

Increasing Access to Healthier Foods & Improving Economic Opportunity



Capital at the point of impact.



The Reinvestment Fund

\$1 billion in cumulative investments and loans throughout the mid-Atlantic

Currently manage **\$668 million** in capital, with more than **800** investors

Business Lines



Lending and Investing



Policy & Information Services



Real Estate Development



PolicyMap

As of 12.31.10

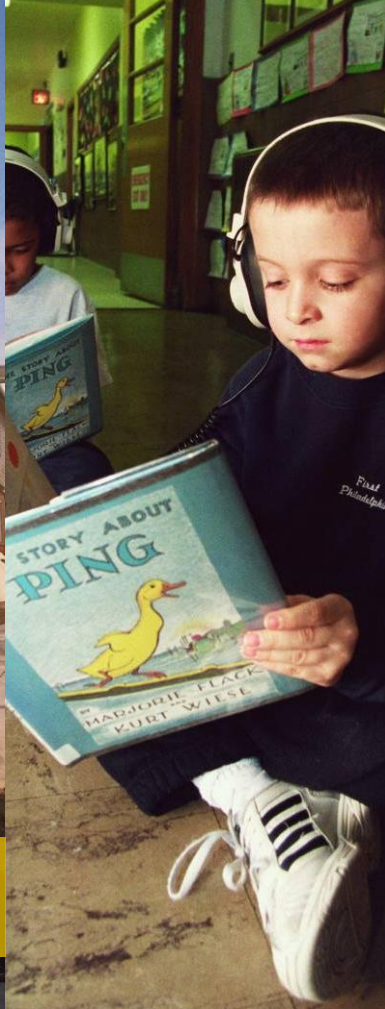


Capital at the Point of Impact



19,069 homes

30,040 charter school seats



8.6 million sq. ft of commercial space

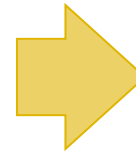
3.23 million MWh of clean energy



47,340 jobs

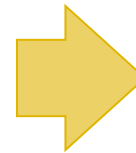
**Developing
Quality Food
Markets in
Underserved
Communities**

- Increases access to healthier foods, the consumption of which is associated with reduction in obesity & diet-related diseases



Health

- Creates jobs with career paths
- Lowers the cost of food



Income

- Revitalizes neighborhoods
- Leverages private capital
- Increases local taxes



Economic Stimulus



Current Food Access Work

Food Retail Financing

Public Policy & Advocacy

Building Industry Capacity

Research

Distance measurements:

USDA: One / ten miles

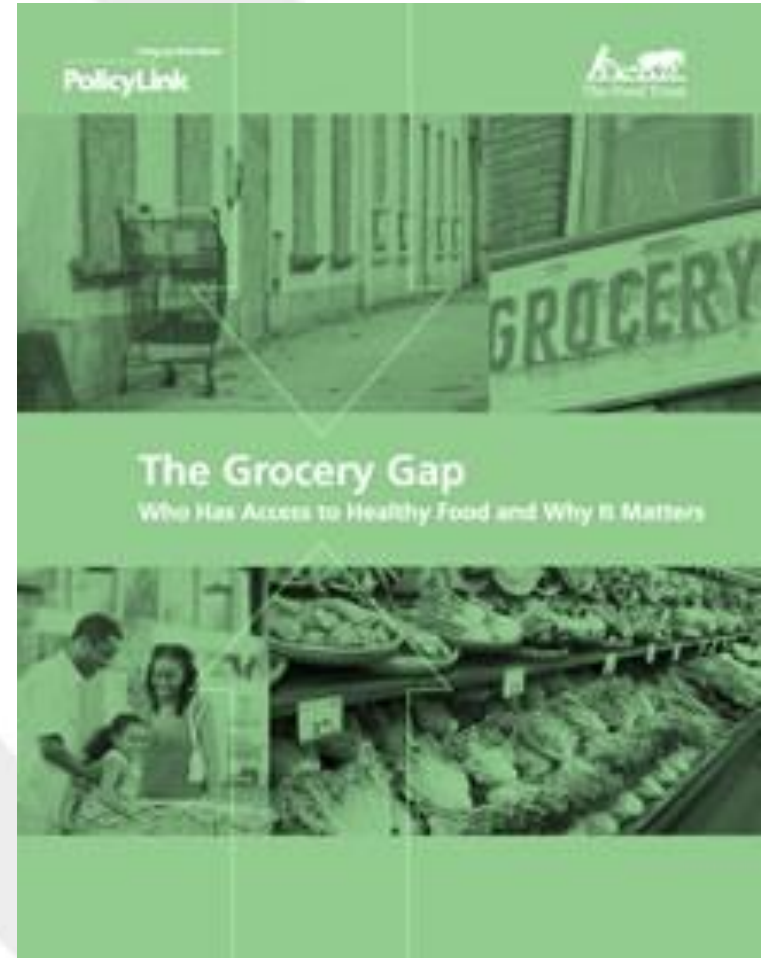
<http://www.ers.usda.gov/FoodAtlas/about.htm>

