



Healthy Food Financing: Opportunities for Rural Communities

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The Food Trust
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The Food Trust

Working to ensure that everyone has access to affordable, nutritious foods

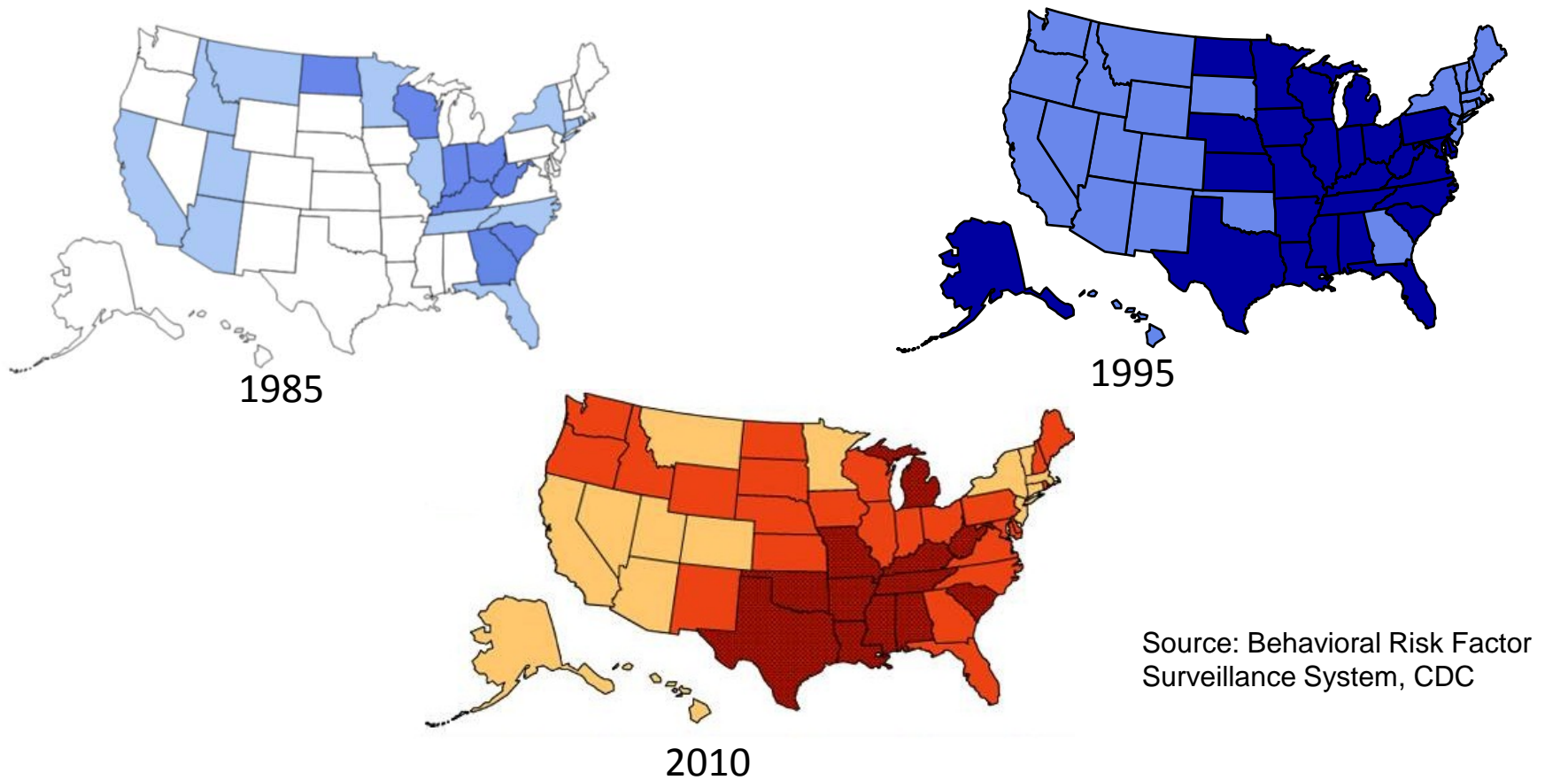










In hundreds of neighborhoods across the country, nutritious, affordable, and high quality food is out of reach — particularly low-income neighborhoods, communities of color, and rural areas.



