
The Grocery Gap and Healthy Food Financing

Maryland Governor's Intergovernmental Commission for
Agriculture

June 25, 2012

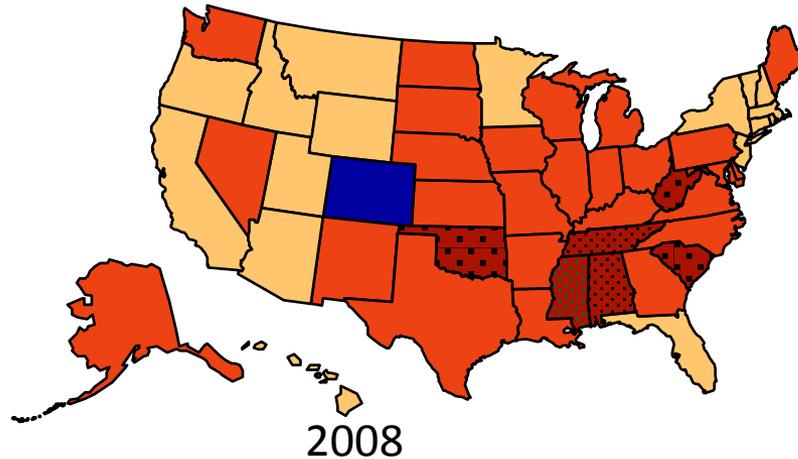
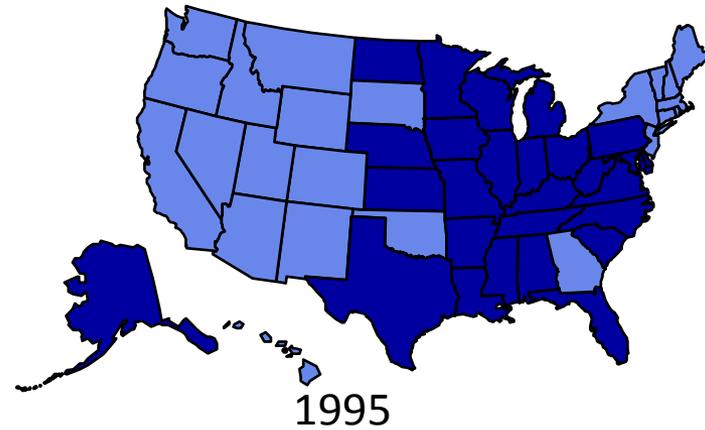
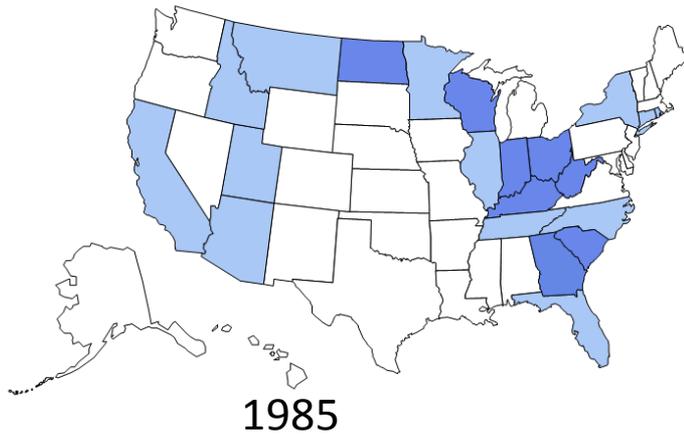
Eugene Kim and Brian Lang
The Food Trust



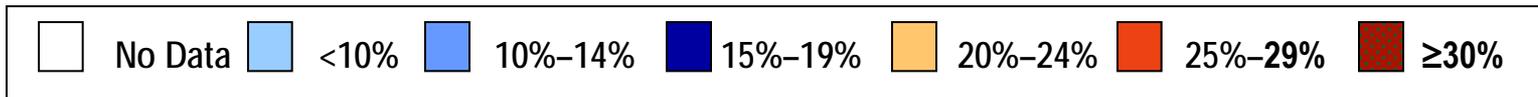
The Food Trust: Working to ensure that everyone has access to affordable, nutritious food.