Other measurements

TRF:

- Distance traveled in well-served markets
- Population density
- Car ownership
- Retail leakage

<http://www.trfund.com/TRF-LAA-widget.html>



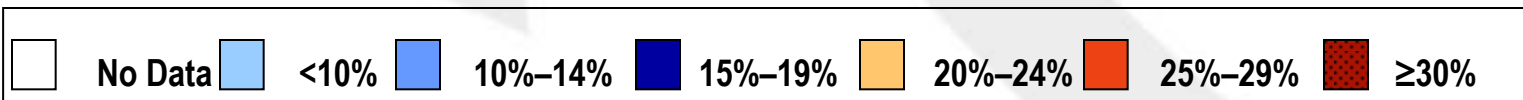
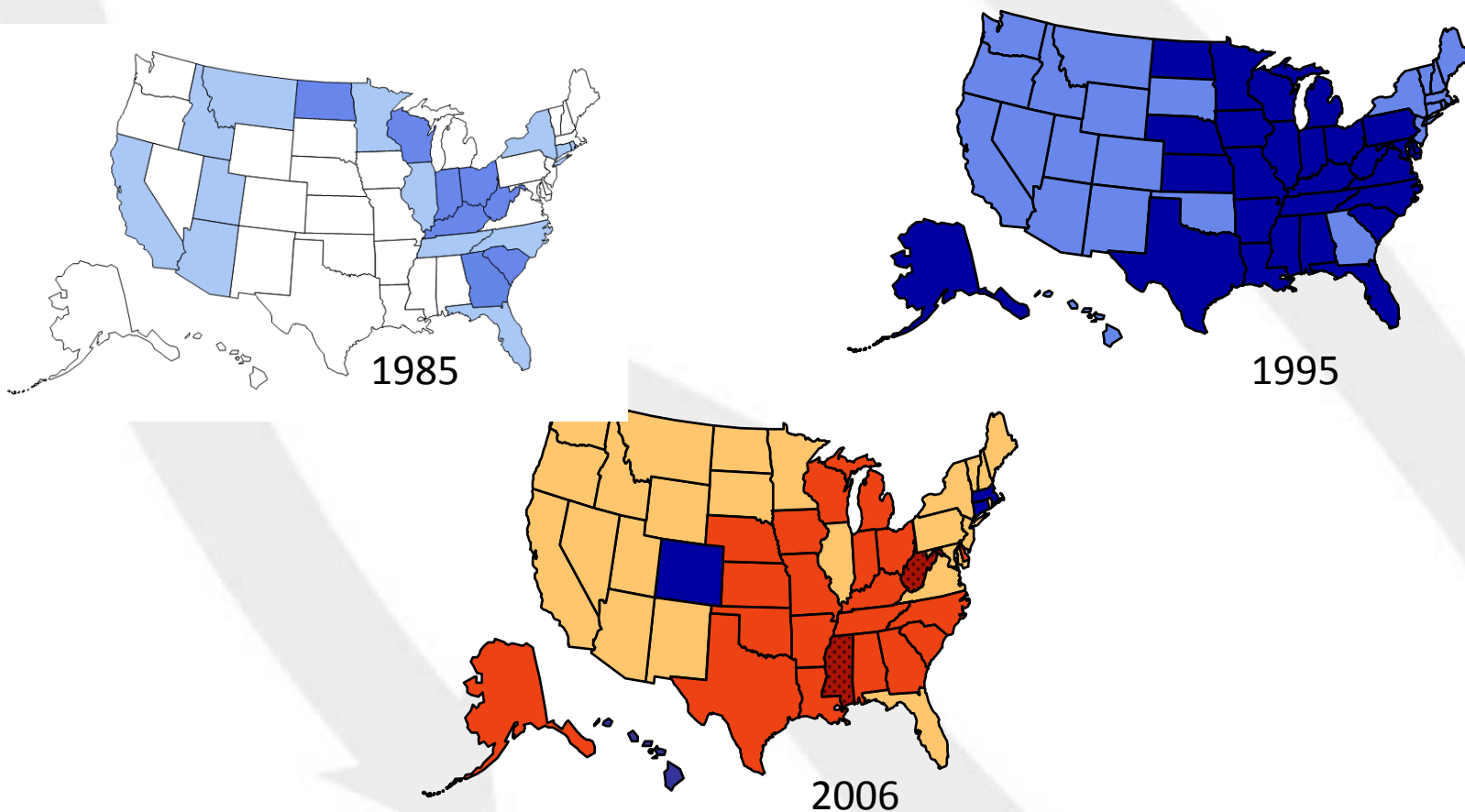