Obesity Trends in the US



No Data  <10%  10%–14%  15%–19%  20%–24%  25%–29%  ≥30%



Healthy Food Access is a Public Health Issue





Access to Healthy Food: A Review of the Research



- Accessing healthy food is a challenge for many Americans – particularly in low-income neighborhoods, communities of color, and **rural areas**.
- Better access corresponds with healthier eating and lower risk for obesity and other diet-related diseases.
- Healthy food retail creates jobs and helps to revitalize communities.

Available at:
<http://www.thefoodtrust.org/pdf/GroceryGap.pdf>



Healthy Food Financing: The Basics

- Grants and loans for new and expanded stores in underserved communities
- Public-Private Partnership
- Funded with federal, state, local, and private dollars

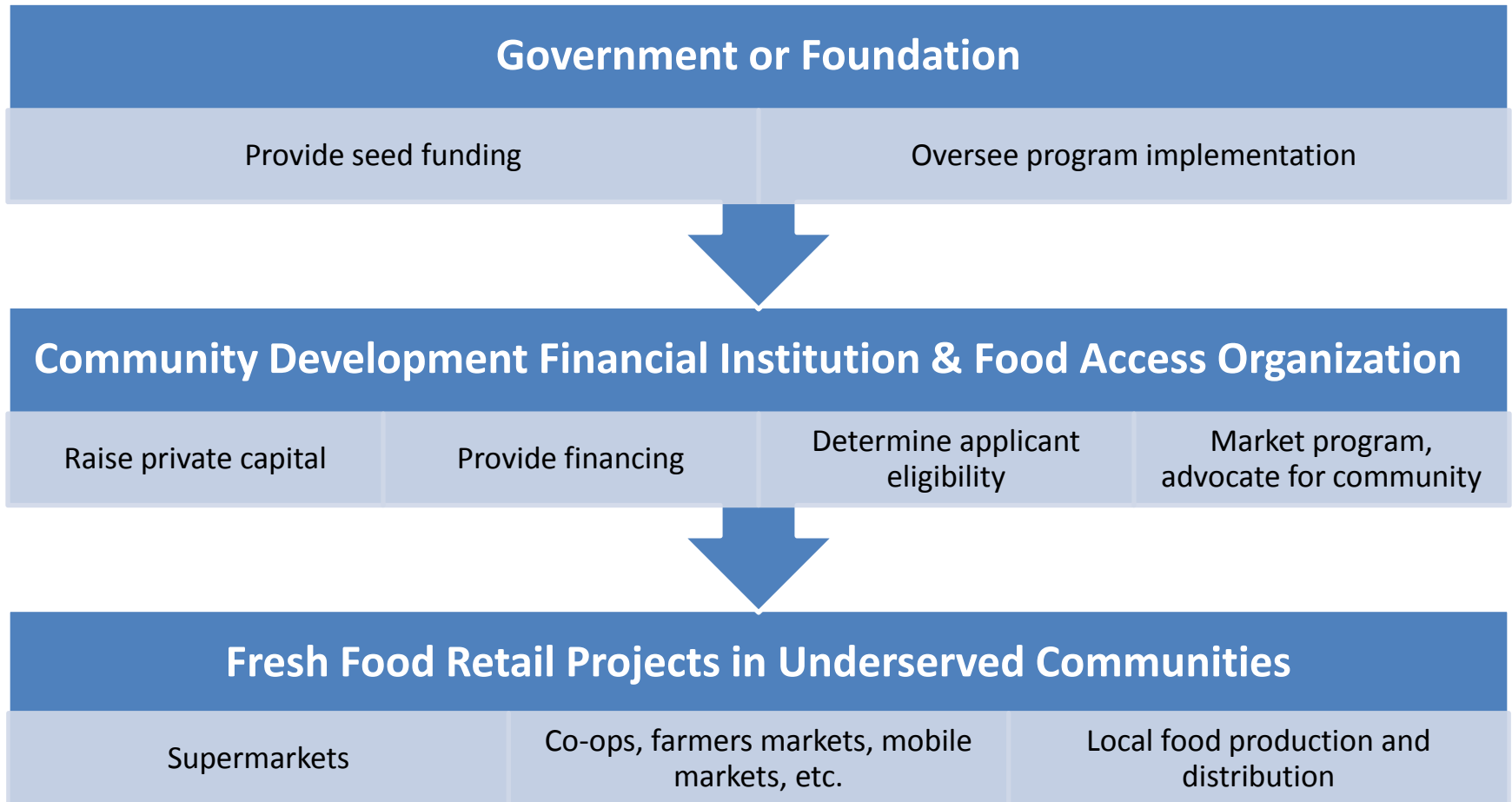


New Orleans Fresh Food
RETAILER INITIATIVE





Healthy Food Financing Program Model





Success Story:

PA Fresh Food Financing Initiative



- 88 Projects
- 5,000 Jobs
- \$165 million in total investment
- 400,000 people with improved healthy food access



Bloss Holiday Market, Blossburg, PA



Kennie's Market, Gettysburg, PA





Federal Healthy Food Financing Initiative

- \$118 Million awarded to 60 community development entities across the country
 - Treasury (CDFI Fund)
 - Health and Human Services
- Recently authorized in the Farm Bill
 - USDA

