



CAMBRIDGE ECONOMIC OPPORTUNITY COMMITTEE, INC.

11 INMAN STREET CAMBRIDGE, MASSACHUSETTS 02139 TEL: 617-868-2900

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CAMBRIDGE, MA.

January 19, 1995

Members of the Cambridge City Council
Cambridge City Hall

Dear Council Members,

I am urging the Cambridge City Council to move immediately to take the Elbery Ford/CELCO and adjacent Polaroid site by eminent domain for use as a site for a full-service supermarket with pharmacy and affordable housing.

With the recent ruling by the Cambridge legal staff that eminent domain is possible for a commercial supermarket development, and understanding the tremendous need for affordable housing (we need to move as quickly as possible to capture any available Federal funds in light of probable Federal cutbacks), I urge immediate action on the part of the City Council to take the above mentioned land by eminent domain for the establishment of a community land trust for eventual development by the Riverside and Cambridgeport community for affordable food and affordable housing.

The Community Development Department should be asked to prepare any special Grocery Store Regulations (as summarized in the December 19 report) that could be used at this site. The Community Development Department is also in the best position to prepare possible scenarios for an affordable housing/affordable supermarket mixed use development.

It is clear from the recent hearing on Supermarket Access in Cambridge that the community must move to control the land necessary to develop the type of services (affordable food and housing) that is necessary and demanded. Without control over the land (as decided by Riverside and Cambridgeport residents in need) we will remain at the full mercy of corporate interests from outside Cambridge.

We stand at the crossroads of a decision: will we have scattered convenience and specialty stores in Cambridgeport and Riverside (featuring high prices and limited choices) and limited options for affordable housing or will we have the type of supermarket with pharmacy that has been demanded by residents for the past five years as well as increased units of affordable housing which is urgently needed today?

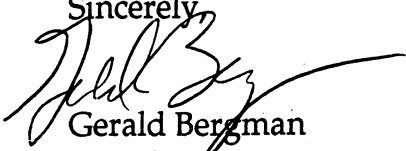
In addition, I am attaching suggestions which were made at the January 11 meeting regarding the need to immediately begin a process which would guarantee full neighborhood input into North Cambridge supermarket sites so that North Cambridge residents can control siting for an affordable full-service supermarket. In addition, we must fully involve community



organizations such as the Central Square Committee in the ongoing effort to gain a long-term commitment from Purity Supreme in Central Square.

Again, as in the Stop and Shop debate, the City Council is called upon to take the kind of appropriate action which meets the needs of low and moderate income households. I would hope that this time the results will be different and that the needs of low and moderate income households in Cambridgeport and Riverside will be met!

Sincerely,



Gerald Bergman
Coordinator

Emergency Food Program

attachments: January 11 ltr.

January 17 ltr.

Food Shopping In Cambridge Report

✓ cc. City Clerk (Council Communications)

Ms. Kathleen Born
Chairperson
Cambridge Food Policy Committee
Cambridge City Hall

January 11, 1995

Dear Councilor Born:

I want to thank the Cambridge Community Development Department for the December 19 report to the Cambridge City Council titled "Supermarket Access in Cambridge". I am sure that for many in the community this report will shed light on the challenges and opportunities we face in regard to the development of accessible affordable full-service supermarkets.

I would suggest that the Community Development Department, along with other agencies and organizations which serve low and moderate income persons in North Cambridge begin to **hold site specific community meetings in North Cambridge so that priorities and parameters in regard to the siting of a full-service affordable supermarket in that neighborhood can be fully discussed.** We must fully involve community residents if we are to build the support necessary to overcome the obstacles related to developing supermarkets.

The situation in Riverside, Cambridgeport, parts of Area Four and Wellington-Harrington is quite different from North Cambridge in regard to the past history of community participation in the siting of a supermarket. For the most part, the time for talk has passed and the time for action is way overdue.

Over the past four to five years of community discussion in Riverside and Cambridgeport no suitable site for a supermarket has been obtained or reserved for that use. Councilors who opposed the City Council Stop and Shop plan have not come forward in any unified way around an alternative plan.

I suggest that the **Community Development Department put together a plan, with the active participation of such organizations as the Central Square Committee, to specifically deal with the commitment of Purity Supreme to remain in Central Square in such a way as to offer the community an upgraded full-service affordable supermarket in Central Square.** The interaction of the Harvest Coop and Bread and Circus in the life of Central Square must also play a role in development plans.