Obesity Trends in the US

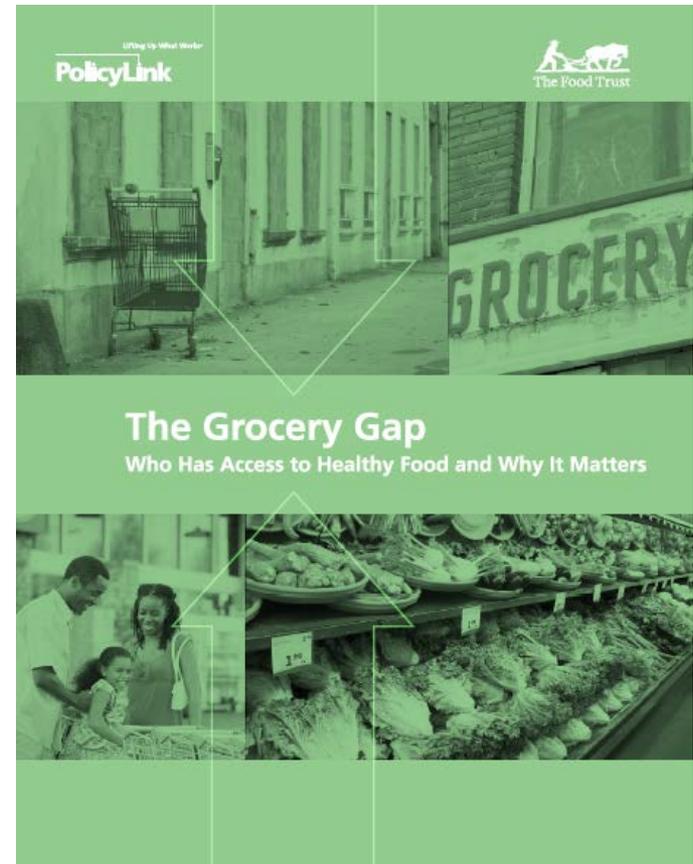


Source: Behavioral Risk Factor Surveillance System, CDC



Key Findings

- Access is a challenge for many low –income families
- Better access corresponds with better health
- Access equates to better health
- Creates jobs & betters communities



Pennsylvania Fresh Food Financing Initiative

- \$120 million financing program
- Grants and loans to supermarkets and grocery stores



“Top 15 Innovations in American Government” – Harvard University’s Kennedy School of Government, 2009

PA FFFI accomplishes public health and economic development goals

- 88 projects funded
- 5,000 jobs created / retained
- 500,000 residents served



Fresh Food Financing Initiative: A Public-Private Partnership



Sprankle's Neighborhood Market (Western PA)



- Size: 8,000-10,000 square feet
- Jobs: 50 jobs
- Impact: Added two new stores to small family-owned rural chain, bringing store to previously underserved communities

Romano's Grocery (Philadelphia, PA)

BEFORE



AFTER



Lancaster Central Market (Lancaster, PA)

- Strategic plan
- Renovation

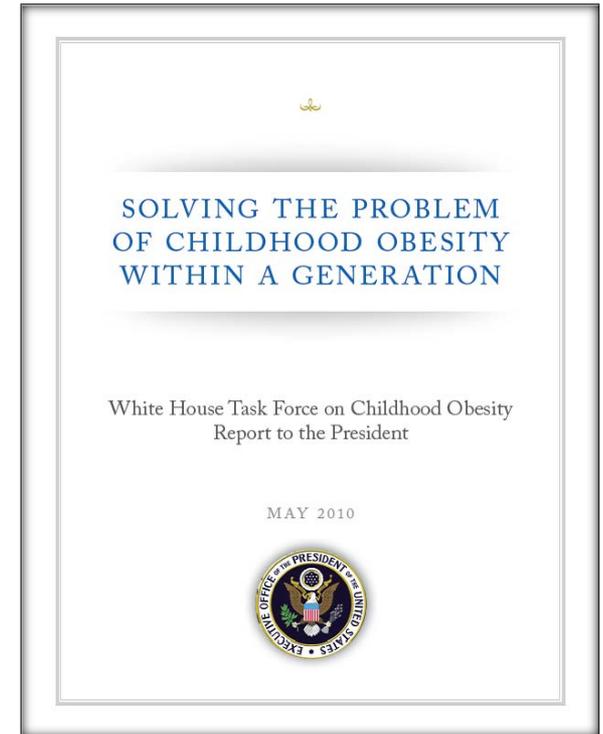


Replication of FFFI underway in several states



- New Orleans Fresh Food Retailer Initiative
- NY Healthy Food & Healthy Communities Fund
- IL Fresh Food Fund
- NJ Food Access Initiative

Creating a National Healthy Food Financing Initiative



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

-- First Lady Michelle Obama

Healthy Food Financing Initiative

Goals

- To expand the supply of and demand for nutritious foods in underserved communities.
- Incentivize and support the formation of public private partnerships at the local, state, or regional level

Benefits

- Improve public health
- Create quality jobs
- Spur economic development
- Revitalize neighborhoods
- Build market opportunities for farmers and ranchers