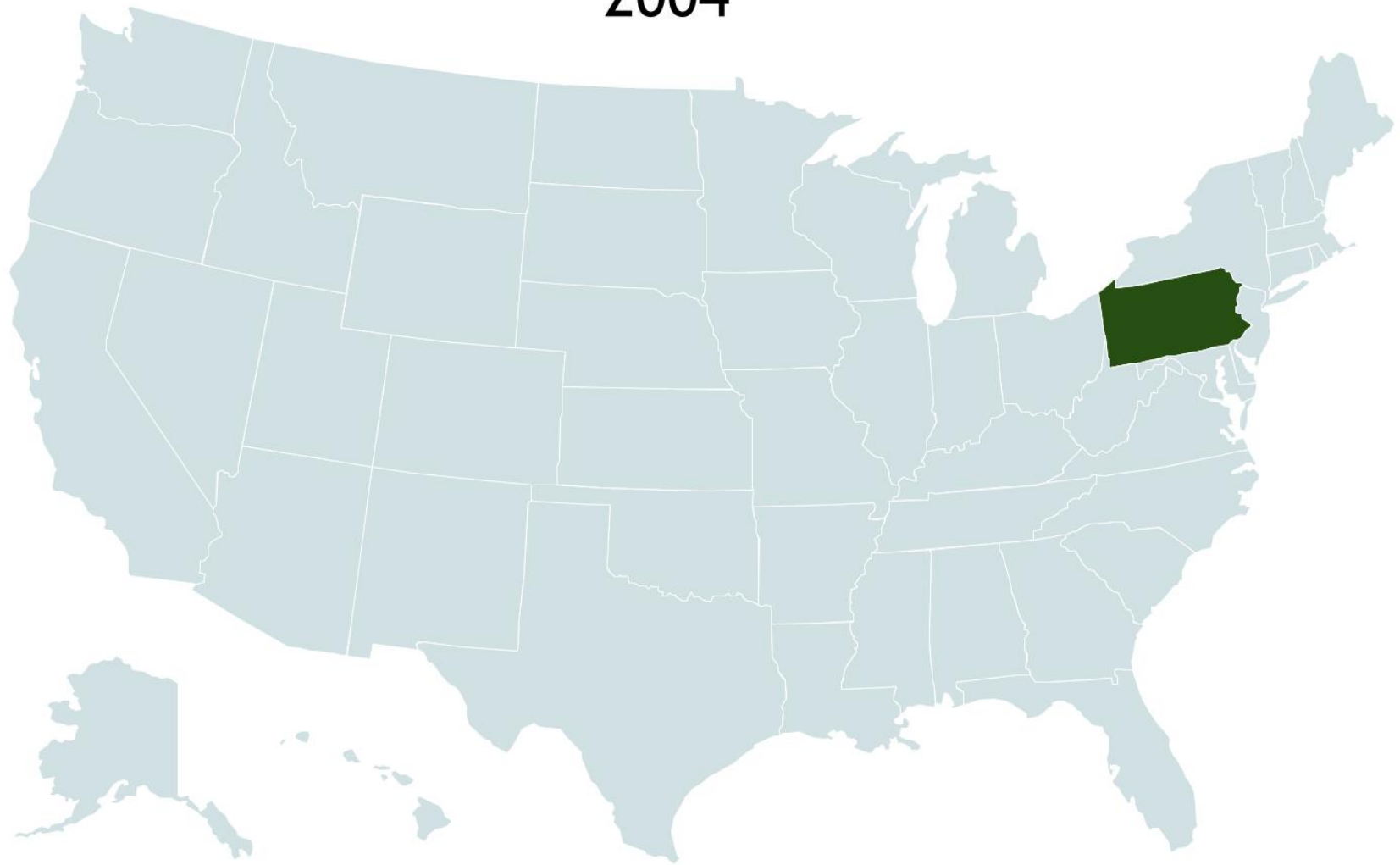


“We want to replicate your success in Pennsylvania all across America.”

