4 million) as residents of non-food deserts (\$8.6 million). Moreover, on average residents of food deserts received more than double the amount of estimated SNAP payments (\$1.0 million) compared to residents of non-food deserts (\$399, 960). Thus, supermarket executives have no economic argument for continuing their redlining practices.

## AT A CROSSROAD

Our food distribution system appears to be at a crossroad in deciding the best path for ensuring that food equity is guaranteed to all residents. Do we choose **option A** which relies on the traditional “colored only” or “white only” strategy that continues supermarket redlining practices, or do we choose **option B** which requires that supermarkets revise their site selection strategies to incorporate more relevant indicators of the economic value of food deserts and begin to invest in these communities? The community voices advocating for a more equitable food distribution system are often heard in community meetings, public hearings and webinars but often muted by a media community that has a disdain for discussions about supermarket



redlining. Indeed, if the same level of indifference had been shown regarding past mortgage redlining practices, little progress would have been made legislatively to stop this practice.

Following are some of the community advocates that continue to voice the need for a supermarket in Southern Dallas and a study of community needs:

- Non-profits in Southern Dallas who have struggled to recruit a mainstream supermarket into their communities, including:

Anga L. Sanders, Executive Director, FEED Oak Cliff

James McGee, President/Chair, Southern Dallas Progress Community Dev. Corp.

Chris L. Simmons, Pastor, Cornerstone Baptist Church

Julianna Bradley-YeeFoon, Director of Food Justice, For Oak Cliff

- Casey Thomas II, Dallas City Councilmember, District 3 has advocated in past years to bring a supermarket into Southern Dallas.
- Peter Brodsky, a local philanthropist and developer for Red Bird Mall in Southern Dallas, recently penned an op-ed in the Dallas Morning News pointing to the difficulty of attracting a supermarket to this community.<sup>11</sup> Following is an excerpt from this op-ed:

“HEB’s long-awaited entrance into the North Texas market is good news. Many of us are excited to have the opportunity to benefit from HEB’s legendary combination of high-quality fresh food, reasonable prices, and great service. But an aching question remains as to why only some of us in North Texas will be able to enjoy HEB, or any other quality grocer for that matter. Specifically, quality grocers with fresh foods continue to refuse to open in southern Dallas.....We don’t mean to imply these are conscious biases on the part of grocery chains, and we aren’t taking aim at HEB specifically. It’s only a symbol of the broader industry. We do not think grocers are intentionally putting up barriers to a southern Dallas store, but we do think that they need to challenge the assumptions they make and look at the area with fresh eyes.”

This op-ed was significant for two reasons. First, it is perhaps the only DMN publication that addresses the potential practice of supermarket redlining. Secondly, no mention was made of the need for a market study that might convince a supermarket like H-E-B to consider doing business in Southern Dallas even though a market study was conducted in Southern Dallas to facilitate the planning and development of Red Bird Mall.

- Over the past several years, Rincon & Associates LLC has shared research documenting the economic potential in Southern Dallas for a supermarket, including presentations to local non-profits and food industry stakeholders, publications in academic journals, presentations at academic conferences, and webinars on the economic value of food deserts. We also introduced the Urban Site Selection Model – a prototype dashboard

that visitors can use to identify food deserts in Texas that show economic potential for a supermarket.<sup>12</sup>

- Local news organizations have generally not been supportive in addressing redlining practices, often ignoring statistical reports frequently shared through news alerts. Two exceptions are noteworthy. *D Magazine* published an excellent story about the findings of the research study of South Dallas food deserts<sup>13</sup> while *WFAA* broadcasted a series of special investigations regarding present day mortgage redlining practices by area banks in Southern Dallas.<sup>14</sup> These media shops are to be commended for taking the bold step to highlight these practices and should serve as a model for other news organizations that have chosen to remain silent on this important topic.

## **FUNDING ORGANIZATIONS – A MIXED BLESSING**

Foundations, private corporations and philanthropists present a special challenge to the future progress of eliminating our segregated food distribution system. On the one hand, funding organizations provide the dollars needed to create innovative solutions to food insecurity and expand access to healthy foods by supporting alternative methods, like farmers markets, community gardens, food banks and consumer health education. The continued persistence of supermarket redlining practices underscores the need to provide communities of color access to healthy foods while the supermarket industry remains idle. However, my past experience in applying for grant support to document redlining practices and economic potential in food deserts suggests that funding organizations tend to place a low priority on scientific research, preferring instead to fund social interventions. If a higher priority is not allocated by funding organizations to support scientific research, it makes it more difficult to make a compelling case about the harm experienced by communities of color and their economic potential to support the same quality of supermarkets that are readily available in white communities. Moreover, research is an excellent way to determine whether funding practices are aligned with community needs. Clearly, there is an apparent need to re-evaluate the role of research in current funding strategies.