HFFI: Executive-Level Action

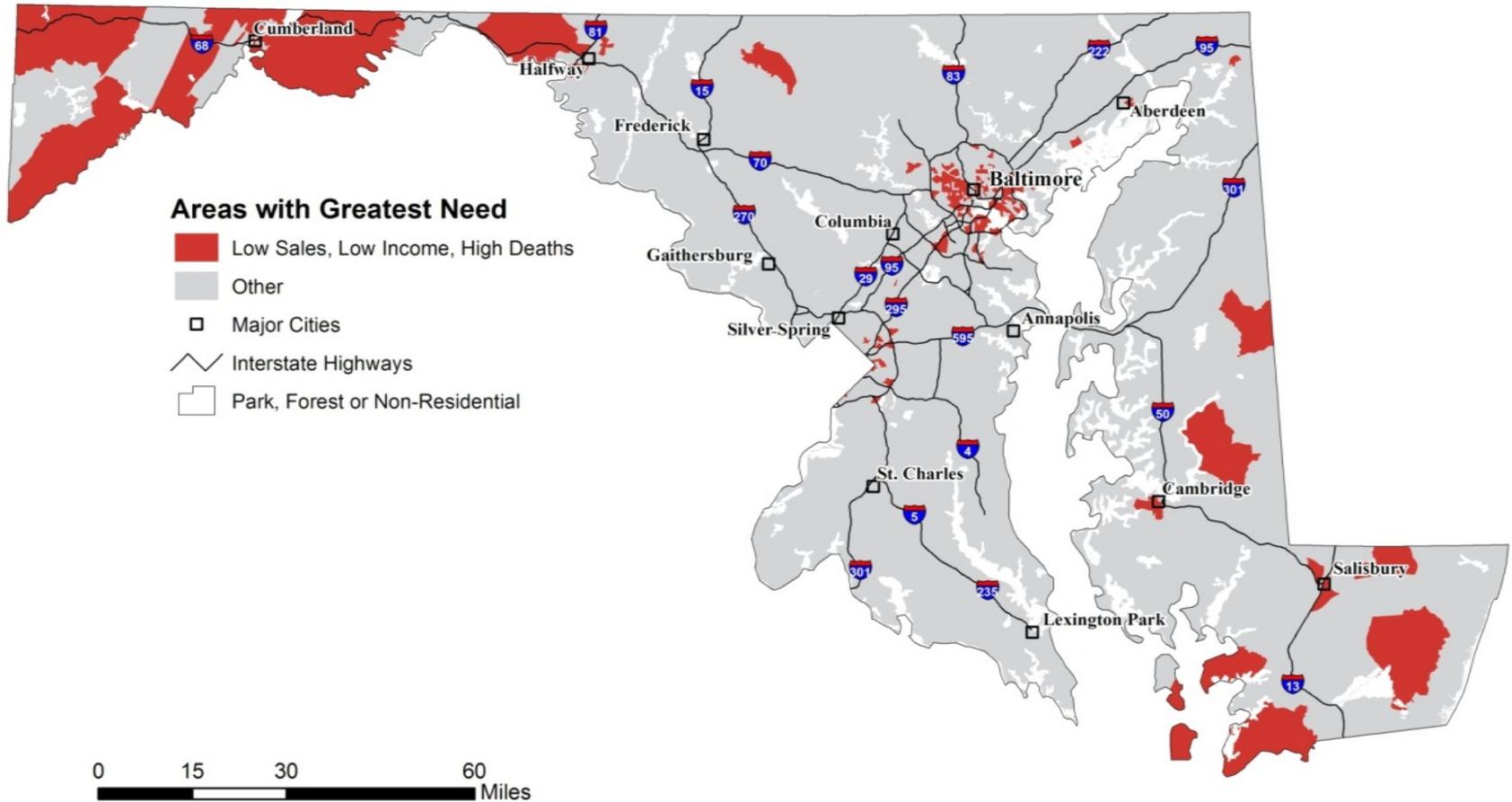
- Tri-agency initiative to improve access to healthy, affordable foods by supporting new and existing grocery stores, coops, farmers markets, other healthy food retail, and other projects
- Grants, tax credits, and technical assistance to qualified applicants
- Focus: low-income underserved urban and rural communities
- Federal government's 1st ever coordinated step to eliminate food deserts