-- First Lady Michelle Obama



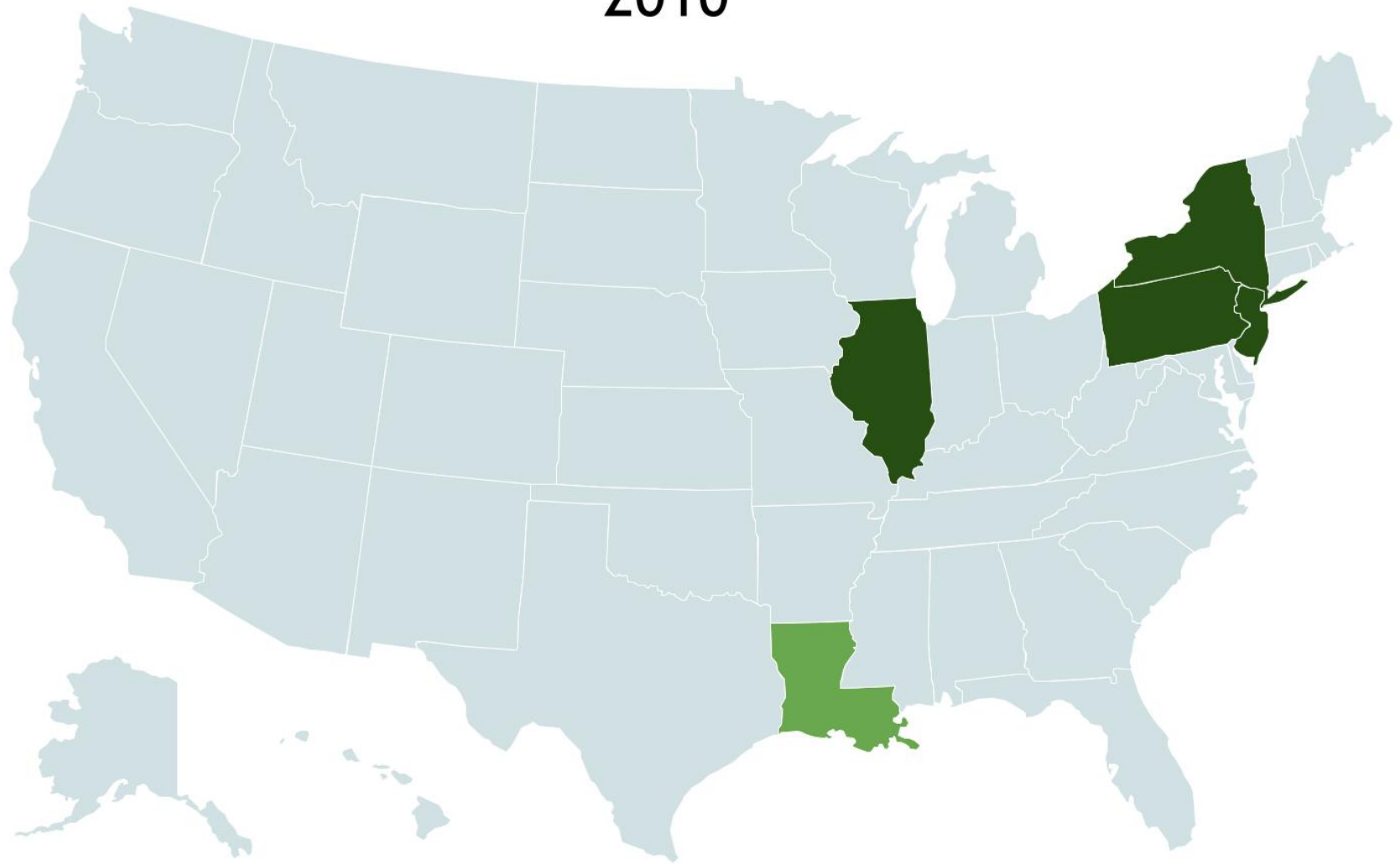
Healthy Food Financing 2004



 State policy



Healthy Food Financing 2010



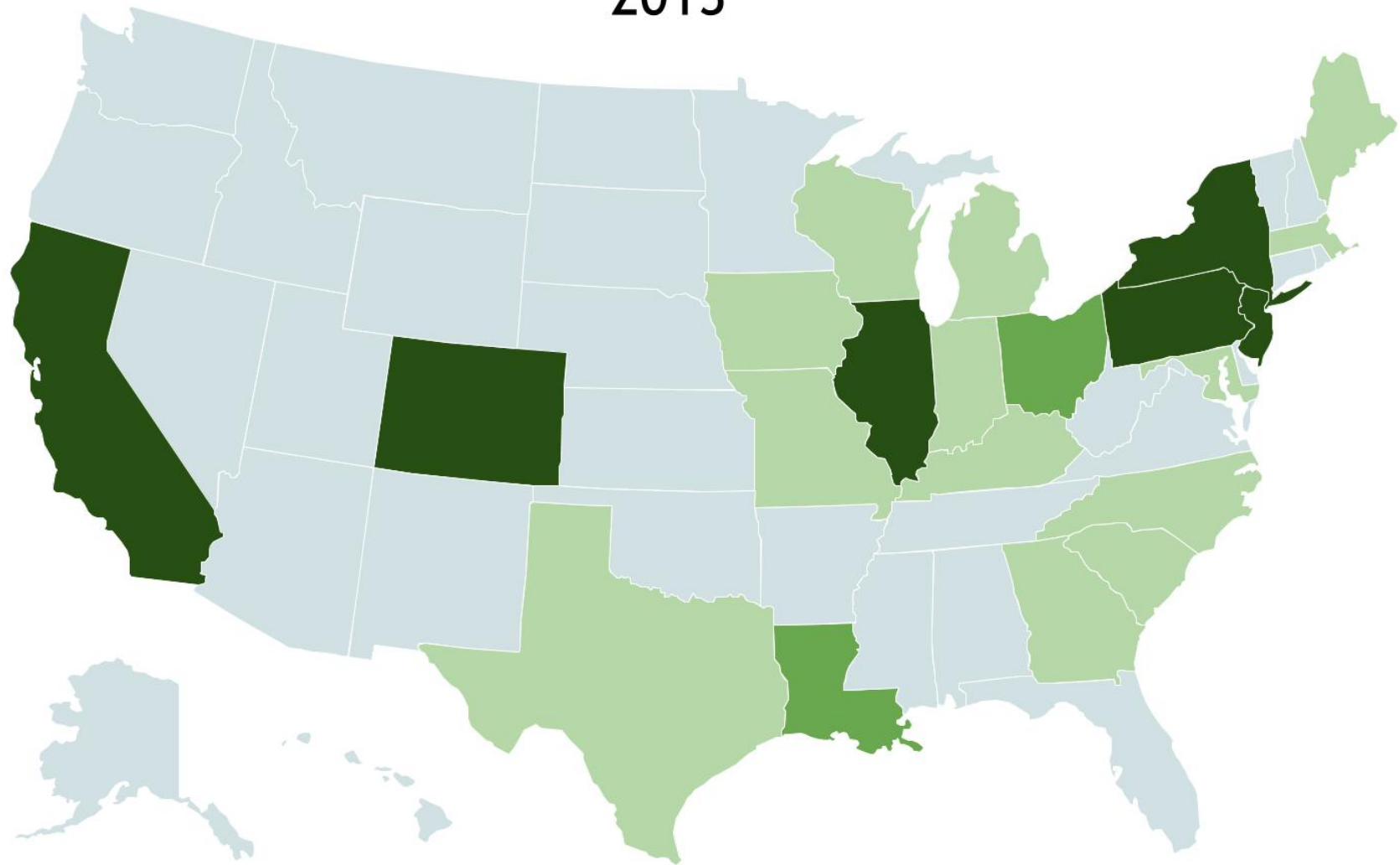
City policy





State policy



Healthy Food Financing 2013



 Federal funds available
through CDFI

 City policy

 State policy



***HFFI projects in New York; Louisiana;
and Ohio***



Increasing healthy food access at corner and convenience stores



What makes a healthy corner store?

- Stocking healthier items (whole grains, low-fat dairy, fresh produce)
- Increasing the quantity and shelf space for healthy options
- Marketing to promote healthy foods



Promotion & Marketing

- Logo on front door
- Shelf talkers & labels
- Refrigerator clings
- Recipe cards
- Events and taste-tests



Lettuce Leaf Burritos with Tropical Salsa

PREP TIME: 15 MINUTES SERVES 4



INGREDIENTS:
1 head lettuce (Romaine or Iceberg)
1 avocado, halved and pitted
½ medium green pepper, chopped
1 15.5-oz can pineapple in its own juices or light syrup, drained
1 medium onion, chopped
3 medium tomatoes, diced or 1 15.5-oz can chopped no salt added tomatoes
1 teaspoon lemon or lime juice
Salt and pepper to taste (optional)

GET COOKING!
1. Wash and separate lettuce leaves. Keep the larger leaves to be used as burrito shells.
2. Chop remaining lettuce.
3. Place chopped lettuce, avocado and green peppers in whole lettuce leaves.
Continued on back...



