

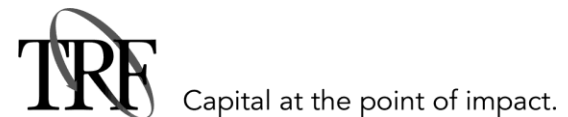
# Access to Healthy Foods

Webinar

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Part 2

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PolicyLink



Capital at the point of impact.

# Solution

## Pennsylvania Fresh Food Financing Initiative

- Powerful success story
- Presents a model for solving the lack of access to healthy foods

# Core components of the Pennsylvania FFFI

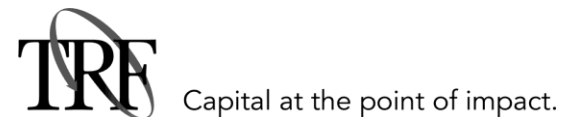
- **Flexible Public/Private Partnership**
- **Results oriented**
- **Connected to communities**
- **Relies on knowledge of local/regional economies and the grocery business**
- **Requires experience with financial innovation**

# National FFFI: Key Features

- **Public/private partnership**
- **One time federal investment of \$500 million to \$1 billion**
- **Loan and grant financing**
- **Flexible**
- **Results oriented**

# Key Components

- **USDA will administer**
- **National fund manager to leverage private capital**
- **Funds to flow through state and regional Fresh Food Financing Programs**



# The Federal Agency

- **Federal agency- USDA- will administer the program**
- **USDA will:**
  - **Select the national fund manager**
  - **Monitor and audit program implementation**

# National Fund Manager

- **Responsibilities of the national fund manager:**
  - **Raising capital**
  - **Providing technical assistance**
  - **Allocating funds to local, state, and regional programs**
  - **Researching and evaluating the program**

# Fresh Food Financing Program

- The national fund manager will select and work with local, state and regional partnerships to create Fresh Food Financing Programs
- Local/State/regional partnerships will include:
  - Community Development Financial Institution or other financial entity,
  - Food/Health nonprofit organization(s), and
  - Government

# Local Partnerships

- **Local/state/regional partnerships must demonstrate:**
  - **Some form of government support possibly including: matching funds, bond commitments, and/or loan guarantees**
- **Local/state/regional partnerships are responsible for:**
  - **Marketing and outreach for the program**
  - **Evaluating eligibility**
  - **Providing loans and grants**
  - **Monitoring implementation**

# Eligible Projects

- **Supermarkets**
- **Grocery stores**
- **Farmers markets**
- **Other fresh food retailers**
- **For-profit businesses**
- **Member-owned cooperatives**
- **Non-profit organizations**

# Project Eligibility Criteria

## Three major components:

- **Viable business enterprise- no long-term subsidies**
- **Located in underserved area**
  - **Projects in areas with below average supermarket density, or**
  - **Areas with significant access limitations**
- **Located in low income neighborhood**

# Evaluation and Monitoring

- **Geographic spread:** programs receiving funding will be geographically diverse and representative of the need across the country.
- **Focus on low-income communities:** programs must demonstrate that a substantial portion of funded projects serve low-income communities
- **Effectiveness of the national fund manager:** the national financial organization must demonstrate on-going capacity and timeliness in raising capital and disbursing funds.
- **Effectiveness of Fresh Food Financing Programs:** programs receiving funding will report regularly on progress of projects funded.
- **Impact:** tracked at the local/state/regional and national levels

# Diverse Support

## Partial List of Supporters:

**Food Marketing Institute**

**National Grocers Association**

**United Fresh Produce Association**

**Food Research and Action Center**

**Children's Defense Fund**

**NAACP**

**American Public Health Association**

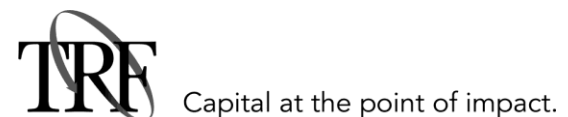
**American Heart Association**

**National WIC Association**

**Community Food Security Coalition**

**Low Income Investment Fund**

**Wallace Center at Winrock International**



# Current Status

- **Hill and administration discussions underway**
- **Resolution and legislation under development**

# Support Needed

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