



# **Corner Store Initiatives and Healthy Food Financing: Policies to Increase Healthy Food Access**

NC House Committee on Food Desert Zones  
Raleigh, NC ■ January 27, 2014

Julia Koprak, The Food Trust

# The Food Trust

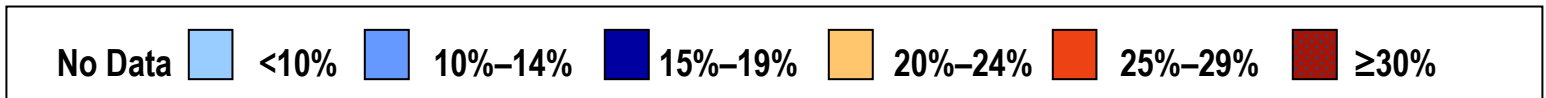
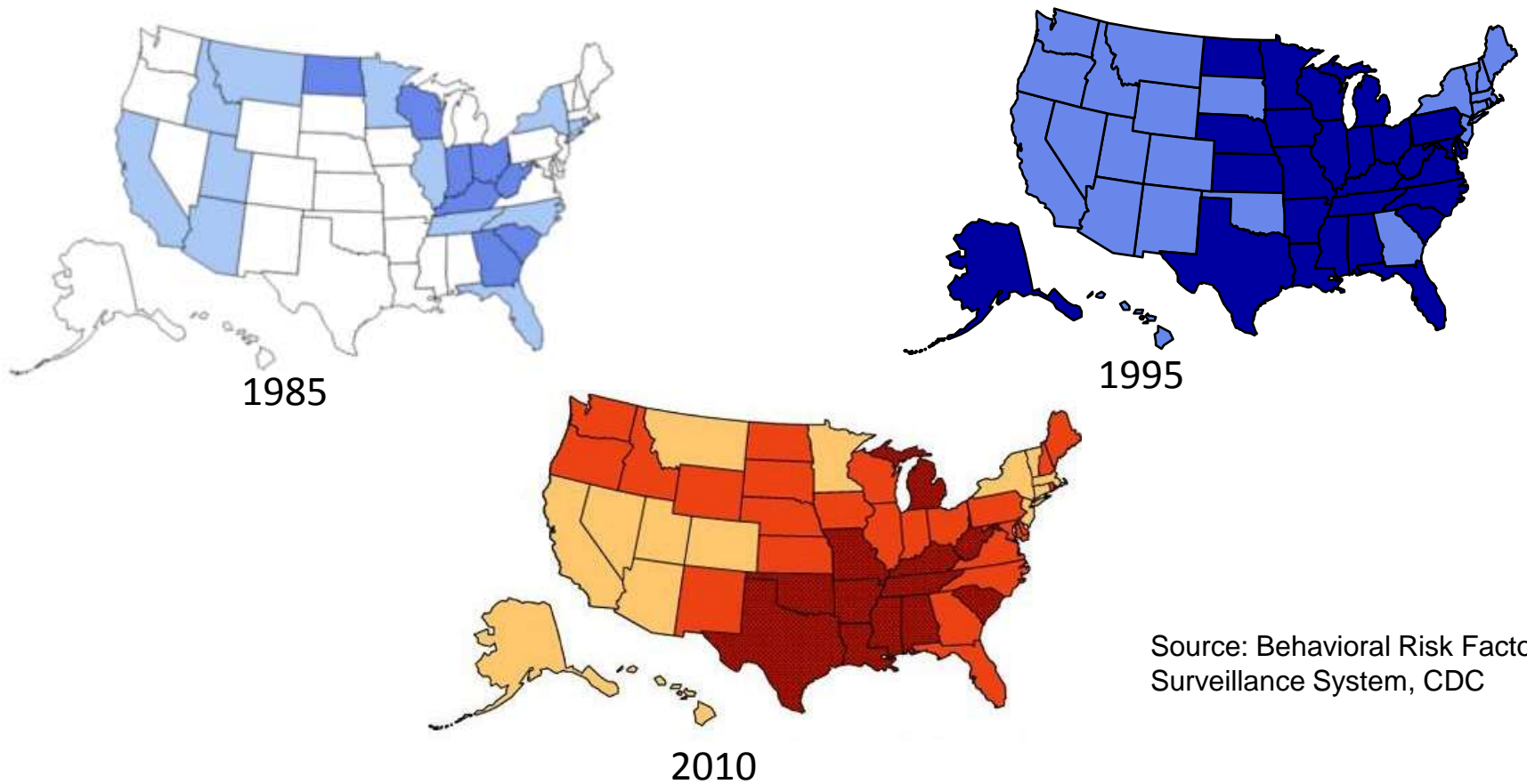
*Since 1992, working to ensure that everyone has access to affordable nutritious food*