I would also move to take by eminent domain the Elbery Ford/CELCO site for a **supermarket/affordable housing development.** I believe that it is this site that presents the greatest opportunity to meet the parameters of supermarket development as put forward by community residents over the past four to five years. The coupling of affordable housing with



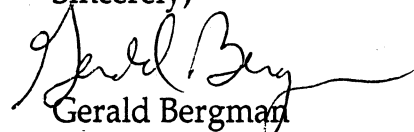
the supermarket could make for a better development package as financing and regulatory issues are being addressed. Issues such as an amended parking/clean air act and zoning would have to be addressed early in the process so that we do not suffer the same fate as the Stop and Shop plan (ie. go through the entire process only to have one councilor change a vote at the last possible moment, thereby killing the entire development and more than four years of work and consensus building).

The development of a site specific eminent domain plan for Elbery Ford/CELCO could generate the kind of competitive economic development strategies that may result in a better plan or proposal for some other site at a future date. When and if that happens, the city could take any necessary appropriate steps to support that new proposal or plan.

I would welcome the opportunity to meet with those who are interested in pursuing some or all of the above strategies as outlined in brief above. I am sure that the Community Development Department can continue to play the key role in developing these strategies and using some or all of the appropriate special grocery store regulations and funding possibilities that they have outlined in their special report.

Finally, I want to again thank the Community Development Department for a job well done on this report and I look forward to future action regarding the critical issue of accessible, affordable food in Cambridge.

Sincerely,



Gerald Bergman
Emergency Food Coordinator


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I would welcome the opportunity to meet with those who are interested in pursuing some or all of the above strategies as outlined in brief above. I am sure that the Community Development Department can continue to play the key role in developing these strategies and using some or all of the appropriate special grocery store regulations and funding possibilities that they have outlined in their special report.

Finally, I want to again thank the Community Development Department for a job well done on this report and I look forward to future action regarding the critical issue of accessible, affordable food in Cambridge.

Sincerely,

A handwritten signature in black ink, appearing to read "Gerald Bergman", with a long horizontal flourish extending to the right.

Gerald Bergman
Emergency Food Coordinator

January 17, 1995

Ms. Susan Schlesinger
Assistant City Manager for Community Development
City Hall Annex
57 Inman Street
Cambridge, MA. 02139

Dear Ms. Schlesinger,

I am taking this opportunity to forward to you the communications and reports that I made part of the public record at the Cambridge Food Policy Committee meeting of January 11.

I once again want to thank you and your staff for the excellent job that you did in compiling the Supermarket Access in Cambridge Report.

In summation, I wanted to once again state my recommendations for the immediate future:

- a) Hold site specific community in North Cambridge so that priorities and parameters in regard to the siting of a full-service affordable supermarket in that neighborhood can be fully discussed;
- b) Develop a plan, with the active participation of organizations such as the Central Square Committee, so that the commitment of Purity Supreme to remain in Central Square can be specifically dealt with;
- c) Develop a plan to take by eminent domain the Elbery Ford/CELCO and adjacent Polaroid site for a supermarket/affordable housing development.

The testimony at the January 11 Cambridge Food Policy Committee hearing made it very clear that if the community is to achieve a full-service, affordable supermarket (with a pharmacy) as the community desires, the necessary land to do so must be controlled by the City of Cambridge (or some other community controlled economic development entity) as soon as possible!

The Community Development Department has a critical role to play in any eminent domain land taking. It is the Community Development Department that can best analyze the various Special Grocery Store Regulations that may be available (or should be enacted) to site a grocery store at the Elbery Ford/CELCO/Polaroid site. It is the community Development Department that can take the lead in developing or analyzing related affordable housing development that could be added to the economic development mix to make the whole development a reality.



I believe that the Community Development Department should take the lead in bringing this option before the community, with all the various possibilities and configurations, so that the community can move forward with this siting plan when it is endorsed by those in need.

On behalf of the Emergency Food Program of CEOC, I would like to begin talking with the Community Development Department concerning the implementation of this approach to siting a full-service supermarket and affordable housing in Cambridgeport and Riverside. I will commit myself to working with you to involve the many hundreds of low and moderate income persons and households who have worked so hard these past five years to develop a supermarket solution in this siting plan.

Again, thank you for your outstanding work on developing the Supermarket Access Report.

