



COLLABORATIVE CONSULTING PROJECT

PRICE SOCIAL INNOVATION MARSHALL NET IMPACT

Background:

Leadership for Urban Renewal Network (LURN) is a Los Angeles based non-profit organization that works to provide low-income communities with entrepreneurial assistance, legal advocacy and access to nutritious food.

The organization's COMPRA Food program was designed to expand the availability of fresh fruit and vegetables in communities that are considered "food deserts." In order to do so, LURN has partnered with approximately 60 small corner/liquor stores to establish shelf space exclusively for the sale of fresh produce. By establishing a cooperative to purchase produce at wholesale prices, LURN has created retail channels that increase access to healthy foods. In fact, for many of these stores, the COMPRA Food program has enabled them to sell such products to their local neighborhoods for the first time.

Project Details:

Despite its success, the COMPRA Food program faces a set of challenges that threaten its long-term sustainability. Operational and pricing barriers currently prevent the program from achieving profitability, which is key to its continuation. Although LURN staff is working to find solutions, they have requested assistance from USC students that are interested in the mission of the program. This pro bono consulting project has tangible implications, especially if the student group can make recommendations that lead to greater profitability and efficiency.

Interested Marshall or Price students are encouraged to filled out the Google Form (<https://goo.gl/forms/5L7RmECQAVmdml0a2>) in order to be considered for participation. The timeline for the project has not been established, however this will be discussed at our first meeting with LURN staff members. Although the project details have not been finalized, potential team members can expect to spend 2-3 hours per work on the project before presenting our findings to the LURN team.

<http://lurnetwork.org/>