## A CALL TO ACTION

One thing should be clear: There is no justification for supporting a food distribution system that rewards predominantly white, higher-income communities with the highest quality supermarkets, while providing predominantly Black and Latino communities living in food deserts limited access to high quality supermarkets or access to an over-abundance of second-class dollar stores. The trajectory of this segregated food distribution system is similar to the mortgage lending redlining practices: both tend to discredit the economic assets of Blacks and Latinos as justification for denying them access to home purchases or higher quality supermarket choices. While sound research was critical in documenting discriminatory loan denial rates by race that eventually led to federal legislation that prohibited mortgage redlining practices, the same outcome for supermarket redlining practices is made more difficult due to the absence of compelling research and indifference by a community that appears accepting of the segregated food distribution system that has emerged.

Interestingly, the current system of segregating food systems by race and geographic location seems like a convenient strategy for supermarkets and dollar stores. That is, supermarkets get to focus their site selection and marketing strategy on higher income, predominantly white communities and agree to avoid food deserts that are the domain or target segment of dollar stores. Conversely, dollar stores agree to focus their site selection and marketing strategies almost exclusively on food deserts with predominantly lower-income Black and Latino residents and further agree to avoid communities that are the nearly exclusive domain of supermarkets. Did this pattern of segregation by location and race occur just by chance, or was it an outcome of some unknown competitive tactics that the Federal Trade Commission might consider suspicious? The following text extracted from the FTC web site illustrates this point: <sup>15</sup>

“Plain agreements among competitors to divide sales territories or assign customers are almost always illegal. These arrangements are essentially agreements not to compete: "I won't sell in your market if you don't sell in mine." The FTC uncovered such an agreement when two chemical companies agreed that one would not sell in North America if the other would not sell in Japan. Illegal market sharing may involve allocating a specific percentage of

available business to each producer, dividing sales territories on a geographic basis, or assigning certain customers to each seller.”

To be clear, no one is suggesting that such an agreement between the supermarket and dollar store industries has been made or considered, but rather than the precision and outcome from their site selection strategies could raise a red flag. Such patterns are not likely to happen purely by chance.

## **MOVING FORWARD**

In conclusion, I would like to propose a set of recommendations to the various stakeholders involved in the food industry as a challenge to begin the process of changing the current trajectory of our food distribution system.

Site Selection Metrics: Race-ethnic bias in measurement systems has become more visible in recent years. The Nielsen Company – which has been the gold standard in producing television and radio ratings for decades --- recently lost their accreditation from the Media Ratings Council in part due to inaccurate ratings of Black and Latino television audiences.<sup>16</sup> In recent years, more institutions of higher education have dropped the SAT and ACT from admissions requirements while many have made it optional – partly due to the pandemic as well as concerns about maintaining a diverse student population.<sup>17</sup> It is thus no surprise that similar problems can occur when using traditional site selection strategies in communities that are predominantly Black or Latino. The site selection metrics evolve over time and usually customized to fit the marketing objectives and target segments desired by a client. Since these are generally proprietary formulas, transparency is not to be expected. In studying retail site location strategies in Southern Dallas food deserts, regression analysis revealed that traditional indicators like median household income, unemployment rate, and poverty rate were not good predictors of food-at-home expenditures. Better predictors included aggregate household income, number of household members, and SNAP benefits. Research firms specializing in site selection strategies may need to re-evaluate the metrics that they include in their decision-

making strategies if the goal is to identify promising food deserts with economic potential for a supermarket. Our Urban Site Selection Model, mentioned earlier, is a model that should be explored to guide or modify site selection strategies in food deserts.

Funding Organizations: Research should be assigned a greater weight in funding decisions, both to ensure alignment of funding with community needs and to maximize the probability of a successful outcome for funded projects. A recent intervention in a food desert vividly underscores this point. In one food desert with predominantly Black residents, a mainstream supermarket was built to provide easier access to healthy food choices. Preliminary research was not undertaken to assess community needs and preferences for the new supermarket, presumably because decision makers believed that it would be the preferred choice among residents in this food desert. After a two-year period, the research team discovered more than 75 percent of the residents had continued shopping at another supermarket farther away from their neighborhood which apparently met their needs more effectively. A well-designed research study of community needs at the beginning of this project might have avoided this unfortunate outcome.<sup>18</sup> Lesson learned: Funding organizations cannot assume that the innovative solutions that they fund will be a good fit to the needs of community residents.