Sincerely,

Gerald Bergman
CEOC Emergency Food
Coordinator

cc. Cambridge City Councilors
Members of the Save Our Store Committee
City Clerk for inclusion as Council communications for 1/23/95

LOW/MODERATE INCOME FAMILIES AND ELDERS PAY MORE!

FOOD SHOPPING IN CAMBRIDGE

Food is a basic need of human existence. The 1991 Cambridge Hunger Referendum underscored the need to prioritize food policies because access to affordable food is a fundamental right. Low and moderate income families and elderly residents of Cambridge, those least able to afford it, pay more for their groceries because they have the least access to stores which offer lower prices.

The 1991 effort to create an Urban Food Policy for Cambridge was begun, in part, because of the very real possibility that Stop and Shop and Purity Supreme would leave their Cambridge locations. Since that time, both Stop and Shop stores have closed and Purity Supreme in Central Square, considered a "marginal store" by some in Purity Supreme management, (the chain is up for sale after a recent takeover) is in an uncertain position.

It is no accident that the closing of the two Stop and Shops have affected the poorest neighborhoods of Cambridge (North Cambridge, Riverside, Cambridgeport and some residents of Area 4). Purity Supreme is located in the poorest urban area of Cambridge, Central Square.

The underlying assumption of the effort to create an urban food policy for Cambridge, begun in 1989 by the Cambridge Food Pantry Network, was that a revitalized and stabilized food retailing sector could increase the access of Cambridge residents to affordable food and lead to the increased stabilization of low and moderate income households and elders.

Aside from a favorable demographic situation, conditions in Cambridge have not seemed favorable to locating or operating new large affordable supermarkets. Available affordable open space, parking, road and traffic patterns, operating costs, regulatory uncertainties and food retailing trends are the primary obstacles. Star Market and the Central Square Purity Supreme remain as the last remaining full service chain markets. Bread and Circus is an expanding specialty store with higher prices and fewer options, and the Harvest Cooperative remains as a limited alternative for the majority of Cambridge residents.

Food stores are a positive and stabilizing force in any community. They provide a significant number of jobs, most of which are at appropriate skill levels for neighborhood residents. Most importantly, they provide a very basic material need for a large and particularly needy segment of the Cambridge population.

The Cambridge Urban Food Policy suggested in 1991 recommended a two part strategy to improve Cambridge's retail food economy: 1) the development of new food related initiatives and 2) the development of a long term promotional and assistance program.

New initiatives suggested included the support of food cooperatives, Share programs and other food buying clubs, the development of a Cambridge Food Store Association, the development of alternatives to the stores at risk of closing (Stop and Shop and Purity Supreme) and the establishment of neighborhood based consumer committees to monitor the activities of Cambridge's remaining chain stores.

The development of a long term promotional and assistance program included the following: the provision of developmental assistance for food stores (financial and regulatory); the assurance that priority be given in any new enterprise zones to food stores; the development of communication links between community groups and city administrators so that all could understand the specific needs of food stores and community residents; the development and maintenance of relationships with key personnel in Cambridge's major food stores and the facilitation of the access of local food stores to other area resources. It was hoped that this strategy could be implemented by private and public agencies commissioned for economic development.

One of the major concerns of the 1991 Food Policy Referendum was to assure all Cambridge residents access to food at reasonable retail prices. Since some Cambridge neighborhoods have a high concentration of lower income and elderly people, price differences between neighborhood convenience stores and major chain stores was significant. This price difference means that a large number of those who can least afford it are paying more for their food than people shopping at large chain "super" stores. (see attached food price comparison survey)

If lower income people are able to travel to the chain stores, they are often doing so at considerable expense and inconvenience. In a city where housing is often unavailable or unaffordable, where jobs for the unskilled are hard to find, where large percentages of households in low income and underserved neighborhoods do not own cars, access to reasonably priced food is a critical problem facing Cambridge's low/moderate income families and elderly.

Like housing and jobs, it is clear that the market place plays a critical part in the availability and affordability of food. There is no regulated food pricing as there is for housing in Cambridge. Supermarkets come to Cambridge and/or leave Cambridge for primarily economic reasons. The problem is often not just how to improve people's access to food, but also how to assist the remaining stores to improve their operations and, thus, become more competitive.