What the Data Tells Us

- 24.8 million people (8.1% of the population) live in low access areas
- Households earning < \$35,000 annually are 1.5X more likely to live in a low access area compared to those earning > than \$75,000
- Children and the elderly are disproportionately affected
 - 6.2 million (25%) of these people are under age 18
 - 3.2 million (13%) are over age 65

(2009)

Why Should We Care?



- Leading public health experts support increasing fresh food access as a necessary strategy to combat obesity
- Growing evidence showing the connection between improved supermarket access and better health outcomes



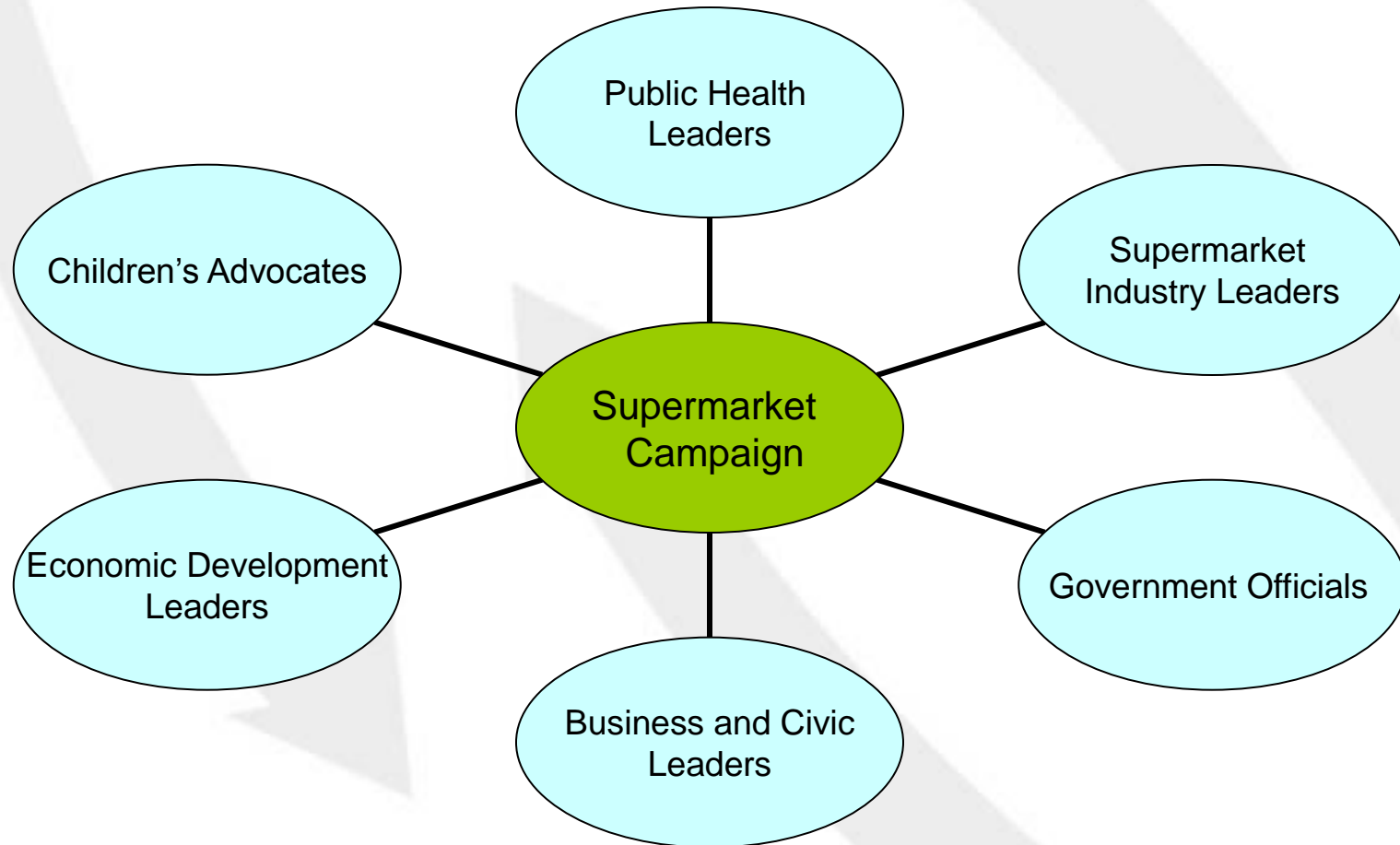
- Revitalizes communities
 - Economic anchors
 - Improve home values
 - Increases local taxes
 - Builds social capital
- Creates Jobs
 - A 50,000 sq. ft. supermarkets creates on average 250 jobs



