

Bringing Healthy Foods Closer to Home

An Alabama Solution to Reverse Childhood Health Trends

Rhonda Mann, Executive Director



Our Mission

To speak for the well-being of Alabama's children through research, public awareness, and advocacy.



Why Healthy Food Financing in Alabama?

- Creates jobs
- Boosts local economies
- Reverses state health trends



Childhood Obesity In Alabama

Age Range	% of Population Obese	National Ranking
2-4 (WIC)	16.3%	10th
10-17	18.0%	5 th



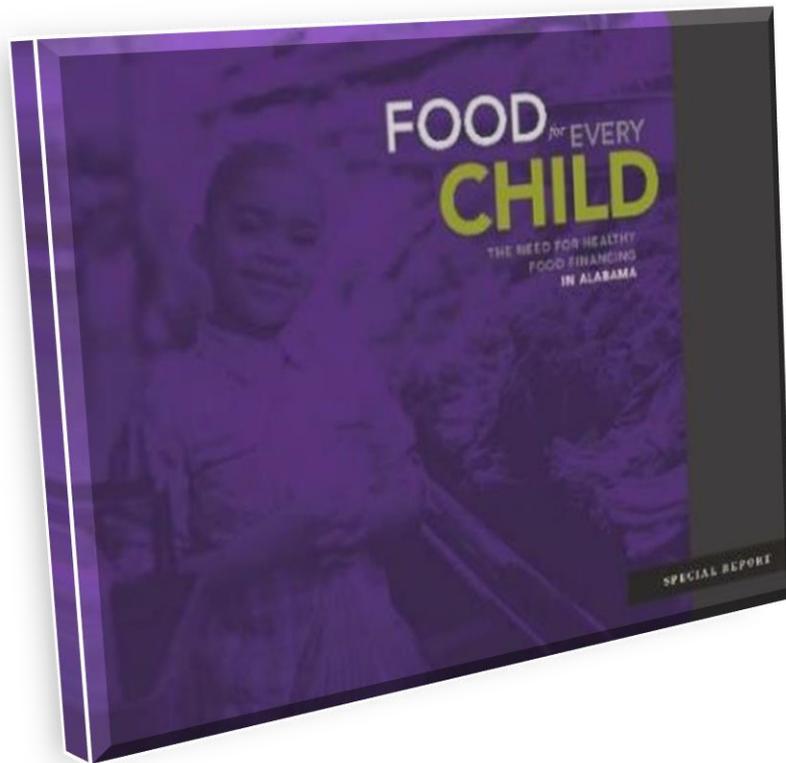
Grocers Summit in Alabama to Discuss Healthy Food Financing



PARTICIPANTS

Stan Alexander, Associated Grocers of the South
Melissa Baker, Fenwick Capital Group
Melanie Bridgeforth, VOICES for Alabama's Children
Jeff Brown, Country Delite Farms
Jessica Brown, Alabama Grocers Association
Graham Champion, Public Strategies LLC
Taylor Clark, REV Birmingham
Terri Coley, Jefferson County Department of Human Resources
Johnny Collins, Barber's Dairy
Bill Davis, A & R Supermarkets
Bob Durand, Associated Wholesale Grocers
John D. Fox Jr., Moore's Marinades and Sauces
Jennifer Gray, The Daniel Foundation
Brandon Hardin, Alabama Department of Public Health
James Harris, The Brogdon Group
Mac Higginbotham, Alabama Farmers Federation
Ellen Jackson, VOICES for Alabama's Children Board of Directors
Irenilo Johnson, City of Birmingham
Dr. Karen Landers, Alabama Department of Public Health
Brian Lang, National Healthy Food Access Campaign,
The Food Trust

Benny Larussa, The Joseph S. Bruno Charitable Foundation
Billy Leverett, Associated Grocers of the South
Chris Litz, Publix Super Markets, Inc.
Patrick McWhorter, The McWhorter Group
Darwin Metcalf, Western Supermarkets
Kim Milbrath, American Heart Association
Jay Mitchell, Mitchell Grocery Corporation
Wade Payne, Food Giant
Commissioner Jeanna Ross, Alabama Department of
Children's Affairs
Deak Rushton, VOICES for Alabama's Children
Jim Searcy, Economic Development Association of Alabama
Jada Shaffer, VOICES for Alabama's Children
Jera S. Stribling, The Joseph S. Bruno Charitable Foundation
Ellie Taylor, Alabama Grocers Association
Yoshida Thomas, Neighborhood Concepts
John Wilson, Super Foods Supermarkets
Lillian Wilson, Super Foods Supermarkets
Alison Wingate Hosp, Alabama Retail Association
Jimmy Wright, Wright's Markets
Assistant Commissioner Glenn Zorn, Alabama Department
of Agriculture



Food For Every Child Mapping Report

Highlighting the greatest health impacts and the need for a healthy food financing program in Alabama.

Over 1.8 million Alabama residents, including nearly half a million children, live in lower-income communities underserved by supermarkets.

Healthy Food Financing Highlights

Polling: 90 % of Alabamians believe our children should have access to fresh, healthy food and support the state in making efforts to reduce childhood obesity.

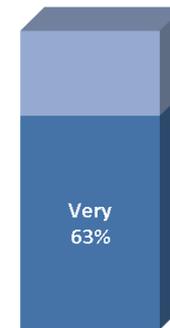
87% feel it is important that Alabama make an effort to reduce childhood obesity.