# Healthy food access is a public health issue.



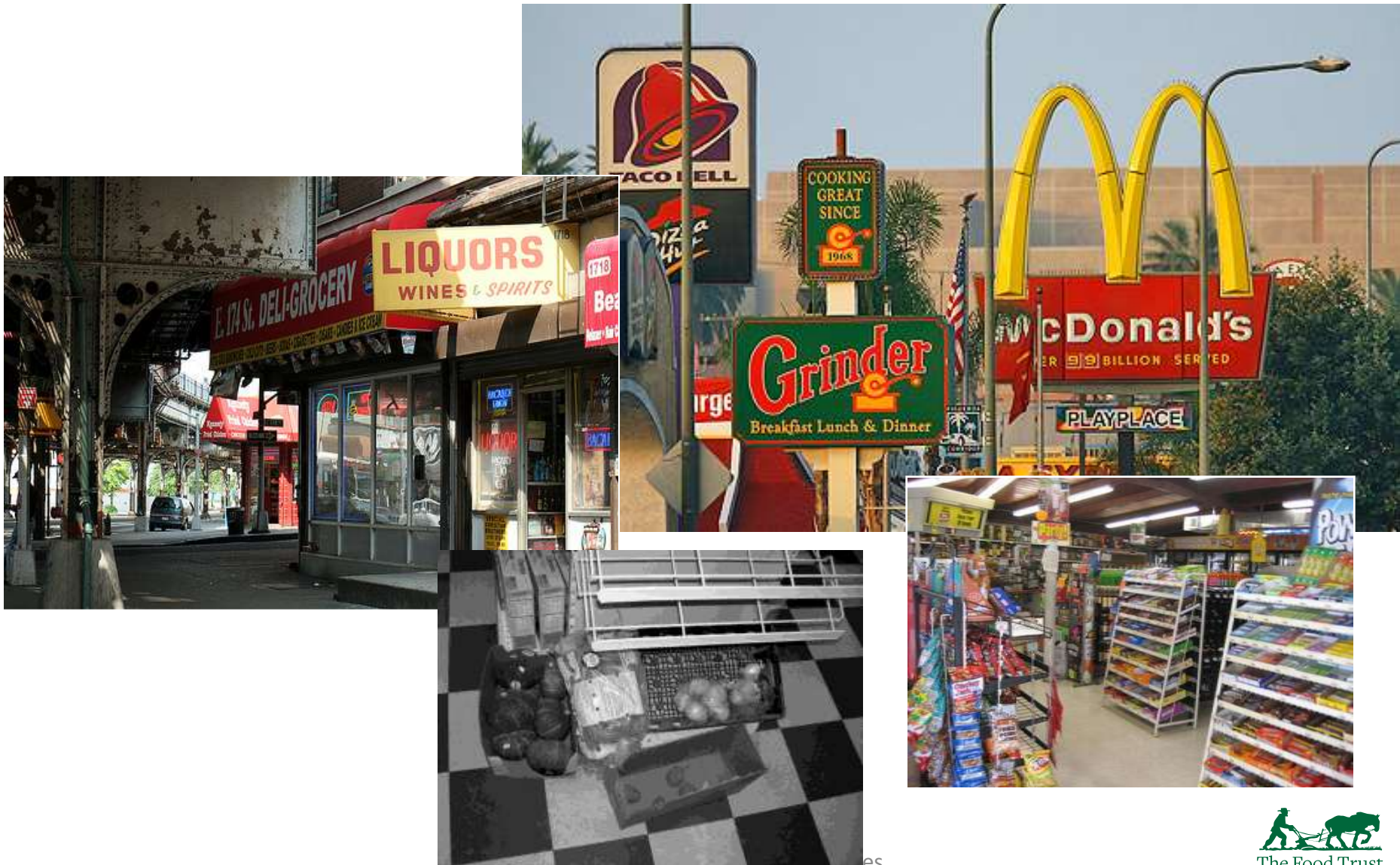
# Obesity Trends in the US





1/27/2014

# The alternatives in many places



NO COMMITTEE ON FOOD DESERT ZONES

# The Grocery Gap: Key Research Findings



- Accessing healthy food is a challenge for many Americans – particularly those living in low-income neighborhoods, communities of color, and rural areas.
- Better access corresponds with healthier eating
- Access to healthy food is associated with lower risk for obesity and other diet-related chronic diseases.
- New and improved healthy food retail in underserved communities created jobs and helps to revitalize low-income neighborhoods.

Available at: <http://www.thefoodtrust.org>

# Increasing healthy food access at corner stores and convenience stores



# Why Corner Stores?

- Supermarket deserts and customer dependence
- Philadelphia study:
  - 42% students shop 2 times/day;  
53% shop once a day
  - 356 calories per purchase
- Energy dense, low-nutritive food and beverages
- Engaging as ALLIES

Fruit and Vegetable Consumption  