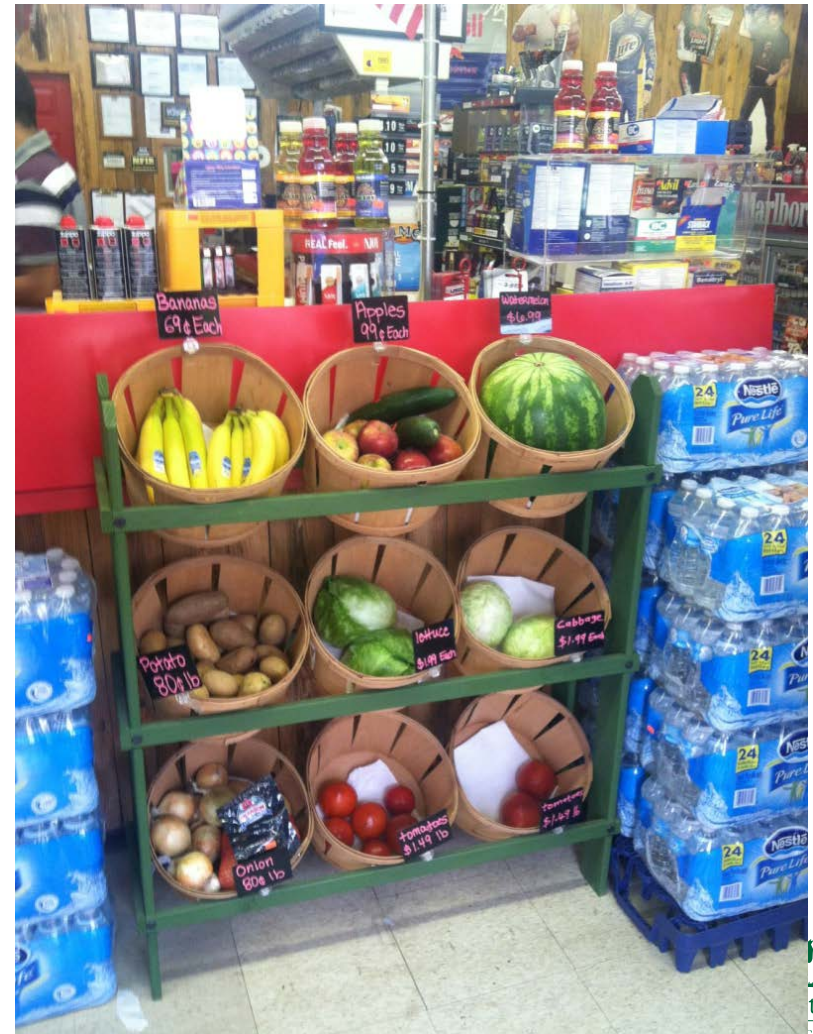


BEFORE



AFTER

Adapting the Model for Rural Stores



Your General Store. Healthier.

Sell healthy food and make money!

Participate by introducing 6 new healthy products in your store (e.g. whole grains, dairy, fresh produce)



Benefits:

- \$150 for participation
- Training on how to sell healthy food
- Help with purchasing from suppliers
- Marketing materials to promote new products
- In-store programming (i.e. cooking demonstrations, nutrition lessons, taste-tests, and more!)
- Chance to win up to \$2,000 in shelving and refrigeration for healthy products

Contact:

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New Resource: Healthy Food Access Web Portal

The screenshot shows the homepage of the Healthy Food Access Portal. At the top, there is a navigation bar with links: About Us, Directory, Sign In, Discussion, Contact Us, and Register. Below this is a header section with the portal's name, "Healthy Food Access Portal", and logos for PolicyLink, The Food Trust, and TRE (The Reinvestment Fund). A secondary navigation bar contains tabs for Get Started, Resources, Find Money, Policy Efforts, Retail Strategy, and News & Events, along with a search bar. The main content area features a large banner with the text: "Welcome to the nation's first comprehensive healthy food access retail portal. Find resources designed to improve healthy food access in communities, build local economies, and enhance public health. Tap into a learning network that's using retail strategies to connect consumers to healthy food." Below the banner is a "Join the Discussion" section with a quote from Yael Lehmann of The Food Trust. The page is divided into three columns of featured content. The first column, under the "Resources" tab, features a photo of two young girls eating watermelon and a link to a webinar titled "WEBINAR-New