Public Officials and Chambers of Commerce: The engagement of public officials on food insecurity issues varies significantly, some showing strong passion for the struggles faced by their constituents and others who appear relatively indifferent. A well-informed and passionate public official can command the attention of the media and engage a broad audience by utilizing updated statistical information to make a compelling case for changing the patterns of supermarket redlining. By partnering with local chambers of commerce that share a similar vision, the effectiveness of public officials could be amplified and private sector companies could also contribute resources to identify potential solutions.

An excellent case study that illustrates the progress that can be made when a private sector organization engages with local organizations to address food insecurity. Arlington Woods,

Indianapolis is a food desert with a predominantly Black community of 100,000 residents without a full-size grocery store within a 4-mile radius. A medical device manufacturer – COOK Medical – is building a plant in this community and investing \$2.5 million to add a 14,000 sq. ft. grocery store that evolved from feedback by community residents. Local organizations such as IMPACT Central Indiana, a multi-member limited liability company, will provide capital and inventory. Importantly, two local Black convenience store owners were hired to operate the new grocery store and provided training on store operations as well. The plan calls for these two young men to assume store ownership as well. The opening of Indy Fresh Market is scheduled for Winter 2023.<sup>19, 20</sup> Are there any businesses in the Dallas/Ft. Worth metro area that would consider a similar bold initiative?

Supermarket Industry: Local DFW supermarket retailers have been effective in avoiding negative publicity related to redlining practices while being very effective in capturing media attention of new store openings. The topic of redlining practices is also nearly invisible in online food industry web sites. Changing the mindsets of supermarket retailers from negative perceptions of food deserts to a more positive awareness of their economic potential is a major challenge, especially since their voices are usually missing in conferences, webinars or public meetings related to food deserts and food insecurity. To their credit, some supermarket chains have a history of making contributions to food banks, non-profits and other community organizations and remind us of these contributions on their web sites. However, such contributions should not be used as justification for not providing a full-service supermarket in food deserts – an option that residents would likely prefer over occasional corporate contributions. It is worth repeating again that a well-funded research study needs to be conducted that reveals the economic potential of food deserts. At least one study in Southern Dallas has already addressed this issue using secondary sources of information,<sup>21</sup> but its scope needs to be expanded and shared with supermarket decision executives and board members. Based on research proposals submitted and advocacy efforts made by local non-profit organizations to conduct such a study, no one --- including some supermarket executives, public officials or funding organizations – believes that such a study is needed. It is likely that many of



the board members of large supermarket chains in the U.S. are Black or Latino --- a group of potential advocates that should be identified and encouraged to support an investigation into potential redlining practices for their supermarket brand. The continuing segregation of food distribution systems is also creating “category killers” – that is, brands that are very successful and eventually eliminate competitive brands in specific markets. Dollar stores can be considered category killers as trends reveal that their entry into food deserts leads to the closure of other food retailers who are unable to make a profit. Also, rather than launch a store in an underserved food desert, some supermarket brands like H-E-B will instead enter communities that are already crowded with several other supermarkets that will likely experience sales declines and closure. Such supermarkets could also be considered category killers and do not offer any definable long-term benefits to consumers if their shopping choices are more limited.

Non-Profit Organizations: In response to redlining practices and the food shortages caused by the COVID-19 pandemic, numerous local non-profits have responded aggressively to serve the needs of families for food, supplies and various support services. Moreover, funding organizations and public agencies have also contributed financial support to encourage non-profits and others to create alternative food options – including community gardens, farmers markets, and other innovative ways to make healthy foods more accessible to people living in food deserts. However, these alternative solutions should not be considered substitutions for a full-service supermarket that provides a broader range of food choices, supplies, services and other amenities that shoppers enjoy. Non-profits should continue their strong advocacy for a mainstream supermarket in the communities that they serve although this advocacy may be muted by agreements with funding agencies to avoid making public statements that criticize their funding sources or offer comments on controversial topics to the media.