Among Residents  
with Poor Grocery Quality

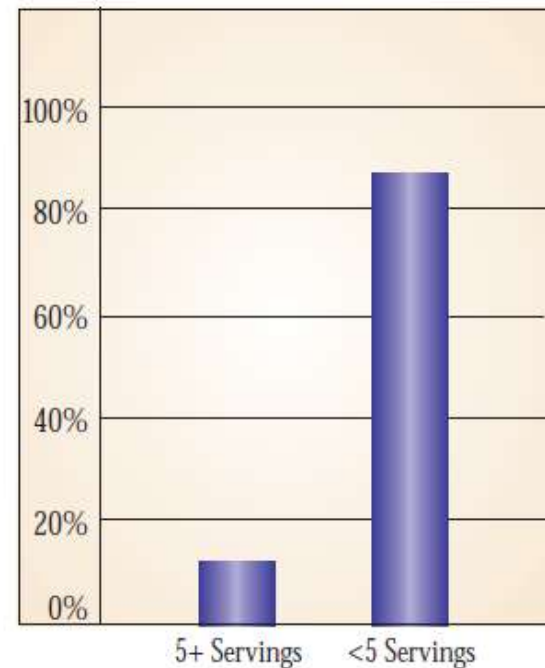


Chart Source: Food Geography: How Food Access Affects Diet and Health.  
Available at <http://www.thefoodtrust.org/pdf/Food%20Geography%20Final.pdf>

# What makes a healthy corner store?

- Stocking healthier items (whole grains, low-fat dairy, fresh produce)
- Increasing the quantity and shelf space for healthy options
- Marketing to promote healthy foods
- Technical Assistance to owners
- Equipment and conversions



# In-store marketing for healthy foods



**LEAN & LOW-FAT**  
fish, poultry, eggs,  
beef, pork

**NON-LEAN MEAT**  
steak, ground beef,  
poultry with skin

**PROCESSED MEATS**  
high-sodium/high-fat meats  
—bacon, deli meat, sausage

Let the  
colors  
be your  
guide  
to **healthy**  
eating!

**GO**  
*healthiest foods:*  
enjoy any time

**CAUTION**  
*somewhat healthy  
foods: enjoy a few  
times a week*

**STOP  
& THINK**  
*least healthy foods:*  
enjoy once in a while



# APPROVED ITEM

Your Neighborhood  
Corner Store. Healthier.