View
Childhood
Obesity as a
Problem
84%



Very Serious/Serious Problem

Important that
Alabama Make
Effort to Reduce
Childhood
Obesity
87%



Very/Somewhat Important

Legislation

SB 260: sponsored by Sen. Greg Reed with Sen. Quinton Ross as the lead co-sponsor

Establishes a statewide Healthy Food Financing program to provide incentives to grocers and other small food retailers to locate in areas with limited access.

In the House, Rep. James Buskey introduced the companion bill, **HB 283**.

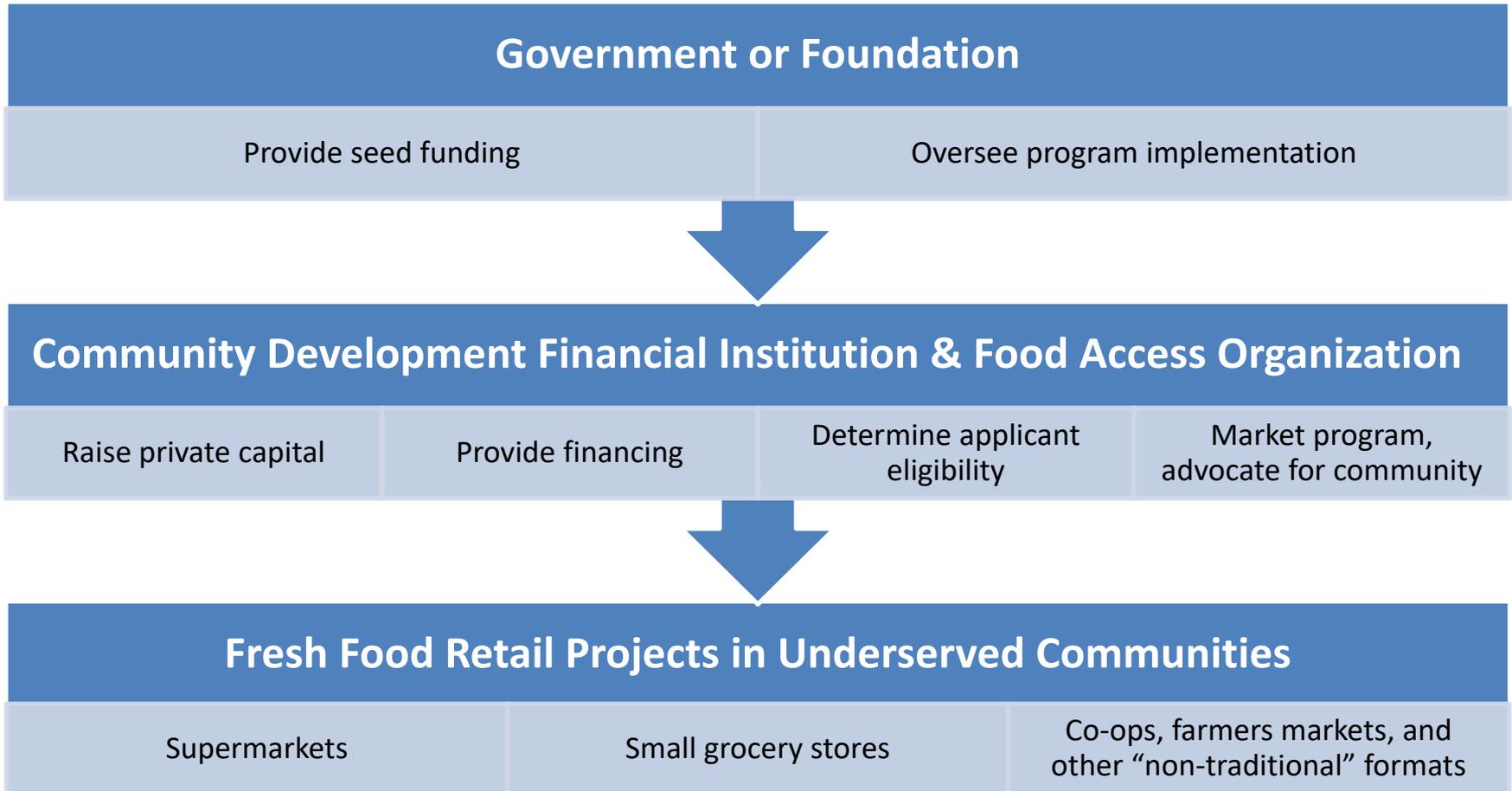


Sen. Greg Reed
(R) Jasper



Rep. James Buskey
(D) Mobile

Healthy Food Financing Program Model



Healthy Food Financing Initiative Implementation Process

Grocer applies for financial incentives to build or expand store in a food desert.

Food access organization screens for eligibility.

CDFI provides customized financing to support store.

April 2018 – First Healthy Food Financing Initiative Awards by Gov. Ivey

- ❖ Africatown Community Development Corp., Mobile, AL
- ❖ Children of the Village Network, Inc., Sumter, AL
- ❖ City of Birmingham
- ❖ Jones Valley Teaching Farm, Birmingham, AL
- ❖ Peoples Piggly Wiggly, Cherokee, AL
- ❖ West Alabama Food Bank; Northport, AL
- ❖ Wright's Market, Inc., Opelika, AL



Contact Us

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