and Innovative Models from the Field: Alternative Retail Strategies". The second column, under the "News" tab, features a photo of fresh vegetables and a link to a news item titled "Local Woman Recognized For Getting Philly's Corner Stores To Become Healthier". The third column, under the "Policy Efforts" tab, features a photo of a "LOCAL PRODUCE" sign and a link to a policy effort titled "Michigan Strengthening Detroit Voices Initiative".

[About Us](#) [Directory](#) [Sign In](#) [Discussion](#) [Contact Us](#) [Register](#)

Healthy Food Access Portal

PolicyLink The Food Trust TRE THE REINVESTMENT FUND

[Get Started](#) [Resources](#) [Find Money](#) [Policy Efforts](#) [Retail Strategy](#) [News & Events](#)

Welcome to the nation's first comprehensive healthy food access retail portal.

Find resources designed to improve healthy food access in communities, build local economies, and enhance public health. Tap into a learning network that's using retail strategies to connect consumers to healthy food.

Join the Discussion

"Farmers' Markets are Increasing Access with Incentives," Yael Lehmann, The Food Trust.

[Resources](#) [Find Money](#)

WEBINAR-New and Innovative Models from the Field: Alternative Retail Strategies

Across the country, markets are adopting unique and innovative business strategies to provide healthy food to underserved

[News](#) [Events](#)

Local Woman Recognized For Getting Philly's Corner Stores To Become Healthier

A 30-year-old Philadelphia woman has been recognized for her work trying to improve food choice for thousands of people for

[Policy Efforts](#) [Retail Strategy](#)

Michigan

Strengthening Detroit Voices Initiative

Detroit community residents are raising their voices to advocate for policies at the local, state, and...

www.healthyfoodaccess.org



Thank you!

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