# **A typical corner store aisle**



# The same corner store post-renovation



# Examples of Healthy Corner Store Initiatives

- Austin, TX
- Camden, NJ
- Kentucky (rural areas)
- North Carolina (rural areas)
- Philadelphia, PA
- Richmond, VA
- San Jose, CA



# Healthy Food Financing: The Basics

- Business financing programs that provide grants and loans for new and expanded grocery retailers in underserved communities
- Administered by a variety of community development entities, especially CDFIs
- Funded with federal, state, local, and philanthropic dollars

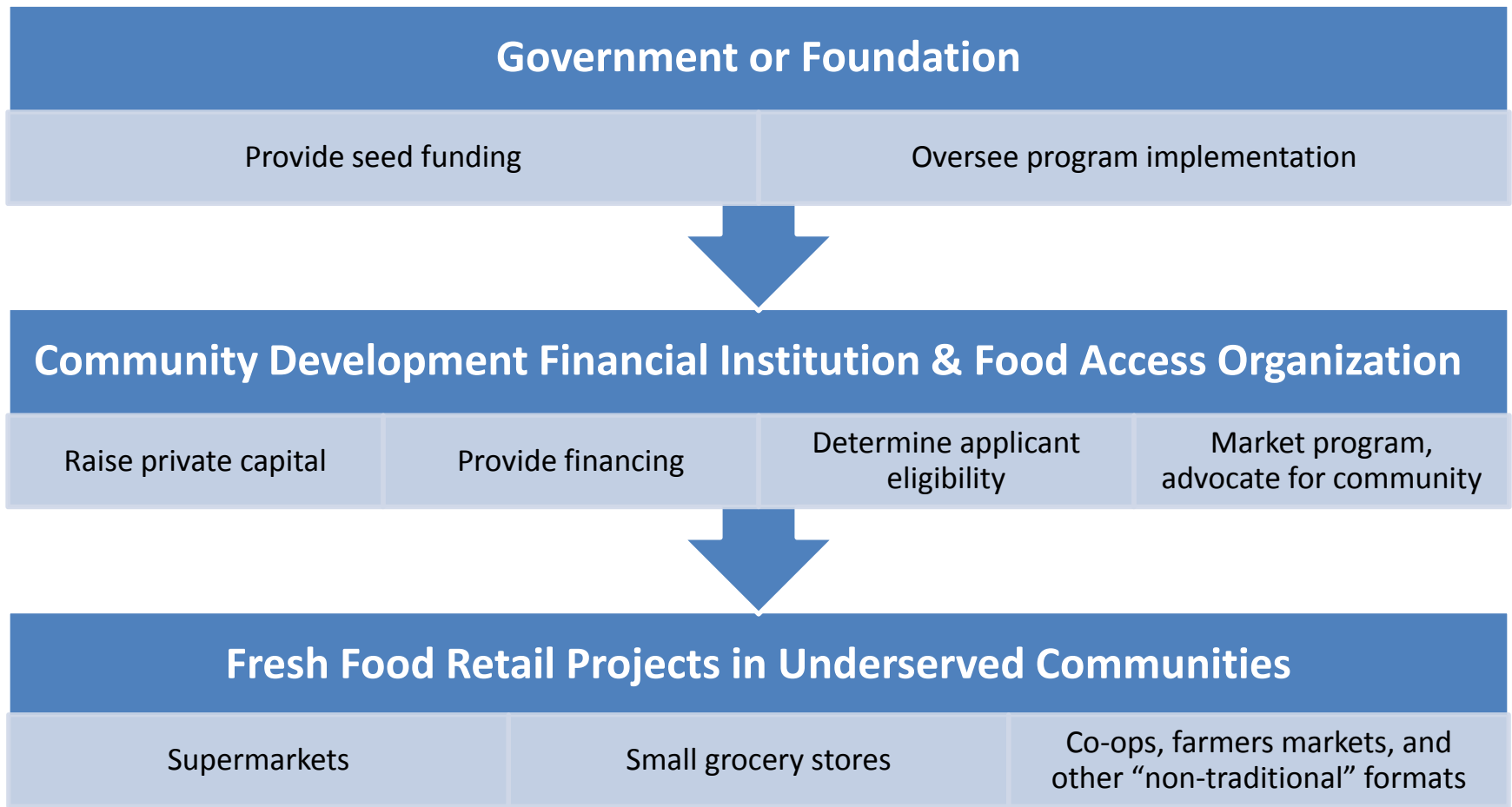


New Orleans Fresh Food  
RETAILER INITIATIVE

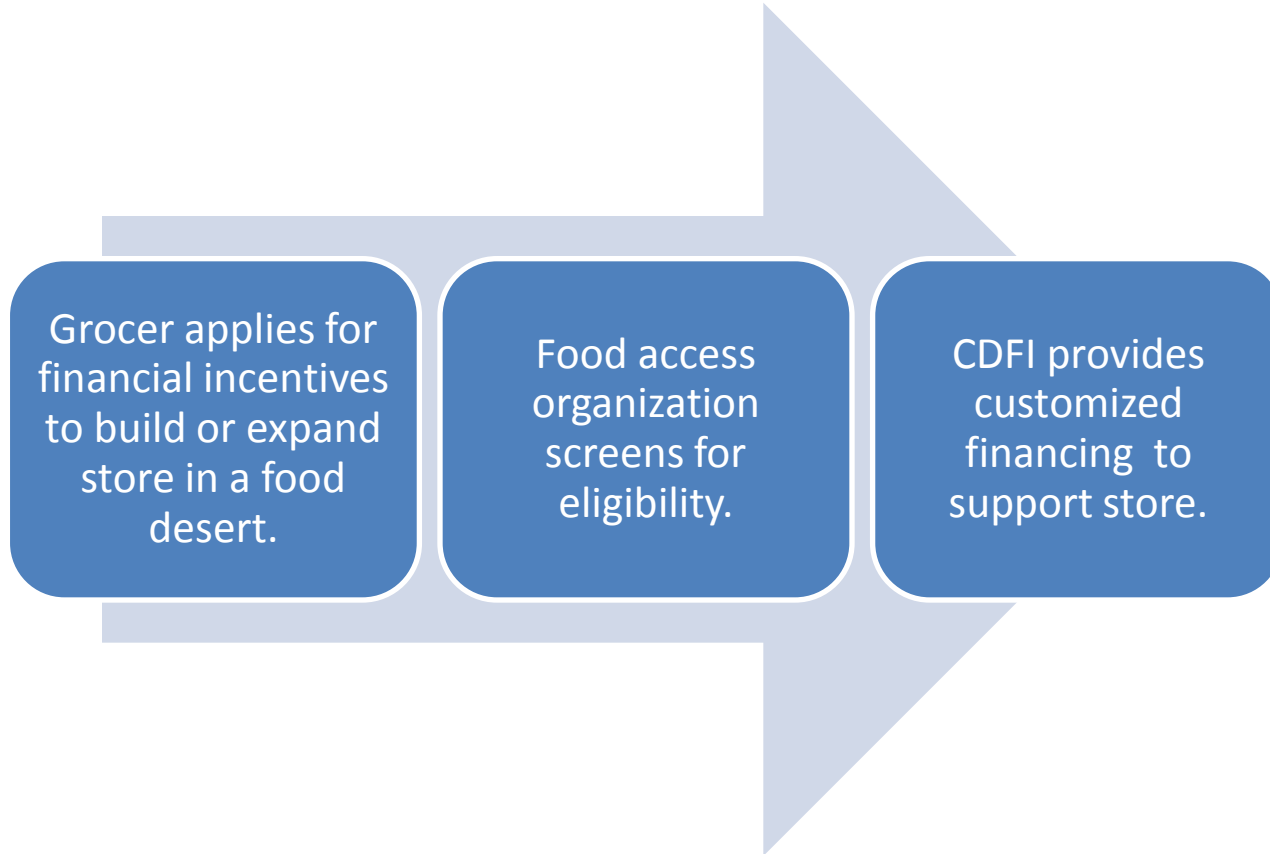


New Jersey  
Food Access  
Initiative

# Healthy Food Financing Program Model



# Healthy Food Financing Initiative Implementation Process



# Success Story:

## PA Fresh Food Financing Initiative



Fresh Grocer opens at Progress Plaza in North Philadelphia  
December 2009

88 approved stores in PA  
