Increasing Access to Healthier Foods & Improving Economic Opportunity
$1 billion in cumulative investments and loans throughout the mid-Atlantic

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

As of 12.31.10
Capital at the Point of Impact

- 19,069 homes
- 30,040 charter school seats
- 3.23 million MWh of clean energy
- 8.6 million sq. ft of commercial space
- 47,340 jobs
A Mission Fit

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
- Creates jobs with career paths
- Lowers the cost of food
- Revitalizes neighborhoods
- Leverages private capital
- Increases local taxes

Health

Income

Economic Stimulus
Current Food Access Work

- Food Retail Financing
- Public Policy & Advocacy
- Building Industry Capacity
- Research
Understanding “Food Deserts”

**Distance measurements:**
USDA: One / ten miles


**Other measurements**
TRF:
- Distance traveled in well-served markets
- Population density
- Car ownership
- Retail leakage

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?

- 1985
- 1995
- 2006

Legend:
- No Data
- 10%–14%
- 15%–19%
- 20%–24%
- 25%–29%
- ≥30%
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
An Economic Development Tool

• Revitalizes communities
  – Economic anchors
  – Improve home values
  – Increases local taxes
  – Builds social capital

• Creates Jobs
  – A 50,000 sq. ft. supermarket 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.
Stakeholder Engagement

- Children’s Advocates
- Public Health Leaders
- Economic Development Leaders
- Supermarket Industry Leaders
- Government Officials
- Business and Civic Leaders
- Supermarket Campaign
Pledged to raise $90 million in matching funds

$30 million State Grant

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount (in millions)</th>
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<tbody>
<tr>
<td>Bank Loan Fund</td>
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<tr>
<td>Direct Grants</td>
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<td>NMTC Program</td>
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<tr>
<td><strong>Total</strong></td>
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</tbody>
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As of 06.30.10

Total Match Raised

- Operator & Developer Contribution: $26.4 million
- Bank Syndicated Loan Fund: $32.4 million
- Federal, Local and Foundation Grants: $8.4 million
- New Market Tax Credits: $48.7 million
- TRF Core Loan Fund & Fees: $1.4 million

Total Raised: $117.5 million
Market Barriers and Challenges

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
Eligible Grant & Loan Uses

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

- 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
Portfolio Characteristics

- 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
• 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
Replication

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
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
Let's Move

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

http://www.letsmove.gov/taskforce_childhoodobesityrpt.html
2012 Budget Proposal

Administered by:
- USDA
- HHS
- CDFI Fund

Budget Allocation:
- $35 million
- $20 million
- $25 million & $250 million NMTCs
Agency Actions

- 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)
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