

Approaches to Evaluating Rural Grocery Initiatives

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History of the project

Project partners and roles

Funding support

Technical assistance

KHFI Quantitative Evaluation Components

Process Evaluation & Reach Metrics

Dashboard and quarterly reporting of metrics (e.g., counties reached, jobs created and retained, other investments leveraged, technical assistance provided, residents and BIPOC populations served)

Economic Impact Analysis

Estimated economic outputs, jobs, tax revenues, etc., generated by KHFI investments (K-State Dept. of Agricultural Economics)

Sales Metrics from Funded Projects

Annual produce sales (\$), SNAP & WIC sales (% of total sales)

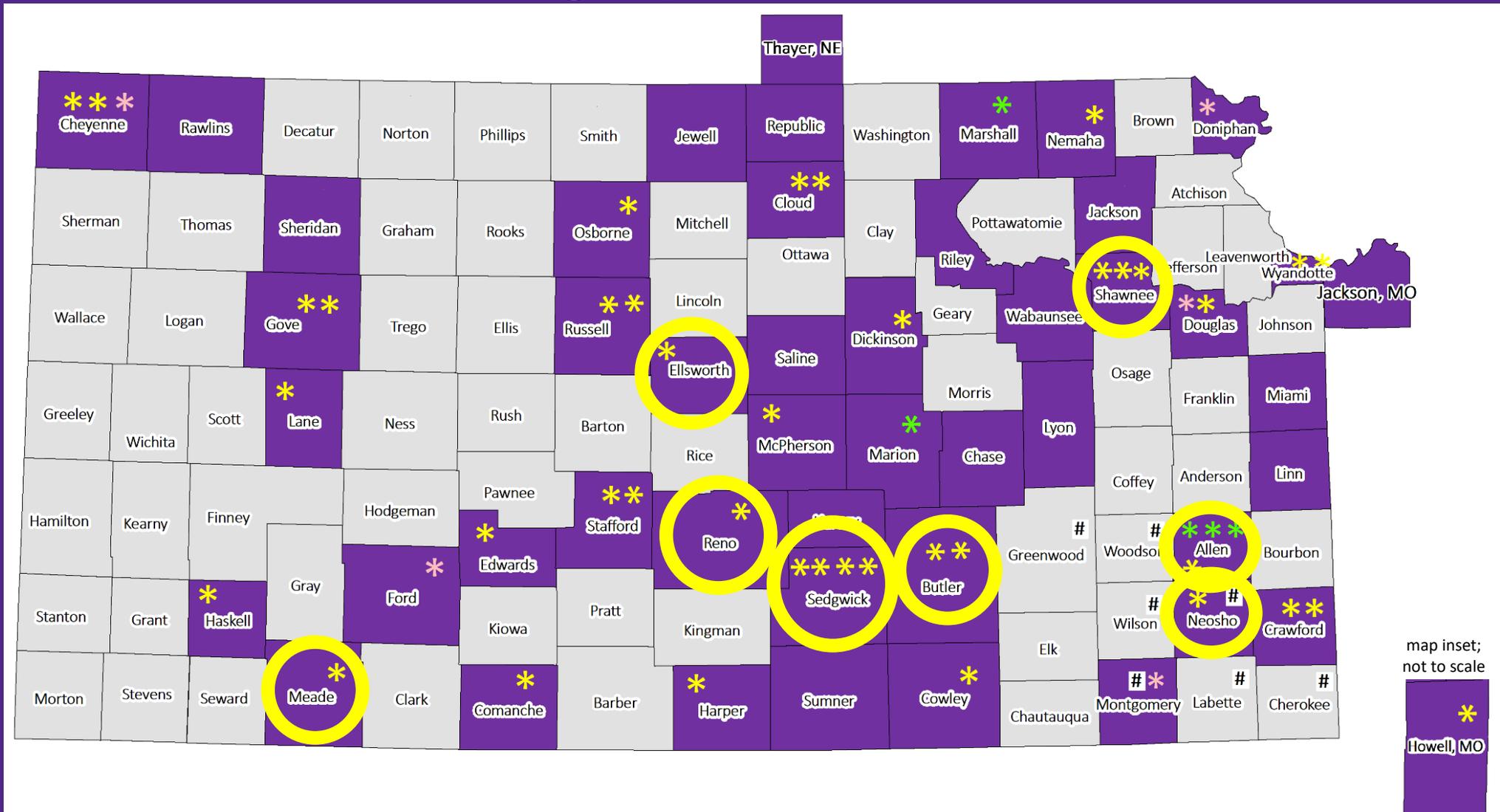


KHFI Dashboard Metrics (through Q1 2022)