urban/rural areas

\$190 million total invested

1.7 million sq. ft. of grocery  
retail developed/refreshed

5,000 jobs created/retained

Named “Top 15 Innovation in  
Government” by Harvard

# Circle Food Store, New Orleans, 2005



# Circle Food Store, New Orleans, 2014

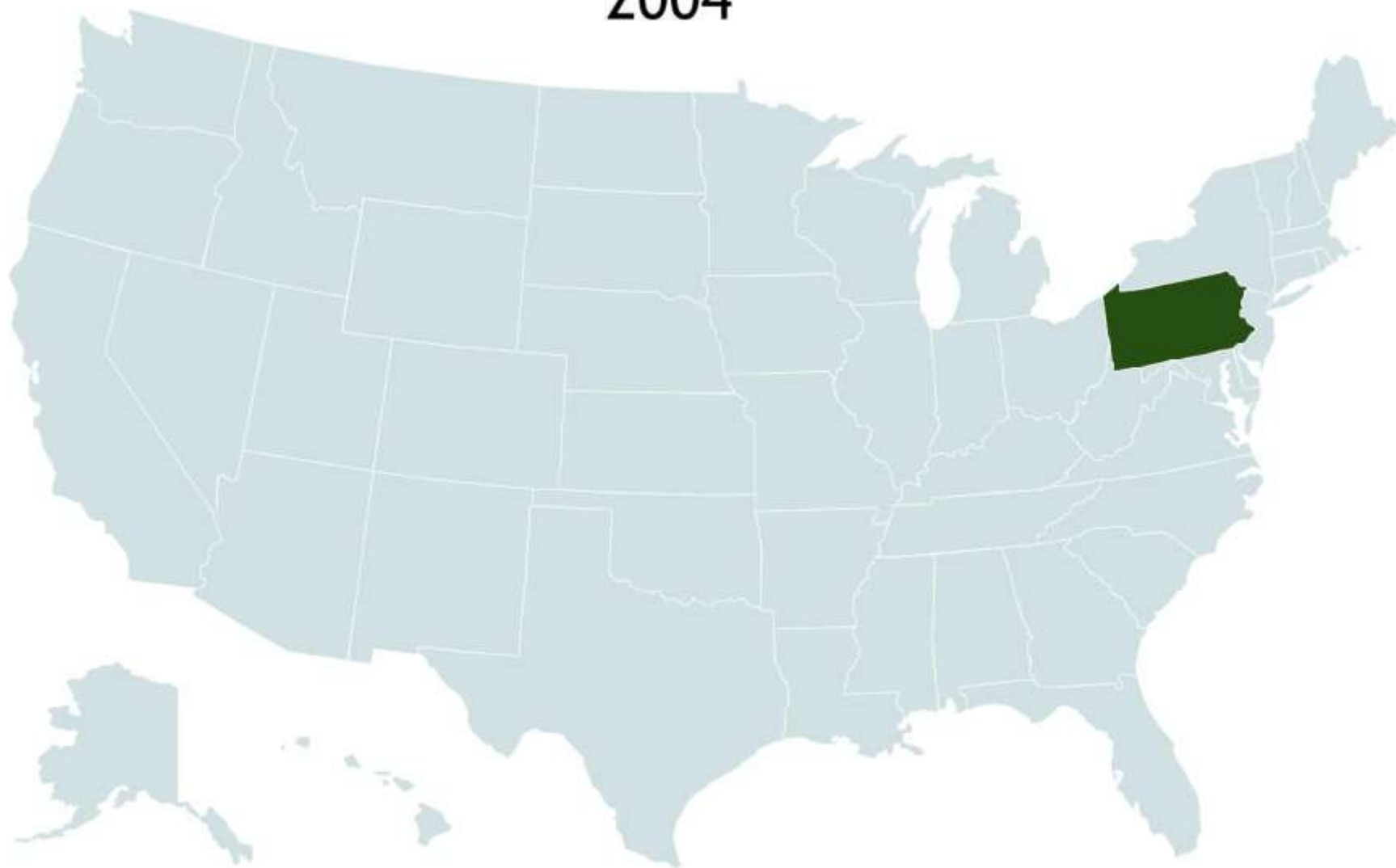



# Federal Healthy Food Financing Initiative

- \$118 Million awarded to CDFIs and CDCs from the U.S. Treasury and Dept of Health and Human Services
- \$400 Million in New Markets Tax Credits