Media Community: In news coverage related to the segregation of food distribution systems, news organizations should follow the model previously described by WFAA regarding mortgage redlining practices in Southern Dallas and D Magazine regarding supermarket redlining

practices. Redlining practices --- whether they involve supermarkets or mortgage lending – are harmful to Black and Latino residents and the public has a right to know how they can take action against these harmful practices, not unlike a defective medication or contaminated food. Like many other businesses, supermarkets do not always treat their customers fairly and such retailers should not benefit from some protective shield that insulates them from negative news coverage. Balanced news coverage on supermarket redlining practices has the potential to make supermarket executives and board members more accountable to their investors and customers – a goal that may seem like a long shot but is clearly achievable. Simply avoiding stories about supermarket redlining practices or avoiding the use of this label in stories will not make the practice disappear. It is indeed ironic that the Dallas Morning News, in a recent op-ed, was strongly advocating for the Southern Gateway Park that carries a hefty multi-million dollar price tag and described as follows:

“...a 5-acre park that will connect the east and west sides of the city.....a real chance to sensitively change the future and fortunes of this part of the city.”

To initiate fundraising efforts, former mayors Mike Rollins and Ron Kirk have been appointed as co-chairs along with Oak Cliff developer Amanda Moreno Lake to lead the campaign. It is truly amazing how the media, former public officials and the philanthropic community can organize a campaign surrounding a project that will supposedly benefit Southern Dallas, and yet remain indifferent to solving the lingering food desert problem in this community. If a poll of Southern Dallas residents were taken today, one can only wonder if they would support investment in such a grandiose park or development of several supermarkets in their communities. We are not likely to know the answer to this question since the need for the Southern Gateway Park is not driven by the residents of Southern Dallas but rather by City leaders whose vision sometimes obscures the more urgent needs of Southern Dallas. Why not kill two birds with one stone? Perhaps the Southern Gateway Park campaign should include an effort to also raise funds to support the development of a new supermarket in Southern Dallas or incentivize a supermarket chain not currently operating in the Dallas area to serve the Southern Dallas community.

Mobilizing Black and Latino Consumers in Dallas/Ft. Worth: Aside from the indifference shown by the media community, it is worth mentioning that the level of noise generated by local Blacks and Latinos about supermarket redlining practices has not been particularly loud. Indeed, where is the anger, the protests on the streets or the threats of boycotts? On issues related to vaccines, critical race theory or similar controversial issues, the “noise” level of angry parents or consumers is often loud and frequently captured by the media community. Why is a similar level of anger and protest not evident for supermarket redlining practices? Perhaps it is time for Black and Latino organizations to initiate outreach strategies that engage their constituents with information and strategies to use their collective food buying power – estimated at \$13 billion in the DFW metro area --- to pressure public officials and supermarket retailers to adopt policies that expand access to higher quality supermarkets and healthier food in their communities. If existing supermarket retailers remain reluctant to serve Blacks and Latino residing in food deserts, the outreach campaign should identify other supermarket retailers not currently operating in the Dallas/Ft. Worth metro area to establish a presence in these communities. In addition, Black and Latino advocates should focus some of their attention on current Black and Latino board members of supermarket chains to educate them on potential redlining practices and begin to monitor the extent to which redlining practices are present in their market areas.

In closing, there are various potential solutions that could be implemented to stop the continued segregation of our food distribution system. Acknowledging that we have a problem with supermarket redlining in Dallas/Ft. Worth is the first step, but change is not likely to occur unless this acknowledgement is followed by an organized campaign that includes the various stakeholders discussed here and accompanied by credible research that documents the supermarket experiences of Black and Latino residents. While we currently lack the legal basis for forcing a change in current supermarket redlining practices, there nevertheless remains a moral and ethical imperative to do the right thing. The experience of Indy Fresh Market in Arlington Woods, Indiana confirms that this is possible in Southern Dallas as well.

## ABOUT THE AUTHOR

Edward T. Rincón is a research psychologist and president of Rincón & Associates LLC, a research firm that has conducted multicultural research studies for the past 45 years in domestic and international markets. Dr. Rincón received his master's and doctorate degrees from The University of Texas at Austin in 1979 with a concentration in survey and experimental research methods, statistical analysis, psychometrics and measurement bias. His teaching experience includes survey research methods, statistics, Hispanic marketing and mass communications research. He is currently an Adjunct Faculty member at The University of Texas at Arlington where he teaches Multicultural Research Methods and Market Research Methods. Dr. Rincón is an Associate Scholar with the Tower Center for Political Studies at Southern Methodist University and a member of The Association of Public Opinion Research (AAPOR).

He is the author of [The Culture of Research](#) – a book that discusses industry practices that often lower the quality of multicultural research, and provides suggestions for improvement derived from his past 45 years of experience in the design and execution of such studies for the academic, private and public sectors.

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Web site: [www.rinconassoc.com](http://www.rinconassoc.com)

Email address: [edward@rinconassoc.com](mailto:edward@rinconassoc.com)

Telephone: 214-750-3800

Blog: <https://thecultureofresearch.blogspot.com>

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