Impact Area	Cumulative Totals
OVERALL REACH	96 applications received
	50 projects funded (includes 5 t.a. only grants)
	\$3,392,173 funded (in loans, grants, loan/grant mixes, and t.a. grants)
	158,850 sq. ft. of food retail spaced expanded or renovated
	950 technical assistance inquiries supported
GEOGRAPHIC REACH	48 counties reached (32 counties funded)
JOBS*	369.5 jobs retained / supported
	171 jobs created
LEVERAGE*	\$13.86M in committed funding from other sources
RESIDENTS SERVED*	226,218 residents served (68,688 are BIPOC = 30.4% of all residents)
	84.4% of projects in low income areas (38 of 45 loan/grant projects)

**These metrics are only collected for loan/grant funded projects*

KHFI Geographic Reach (through Q1 2022)



Applications received from purple-shaded counties (96 applications from 48 counties)
 50 funded projects: * = KHF loan/grant (40); *+ = KHF loan/grant + t.a. grant (5); * = t.a. grant only (5)
 # = 7 stores in S.E. KS served by project based in Howell County, MO; **yellow circles** = Deep Dive projects

KHFI Technical Assistance Impacts

In Q1 2022, 39 technical assistance (t.a.) inquiries were completed for a total of 950 inquiries supported by K-State and NetWork KS since 2018

Technical assistance has been critical to KHFI outreach and has produced a record number of applications received and funded in 2021

Common t.a. topics are KHFI processes, business planning and development, grant opportunities, food distribution models, community food advocacy, and connecting retailers with resources

"I was able to submit the grant without any issues... I want to thank you for putting [us] in touch... Without this assistance I would not have been able to complete the grant."

Thank you for taking the time to visit with me today. It is always so nice to speak with other people who have a love for helping others and for food production.

"Thank you so much for all these great resources! I know they will be very helpful to our project."

KHFI Racial Equity Updates & Actions

KHFI is committed to identifying and addressing gaps in racial equity

Estimates indicate that over 68,000 BIPOC residents are served by 45 KHFI loan/grant funded projects; therefore about 30.4% of all residents served are BIPOC populations

Among 33 intakes submitted from June 2021-March 2022, 8 are BIPOC-led projects (24.2%)

Race/ethnicity information is collected from all funded projects; among 50 project sites funded to date, 8 are BIPOC-led (16.0%)

KHFI Sales Metrics

Conclusions based on this small sample are limited

KHFI funded projects collectively accounted for over \$4.8 million in annual produce sales

17 of 23 projects (73.9%) in the KHFI sample accept SNAP; SNAP accounted for an average of 7.0% of total sales

9 of 23 projects (39.1%) were WIC authorized retailers; WIC sales comprised 1.9% of total sales

KHFI improved access to SNAP, WIC, and Double Up Food Bucks by supporting 12 projects (19 stores) with point-of-sale (POS) system upgrades in 2021

Impacts: KHFI directly supported produce sales and expanded use of food assistance programs

KHFI Qualitative Evaluation Components

“Deeper dive” evaluation with select KHFI-funded projects/communities involving:

- Stakeholder interviews**
- Site observations and photos**
- Customer intercept surveys (where applicable/appropriate)**

El Torito in Topeka, KS

- Owned by Octavio Sosa
- Co-located with El Torito Mexican Restaurant and Taqueria (which helps reduce food waste)
- Octavio regularly engages with his customers, bringing in the products they need, including specialty products from their home countries
- “The customers are the most important thing for us, and we need to hear from them, what they need. If they ask for something, we need to help them, to the end.”
- Funding was used to purchase inventory and provide working capital for opening the store





Bluestem Mercantile USD 205 in Leon, KS

- Opened in March 2020
- Owned and operated by the school district, managed and run by school district staff and students
- Sells eggs from the chickens, beef from the cows, and plants from the greenhouse, all brought over from the fully functioning farm located onsite at Bluestem Elementary School
- Funding was used to purchase equipment, coolers, and the initial inventory needed to open the store
- “There’s just been finally a connection between the school and the community that was never there before”

Lessons Learned



Having a key champion (or two) is beneficial



Collaboration breeds success



Customer service and engagement matter



KHFI-funded projects are working to keep people shopping local



Giving back to the community is key

Questions? Thank You!



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