People often overlook the fact that transportation to a full-service food store costs money, to say nothing of time and a resulting environmental impact. A round trip to a full service affordable supermarket from many points in Cambridge would offset the price advantage, especially if the purchase was relatively small.

Like housing and energy, food is a basic human need. A large segment of Cambridge's population must be able to purchase food at nearby stores, and for these people, food stores are as much a service as they are a commercial activity. But also like housing and energy, the availability of affordable food is subject to the forces of the marketplace - forces which don't favor low/moderate income families and elderly people. For this reason, the development of a Cambridge Food Policy included the stabilization of affordable stores as an important and necessary service to Cambridge's residents.

In addition to stabilizing existing chain stores, the provision of low interest loans and loan packaging services to small Cambridge food stores could be very helpful to business and community residents.

In 1984 the U.S. Conference of Mayors developed local food policies in four cities -- Kansas City, Charleston, St. Paul and Philadelphia. While each of the four cities applied distinct methods to their own identified food problems, each city singled out the lack of supermarkets in low income neighborhoods as an important issue. All the project cities recommended a strong role for city government in the retention and development of food stores whether through public financing, special transportation systems, or zoning and planning processes. It was clear from the resulting Conference of Mayors report that city government has a legitimate and necessary role to play in all aspects of local food problems, especially food retailing. It was this national effort that inspired the Urban Food Policy effort begun by the Cambridge Food Pantry Network in 1989.

Food stores are a necessary community service and contribute proportionally more to neighborhood stability than most other commercial ventures. They offer services and an orientation to neighborhood needs that cannot be matched by most other development projects. They often link a variety of needs such as a pharmacy, bakery, recycling etc. in one location. Local stores pay local taxes and provide hundreds of local jobs.

The quality of life for people everywhere depends on their ability to provide shelter, clothing and food for themselves and their families. While emergency services such as food pantries and housing subsidies are short term approaches, providing basic services such as food and housing through non-emergency means is our long term goal.

According to the 1990 Census, Cambridge has high numbers of low and moderate income persons and elders. Therefore, a large segment of Cambridge's population has a great need for reasonably priced food. Moreover, low to moderate income households and elderly people are the least likely to own cars.

It is necessary, therefore, to ask:

-- Is the least expensive food more easily available to affluent city residents than to less affluent or less mobile city residents?

-- Do the people who can least afford it pay the highest prices for food in Cambridge?

The answer to these questions raise important issues of economic justice.

Nationwide, low income households spend 25% of their income on food consumed at home, compared to 15% for middle income households and 6% for upper income households, according to the U.S. Bureau of Labor Statistics. A family of four could easily spend more than \$1,500 in extra costs if they did not have full access to a major chain store. The additional costs of up to \$1,500 adds a tremendous burden to a family already struggling to make ends meet.

Studies have shown that the initial propositions which inspired the 1991 Cambridge Food Policy Referendum are, in fact, true. Less mobile low and moderate income households and elderly residents of Cambridge, those least able to afford it, are forced to pay the most for food. The possible loss of Stop and Shop and perhaps Purity Supreme clearly contribute to this problem. The inequity of this situation, and of the system that created it, must be changed so that food, a basic human need, is equally available to all persons at a reasonable price.

Though the problems of food retailing are evident, the solutions are far less apparent. All parts of the system that provide food to Cambridge residents must join together with residents and city officials to find solutions to this situation. Remaining chain supermarkets must be kept open and the development of new full-service, affordable and accessible supermarkets must be supported. New ideas must be found to meet the food needs of Cambridge residents. Creative alternatives such as food cooperatives and buying clubs need to be explored as supplemental to major supermarket development. Ways must also be found to support and increase the efforts of independently-owned Cambridge stores to charge reasonable prices for food.

The hope of redressing the inequities in Cambridge's food system rests with a combination of newly developed full-service and affordable supermarkets, improved local markets, creative food access alternatives, and a stabilization of existing chain supermarkets. Cambridge's elected officials, working with city residents, the local food industry and the business community, must move earnestly toward appropriate solutions. Without immediate action, low and moderate income families and elders in Cambridge will continue to pay more. We, as a city, can do better.