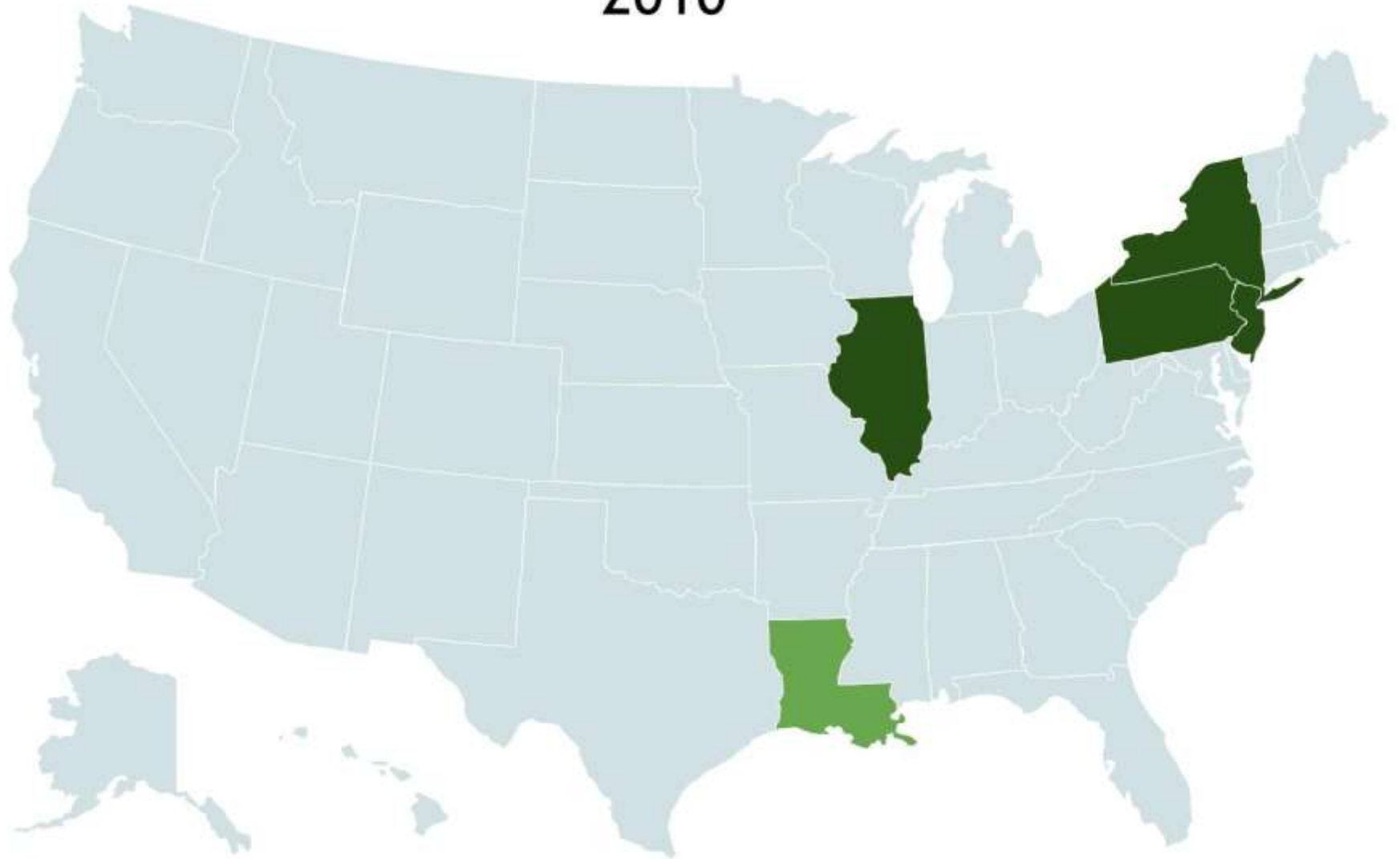


# Healthy Food Financing 2004



 State policy

# Healthy Food Financing 2010

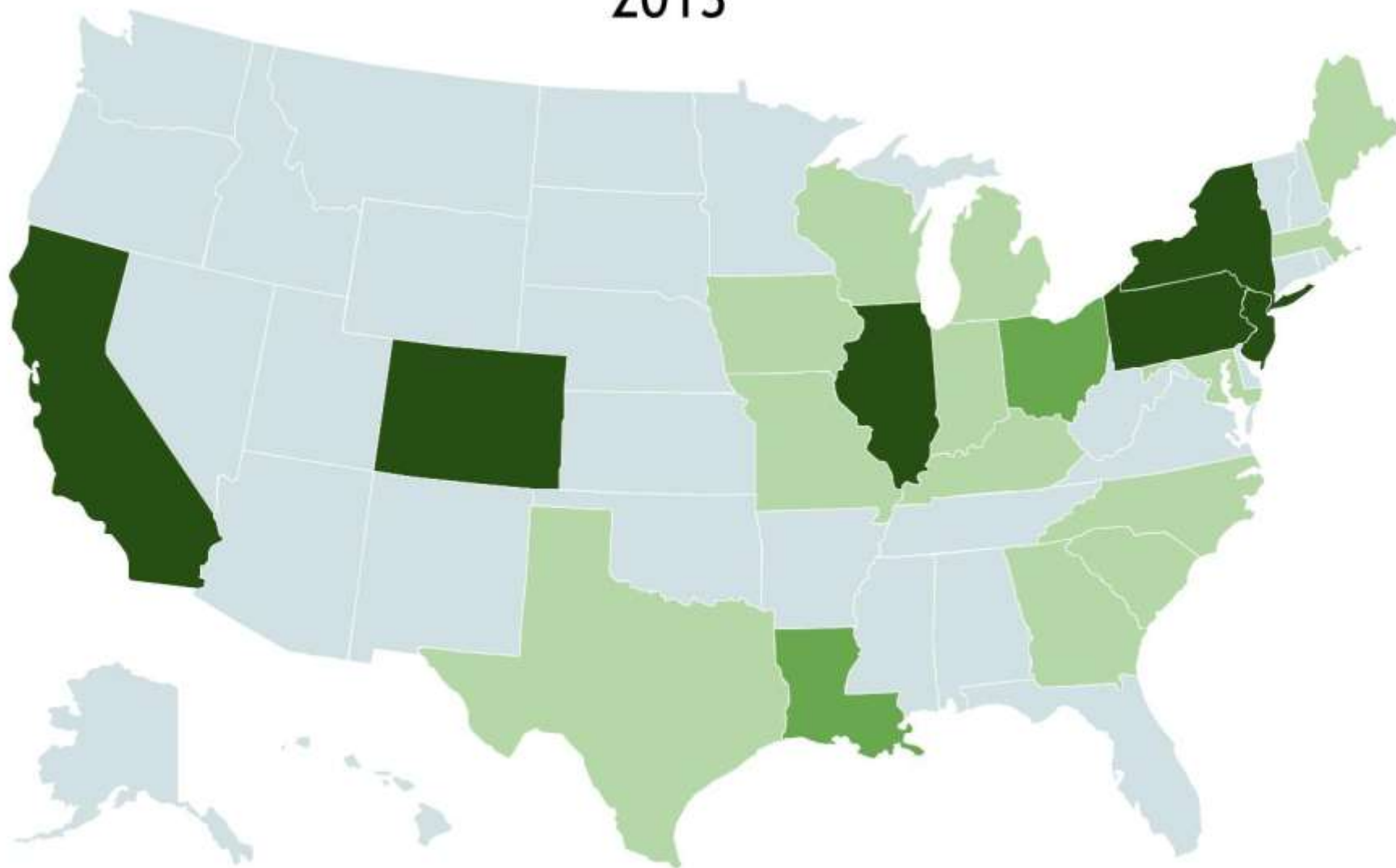


City policy



State policy

# Healthy Food Financing 2013



Federal funds available  
through CDFI

City policy

State policy

# Thank You!

Julia Koprak

jkoprak@thefoodtrust.org

215-575-0444 x151

[www.thefoodtrust.org](http://www.thefoodtrust.org)

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