PA Fresh Food Financing Initiative



A public/private partnership to increase access to fresh foods in underserved communities across Pennsylvania.

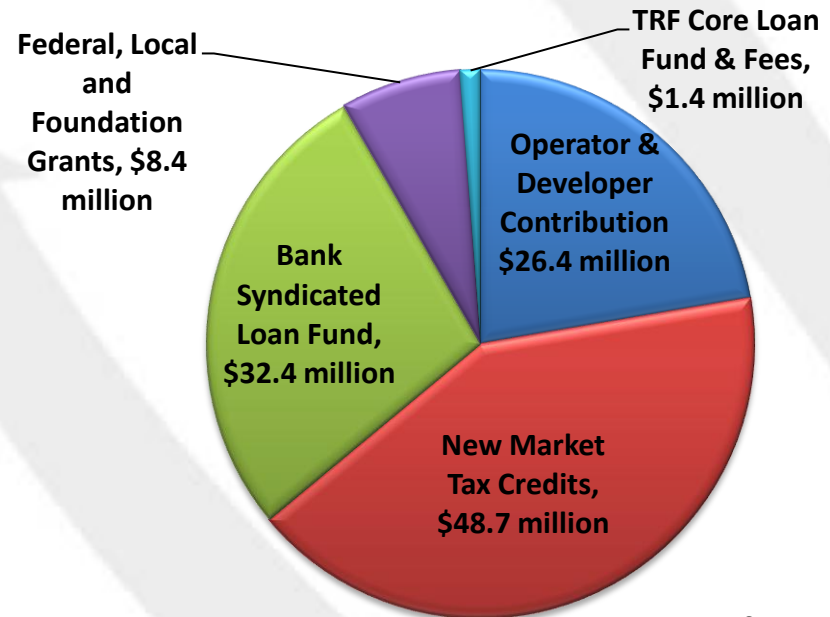


Pledged to raise \$90 million in matching funds

\$30 million State Grant

| | (in millions) |
|-----------------|----------------|
| Bank Loan Fund: | \$13.10 |
| Direct Grants: | \$12.00 |
| NMTC Program: | \$3.10 |
| Program Admin: | \$1.80 |
| (over 6 years) | \$30.00 |

Total Match Raised \$117.5 million



As of 06.30.10

Towns & Rural Areas:

- Access to credit suitable for small businesses
- Competition from big box operators
- Retiring operators
- Limited supplier choice
- Minimum purchase requirements from wholesalers

Urban Areas:

Site assembly

- Higher start-up costs
- Security
- Market structure
- Perception
- Workforce / Turnover

Four major required components:

- Viable business enterprise - no need for ongoing subsidies
- Located in underserved area
- Located in low income neighborhood
- Provide access to fresh, healthy food

- Predevelopment & start-up costs
- Land acquisition
- Leasehold improvements & equipment
- Construction & permanent financing
- Energy efficiency and conservation measures



- Total Projects: 88
 - Total Grants: \$12.1M
 - Total Loans: \$73.2 M
-
- Est. Project costs: \$194 M
 - Est. Jobs: 5,023
 - Est. Retail Space: 1.6M
 - Improved Access: 500,000

Fresh Grocer-Progress Plaza



As of 6.30.10

- Independent grocers
- Own more than one store
- 1/3 of the projects in Philadelphia & 2/3 in small cities, towns and rural areas
- Store size: 900 to 70,000 sq. ft.
- New stores, major renovation, equipment purchases and acquisition & refresh existing stores