For more information contact:
Cambridge Food Pantry Network
Gerald Bergman
Coordinator
11 Inman Street, Cambridge, Ma. 02139
868-2900

6/15/94 (updated)

CAMBRIDGE MARKET BASKET FOOD SURVEY - JUNE 6 - 10/94

	BREAD & CIRCUS	HARVEST COOP	STAR	PURITY
TOTAL MARKET BASKET:	\$124.49(+76.1%)	\$84.67(+19.8%)	\$70.70(--)	\$85.14(+20.4%)
CARROTS	.69 lb	.49 lb.	.59 lb.	.69 lb.
VALENCIA ORANGES	1.19 lb.	.89 lb.	.99 lb.	.99 lb.
MACINTOSH APPLES	1.19 lb.	.66 lb.	.59 lb.	.66 lb.
BROCCOLLI	1.19 lb.	.89 lb.	.99 lb.	.99 lb.
BANANAS	.69 lb.	.59 lb.	.59 lb.	.69 lb.
ICEBURG LETTUCE	1.29 hd.	1.19 hd.	1.19 hd.	1.29 hd.
VIDALIA ONIONS	.79 lb.	.39 lb. *	.44 lb. *	.79 lb.
RED POTATOES	.89 lb.	.69 lb.	.44 lb. *	.79 lb.
CELERY	1.39 lb.	.99 lb.	.44 lb. *	.65 lb.
GREEN PEPPERS	1.69 lb.	1.19 lb.	1.19 lb.	1.29 lb.
GREEN BEANS	1.79 lb.	1.59 lb.	1.49 lb.	1.49 lb.
SPINACH	1.49 10oz	.89 10oz	1.39 10oz.	1.49 10oz.
TOMATOES	1.79 lb.	.99 lb.	.44 lb. *	1.29 lb.
RED /GREEN LEAF LETTUCE	1.19 hd.	.89 hd.	.44 hd *	.99 hd.*
GREEN GRAPES	1.98 lb.	1.49 lb.	.57 lb. *	1.79 lb.
GRANNY SMITH APPLES	1.29 lb.	.99 lb.	.99 lb.	1.29 lb.
DELICIOUS APPLES	1.49 lb.	1.19 lb.	.66 lb.	.66 lb.
PINK GRAPEFRUIT	.79 lb.	.50 lb.	.50 lb.	.69 lb.
RUSSET POTATOES	.89 lb.	.34 lb.	.39 lb.	.40 lb.
APRICOTS	1.98 lb.	1.39 lb. *	.68 lb.	1.99 lb.
PLUMS	1.79 lb.	1.19 lb.	.44 lb. *	1.29 lb.
PLUM TOMATOES	1.49 lb.	1.29 lb.	1.29 lb.	1.29 lb.
BOSC PEARS	1.39 lb.	.99 lb.	1.19 lb.	1.19 lb.
STRAWBERRIES	1.69 pt.	1.69 pt.	1.29 pt.	1.29 pt. *
CAULIFLOWER	.98 lb.	.99 lb.	.83 lb.	.89 lb.
SPANISH ONIONS	.98 lb.	.45 lb.	.44 lb.	.69 lb.
SUMMER SQUASH	1.29 lb.	1.19 lb.	.44 lb. *	1.29 lb.
80% LEAN HAMBURGER	2.59 lb.	1.89 lb. *	1.79 lb.	1.99 lb.
CHICKEN WHOLE	1.79 lb.	1.19 lb.	.99 lb.	.99 lb.
CHICKEN BR. QTRS.	1.69 lb.	1.29 lb.	.99 lb.	1.29 lb.
CHICKEN LEG QUARTERS	1.29 lb.	.79 lb.	.69 lb.	1.19 lb.
HOT DOGS	not avail. (1.04)	not avail. (1.04)	.99 lb.	1.09 lb.
GROUND TURKEY	4.99 lb.	2.69 lb.	.99 lb.	.88 lb.*
TUNA IN WATER 6.5oz.	1.19	.65	.69	.69
WHITE BREAD	not avail. (.84)	1.29 lb.	.58 lb.	.64 lb.
WHEAT BREAD	1.53 lb.	1.32 lb.	.89 lb.	.89 lb.
SPAGHETTI	1.59 lb.	.75 lb.	.33 lb. *	.59 lb.
SUGAR	not avail. (.41)	41 lb.	.38 lb.	.44 lb.
FLOUR	.79 lb.	.36 lb.	.20 lb.	.20 lb.
WHITE RICE	not avail. (.49)	.55 lb.	.43 lb.	.49 lb.
BROWN RICE	.69 lb.	.58 lb.	.99 lb.	1.19 lb.
CHEDDAR CHEESE	3.89 lb.	2.89 lb.	2.89 lb.	2.89 lb.
MEUNSTER CHEESE	3.69 lb.	3.59 lb.	3.19 lb.	2.89 lb.
YOGURT	2.19 32oz.	1.99 32 ozs.	1.69 32ozs.	1.99 32ozs.
BUTTER	1.49 lb.	1.39 lb.	1.29 lb.	1.49 lb.
MARGARINE	not avail. (.56)	.69 lb.	.50 lb.	.50 lb.
HOMOGENIZED MILK	2.69 gal.	2.59 gal.	2.39 gal.	2.55 gal.

