



# The Kansas Healthy Food Access Initiative

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



KANSAS HEALTH  
FOUNDATION



**Tina Khan**

*Food Access Coordinator*

Center for Engagement and Community  
Development

(785) 532-3828

[tinakhan@ksu.edu](mailto:tinakhan@ksu.edu)

[www.k-state.edu/cecd](http://www.k-state.edu/cecd)

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

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





Why?

The Kansas  
Story





800,000 Kansans lack access to healthy food sources within a reasonable distance from their home

★ Kansas is in the bottom 5 states reducing low food access ★

So the question becomes....

Over 30% of Kansas counties are considered food deserts





Kansas is the breadbasket of America...

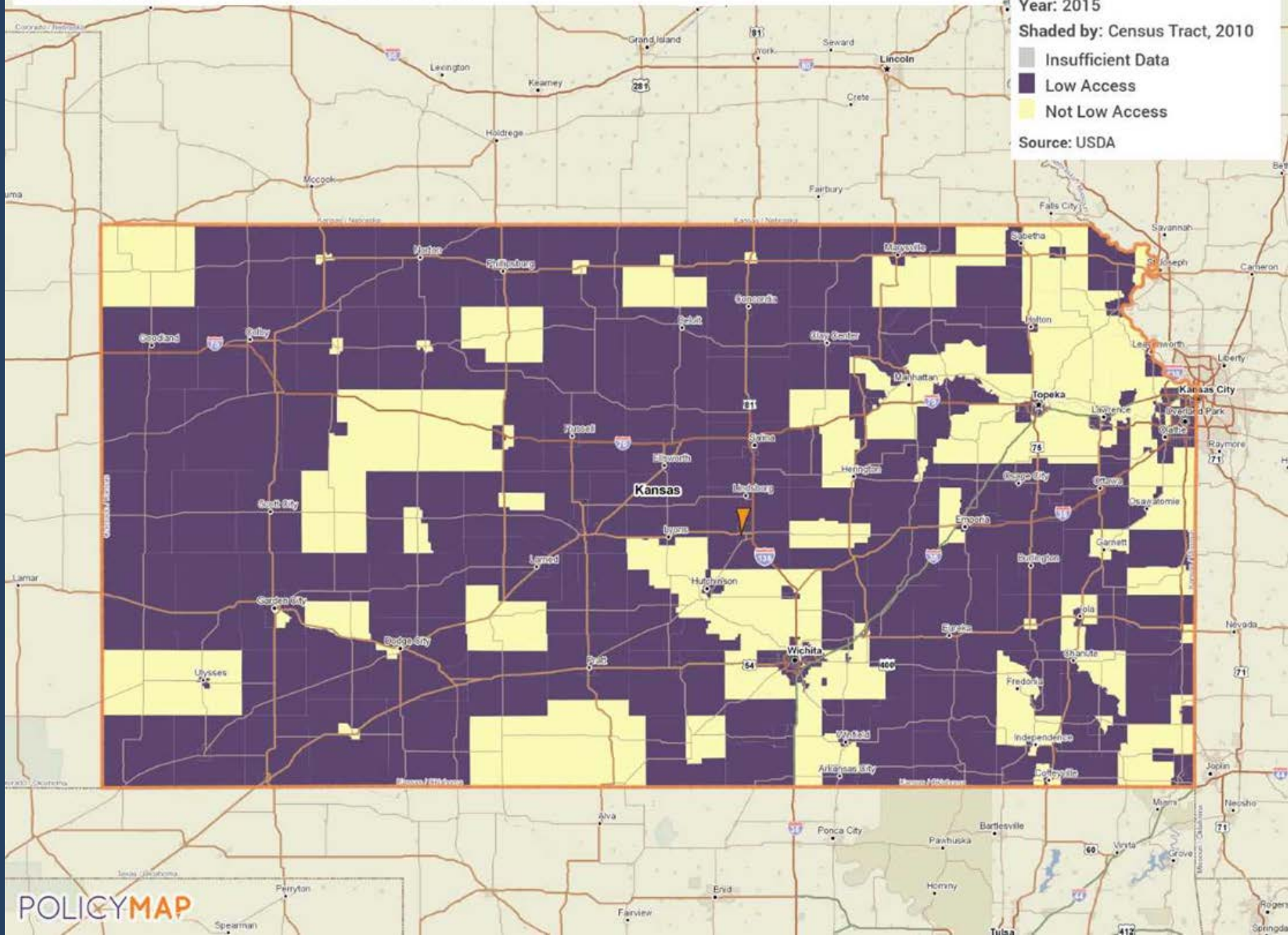
Why can't we feed  
Kansans?



## Low Access tracts, as of 2015.

Kansas is a large, vast space, with many rural communities within its 105 counties.

So let's ask Kansans what they need! 😊



# Kansas State University's Rural Grocery Initiative

## Goals:

1. Identify challenges facing rural grocery stores (2,500 or less)
2. Develop responses to those challenges
3. Identify and detail sustainable business models of grocer operation
4. Build virtual and face-to-face information networks for rural grocers
5. Strengthen rural access to healthy foods



Kansas Health Foundation & RGI  
Statewide study:

18 Focus groups,

- Grocery owners
- WIC consumers
- Community Stakeholders

Study revealed we need a “couple” of things...

# We need...

Invest money into Healthy Food Access



*The Kansas Healthy Food Initiative is a public-private partnership that aims to increase access to affordable fresh food to improve the health and economic development of Kansans and their communities.*

Technical Assistance needs:

- Distribution
- Business Development
- Technology
- Education
- Policy Work
- Community Food Assessment
- Building Partnerships
- other

# KHFI: Program Goals and Eligibility

## **KHFI Purpose:**

To stimulate the development, renovation and/or expansion of supermarkets and other healthy food retail outlets in underserved areas throughout the state.

## **Eligible types of entities:**

- For-profit or not-for-profit
- May be, but not limited to:
  - National grocery chain
  - Regional grocery chain
  - Singular grocery retail outlet
  - Other healthy food projects such as farmers markets, food hubs, distribution businesses







## KHFI Program Eligibility


Key criteria for KHFI funding include:

- commitment to providing fresh healthy foods
- low-to moderate-income
- underserved by fresh food retail
- community support
- operator experience

# The “Big 8”

## Technical assistance needs:

Distribution  
Business development/assistance  
Technology  
Education  
Policy work  
Community food assessment  
Building partnerships  
other



We have resources  
built around all of the  
identified needs



# What's actually happening

## Topic areas

- KHFI process (35%)
- General (28%)
- Business development (15%)
- Dollar General (8.3%)
- Ownership models (5%)
- Technology (5%)
- Distribution (1.7%)

n=60

*\*currently 100+*

## Contact category

- Business owner (32%)
- Economic development (15%)
- Government (12%)
- Extension (10%)
- Prospective owner (8%)
- News media (3%)
- Other (17%)

n=60

*\*currently 100+*