Supermarkets

Grocery stores

Farmers markets/CSAs



For-profit businesses

Cooperatives

Non-profit organizations



FFFI Success Drivers

- Broad civic, public & private sector engagement
- A champion/spokesperson
- Highly-skilled CDFI & food access organization with market knowledge
- Broad range of financial products, including grants
- Resources to market program & provide TA





New Orleans Fresh Food
Retail Incentive Fund

Louisiana Healthy Food Retail
Act

New York Healthy Foods,
Healthy Communities

Illinois Fresh Food Fund

California Fresh Works



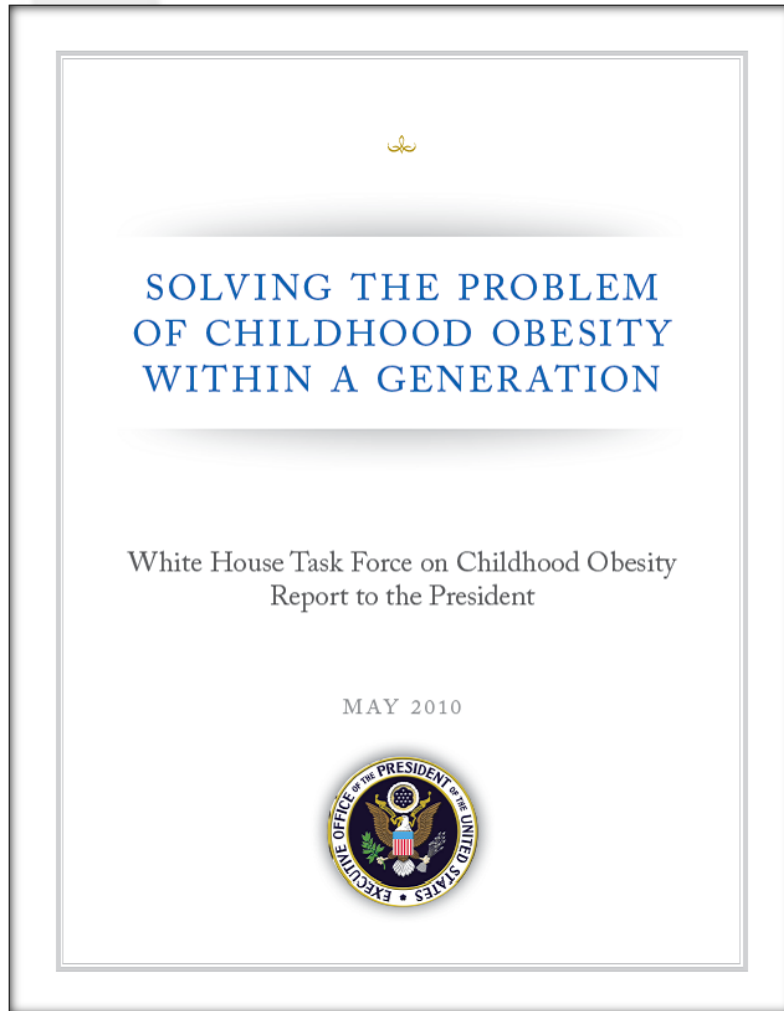
Healthy Food Financing Initiative

A national campaign initiated by PolicyLink,
The Food Trust and TRF in 2009

Goal

To improve access to healthier foods at affordable prices in
low-income, rural, suburban, & urban communities

http://www.letsmove.gov/taskforce_childhoodobesityrpt.html



1. Healthy Choices
2. Healthy Schools
3. Physical Activity
4. Access to Healthy Foods

Administered by:

- USDA
- HHS
- CDFI Fund

Budget Allocation:

- \$35 million
- \$20 million
- \$25 million &
- \$250 million
NMTCs

- HFFI Interagency Working Group
- HHS Notice of Funding Availability
- CDFI Fund Healthy Options Capacity Building Task Orders
- CDFI Fund HFFI Questionnaire

111th Congress
S. 3986 & H.R. 6462

Lead sponsors in Senate

Sen. Gillibrand (NY)
Maj. Leader Reid (NV)

Lead sponsors in House

Rep. Schwartz (PA)
Rep. Velázquez (NY)
Rep. Blumenauer (OR)
Rep. Rush (IL)



Contact Information

The Reinvestment Fund
1700 Market Street, 19th Floor
Philadelphia, PA 19103

www.trfund.com

Contact:

Patricia L. Smith

Senior Policy Advisor

215-574-5898

patricia.smith@trfund.com

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www.policylink.org