2% MILK	2.49 gal.	2.45 gal.	2.19 gal.	2.39 gal.
EX. LARGE BROWN EGGS	1.49 doz.	1.19 doz.	1.19 doz.	1.29 doz.
ORANGE JUICE	1.79 64oz.	1.19 64oz. *	1.49 64oz.	1.49 64 oz.
FROZEN ORANGE JUICE	1.49 12oz.	.99 12oz.	.79 12oz.	1.09 12oz.
KIDNEY BEANS dry	.99 lb.	.75 lb.	.69 lb.	.69 lb.
CORN FLAKES	3.59 18oz.	2.09 18oz.	1.99 18oz.	2.49 18oz.
CAN TOMATO PUREE	1.49 28oz.	.95 28oz.	.79 28oz.	.79 28oz.
SPAGHETTI SAUCE	2.89 28oz.	1.99 28oz.	.88 28oz.	.95 28oz.
CANOLA OIL	2.79 32oz.	2.39 32oz.	1.55 32oz.	2.13 32oz.
CAN CARROTS	not avail. (.55)	.59 16oz.	.50 16oz.	.55 16oz.
CAN PEAS	2.79 16oz.	.59 16oz.	.59 16oz.	.59 16oz.
CAN CORN	not avail. (.64)	.59 16oz.	.59 16oz.	.75 16oz.
CAN GREEN BEANS	2.89 16oz.	.55 16oz.	.50 16 oz.	.59 16oz.
CHICKEN NOODLE SOUP	1.69 10oz.	.87 10oz.	.69 10oz.	.75 10oz.
APPLE SAUCE	2.19 25oz.	.99 25oz.	.88 25oz.	.99 25oz.
SALTINES	not avail. (.99)	.99 lb.	.99 lb.	.99 lb.
CHOC. SAND COOKIES	2.39 7oz.	1.35 7oz.	.50 7 oz.	.50 7oz.
APPLE JUICE	2.69 64oz.	1.15 64 oz.	1.19 64oz.	.77 64oz. *
PEANUT BUTTER	2.99 18oz.	1.89 18oz.	1.69 18oz.	1.69 18oz.
MAYONNAISE	3.19 32oz.	1.59 32oz.	1.59 32oz.	1.59 32oz.
CATSUP	2.99 26oz.	1.08 26oz.	1.05 26oz.	.85 26oz. *
CAN KIDNEY BEANS	.99 16oz.	.59 16oz.	.45 16oz.	.49 16oz.
ICE CREAM	2.79 qt.	.99 qt.	.95 qt.	.99 qt.
FRESH SCROD FILLETS	4.99 lb.	2.89 lb. *	3.19 lb.	3.69 lb.

STORES SURVEYED: HARVEST COOP, CENTRAL SQUARE, CAMBRIDGE
 BREAD AND CIRCUS, CENTRAL SQUARE, CAMBRIDGE
 STAR MARKET, PORTER SQUARE, CAMBRIDGE
 PURITY SUPREME, CENTRAL SQUARE, CAMBRIDGE

* denotes special sale

An effort was made to list the cheapest comparable item available, and to list them in equal amounts. The price of not available items was averaged and added to the market basket to complete the 71 item count.

Costs of the complete market basket and price percentage differences and numbers of price leaders:

STAR MARKET	\$70.70	55 items of price leadership (incl. ties)
HARVEST COOP	\$84.67 (19.8 % higher than STAR)	22 items of price leadership (incl. ties)
PURITY SUPREME	\$85.14 (20.4% higher than STAR)	19 items of price leadership (incl. ties)
BREAD & CIRCUS	\$124.49 (76.1% higher than STAR)	0 items of price leadership

Issues such as numbers of choices, availability of culturally and ethnically acceptable foods, convenience, quality, ability to purchase other items such as pharmacy items, parking, public transportation, etc. must be considered as well. STAR MARKET and PURITY had the greatest number of items.