Mapping Areas of Need in Maryland

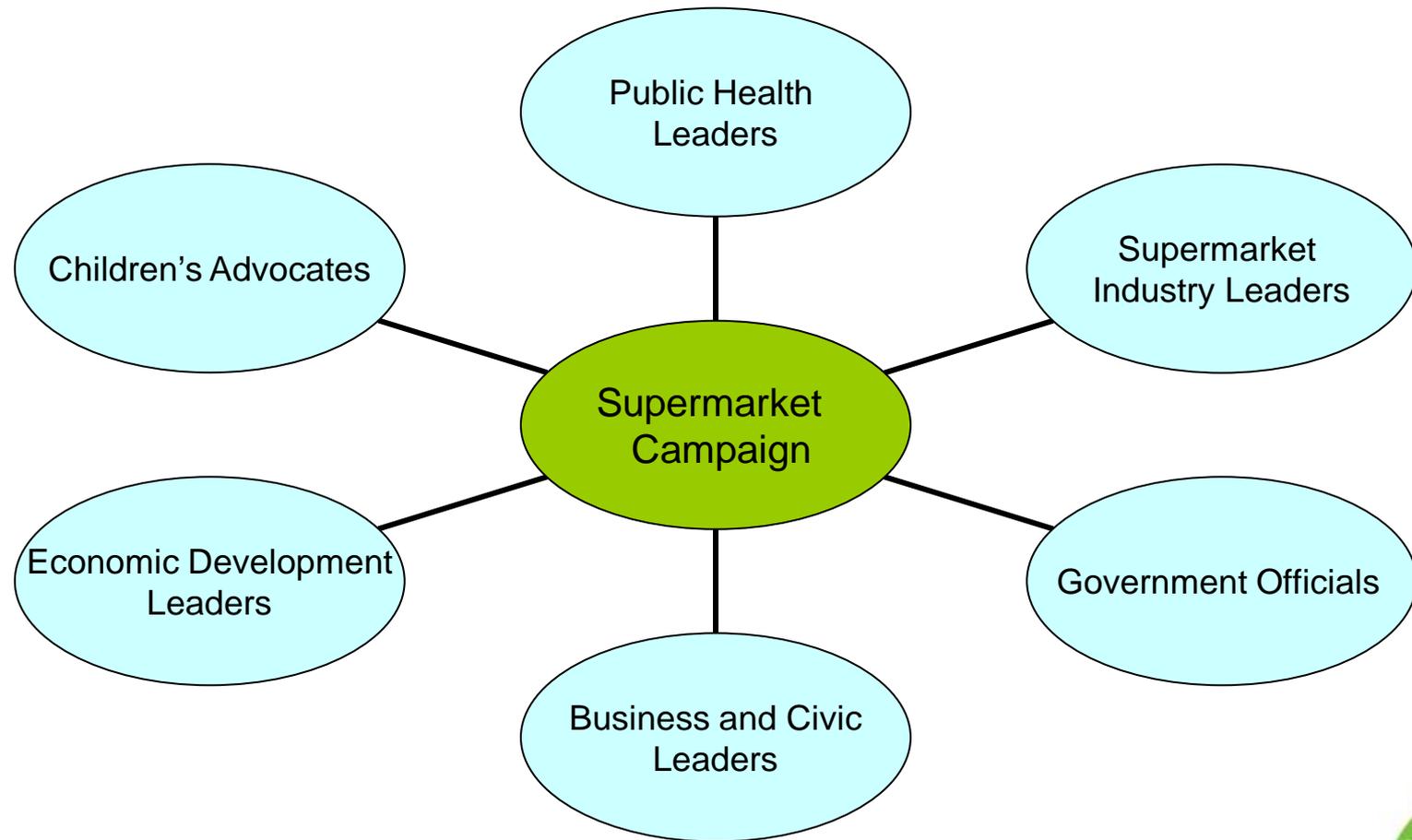


MAP 6 Areas with Greatest Need



Data: TradeDimensions Retail Database, 2009; State of Maryland, 2010; US Census, American Community Survey, 2005 - 2009

Engaging diverse stakeholders around the need for policy change



Maryland Fresh Food Retail Initiative

– Diverse Support

Partial List of Task Force Members

Maryland Retailers Association (Convening Partner)

Advocates for Children and Youth (Convening Partner and Co-Chair)

Safeway, Inc. (Co-Chair)

Maryland Department of Agriculture

Maryland Department of Health and Mental Hygiene

Maryland Department of Business and Economic Development

Maryland Department of Housing and Community Development

Maryland Department of Planning

The Reinvestment Fund

Maryland Hunger Solutions

PNC Bank

Baltimore Development Corporation

Office of Baltimore Mayor Stephanie Rawlings-Blake

Barriers to Supermarket Development

- Development & Operating Costs
- Financing
- SNAP Distribution
- Workforce
- Transportation
- Financing
- Security
- Land Assembly and Use



Issuing policy recommendations later in 2012



Thank you!



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