While various market basket surveys will vary week to week, it has long been an industry standard that major grocery chains which can develop large stores will offer substantially lower prices. Purity Supreme management admits that its Central Square store is the most expensive store in the chain due to several factors, primarily its lack of competition from major superstores and its small overall size.

Major chain grocery stores can easily save the consumer 20% - 30% , or more, of his/her grocery dollar, while offering more choices and one stop shopping convenience. The loss of a major grocery store means the loss of hundreds of food buying dollars to the average family!!

2% MILK	2.49 gal.	2.45 gal.	2.19 gal.	2.39 gal.
EX. LARGE BROWN EGGS	1.49 doz.	1.19 doz.	1.19 doz.	1.29 doz.
ORANGE JUICE	1.79 64oz.	1.19 64oz. *	1.49 64oz.	1.49 64 oz.
FROZEN ORANGE JUICE	1.49 12oz.	.99 12oz.	.79 12oz.	1.09 12oz.
KIDNEY BEANS dry	.99 lb.	.75 lb.	.69 lb.	.69 lb.
CORN FLAKES	3.59 18oz.	2.09 18oz.	1.99 18oz.	2.49 18oz.
CAN TOMATO PUREE	1.49 28oz.	.95 28oz.	.79 28oz.	.79 28oz.
SPAGHETTI SAUCE	2.89 28oz.	1.99 28oz.	.88 28oz.	.95 28oz.
CANOLA OIL	2.79 32oz.	2.39 32oz.	1.55 32oz.	2.13 32oz.
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APPLE JUICE	2.69 64oz.	1.15 64 oz.	1.19 64oz.	.77 64oz. *
PEANUT BUTTER	2.99 18oz.	1.89 18oz.	1.69 18oz.	1.69 18oz.
MAYONNAISE	3.19 32oz.	1.59 32oz.	1.59 32oz.	1.59 32oz.
CATSUP	2.99 26oz.	1.08 26oz.	1.05 26oz.	.85 26oz. *
CAN KIDNEY BEANS	.99 16oz.	.59 16oz.	.45 16oz.	.49 16oz.
ICE CREAM	2.79 qt.	.99 qt.	.95 qt.	.99 qt.
FRESH SCROD FILLETS	4.99 lb.	2.89 lb. *	3.19 lb.	3.69 lb.

STORES SURVEYED: HARVEST COOP, CENTRAL SQUARE, CAMBRIDGE
 BREAD AND CIRCUS, CENTRAL SQUARE, CAMBRIDGE
 STAR MARKET, PORTER SQUARE, CAMBRIDGE
 PURITY SUPREME, CENTRAL SQUARE, CAMBRIDGE

* denotes special sale

An effort was made to list the cheapest comparable item available, and to list them in equal amounts. The price of not available items was averaged and added to the market basket to complete the 71 item count.

Costs of the complete market basket and price percentage differences and numbers of price leaders:

STAR MARKET	\$70.70	55 items of price leadership (incl. ties)
HARVEST COOP	\$84.67 (19.8 % higher than STAR)	22 items of price leadership (incl. ties)
PURITY SUPREME	\$85.14 (20.4% higher than STAR)	19 items of price leadership (incl. ties)
BREAD & CIRCUS	\$124.49 (76.1% higher than STAR)	0 items of price leadership

Issues such as numbers of choices, availability of culturally and ethnically acceptable foods, convenience, quality, ability to purchase other items such as pharmacy items, parking, public transportation, etc. must be considered as well. STAR MARKET and PURITY had the greatest number of items.

While various market basket surveys will vary week to week, it has long been an industry standard that major grocery chains which can develop large stores will offer substantially lower prices. Purity Supreme management admits that its Central Square store is the most expensive store in the chain due to several factors, primarily its lack of competition from major superstores and its small overall size.

Major chain grocery stores can easily save the consumer 20% - 30% , or more, of his/her grocery dollar, while offering more choices and one stop shopping convenience. The loss of a major grocery store means the loss of hundreds of food buying dollars to the average family!!

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Consent: Communication #13

A comm. was received from CEOC regarding the hearing on supermarket access in Cambridge.

In City Council January 23, 1995

Placed on file