

# Planning for Fresh Food Retail



- The Food Trust
- Johnson, Mirmiran & Thompson, Inc.

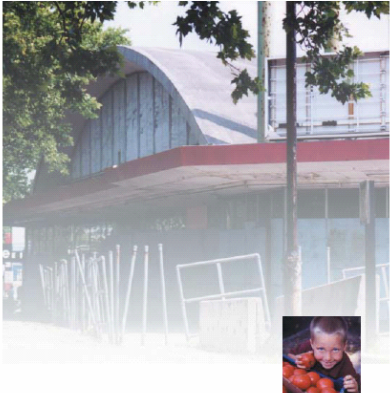
# Improving Access to Nutritious Food



# Pennsylvania Supermarket Campaign

**SPECIAL REPORT**

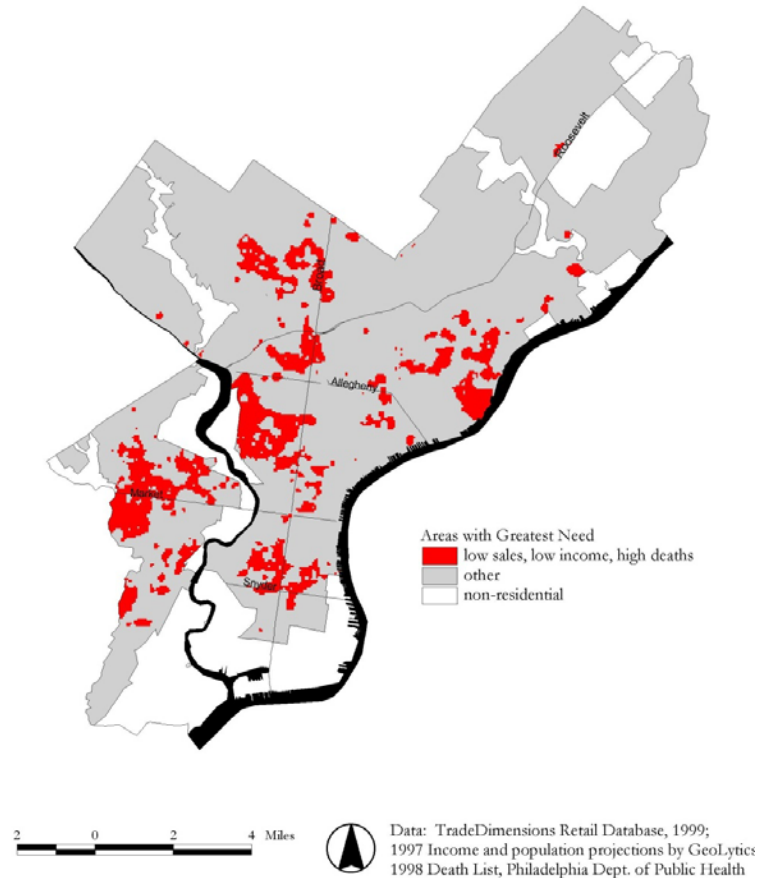
The Need for More Supermarkets in Philadelphia



*food for every child*



**Areas with Greatest Need**  
(based on supermarket sales, income, and diet-related deaths)



# Food Marketing Task Force

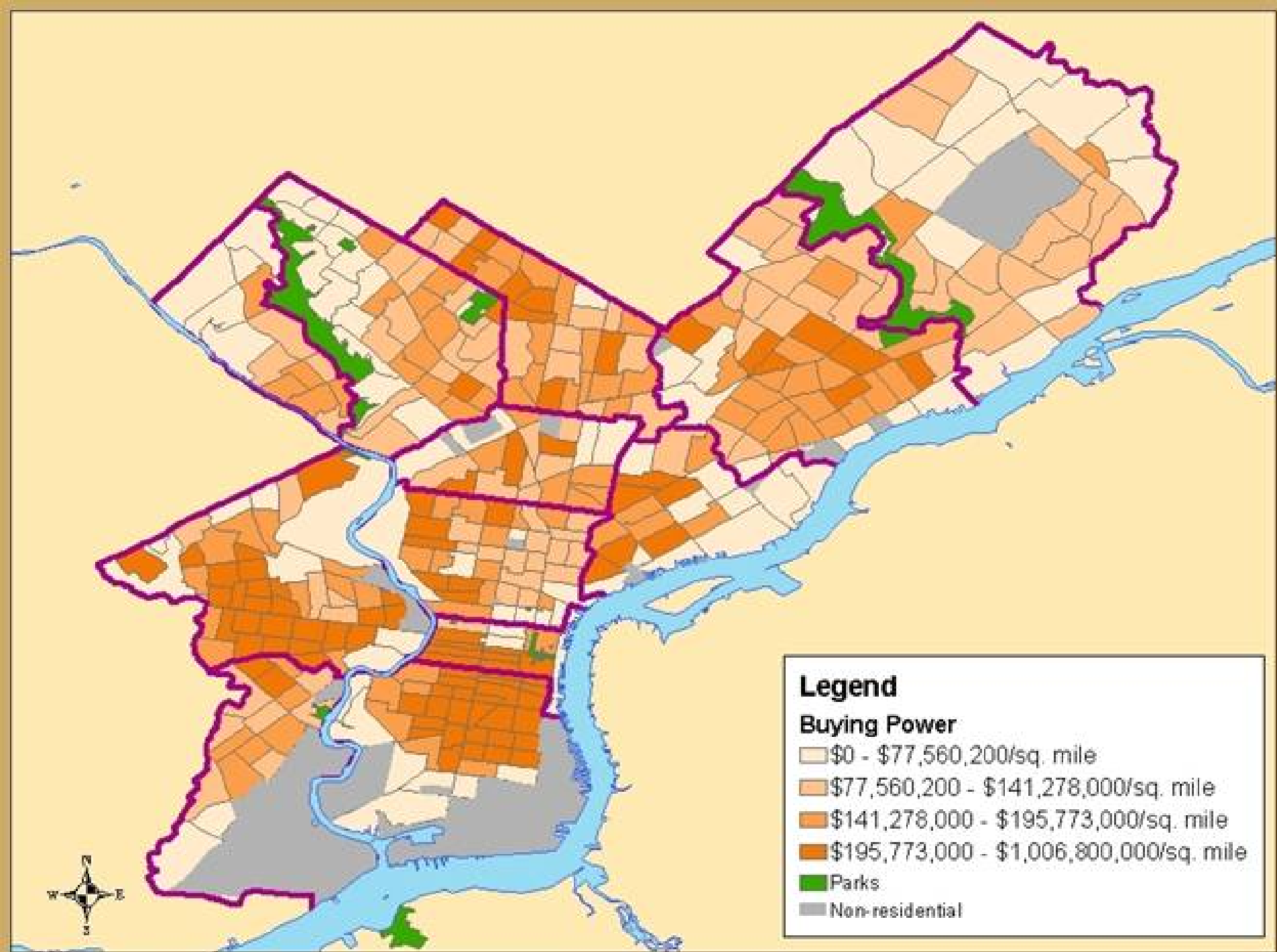


- Children's health emphasis
- City-wide focus
- Involvement of prominent leaders from supermarket industry, city government, and civic sector

# Key Barriers To Supermarket Development



- Financing
- Land
- Regulatory Environment



# Pennsylvania Commits to Change



## Statewide Hearings

“The lack of supermarkets is a problem affecting Philadelphia and Pittsburgh as well as other cities and towns in the Commonwealth.”

**Report of the  
Health and Human Services Committee**

# Overview of Financing Initiative

## 1 What is the Fresh Food Financing Initiative?

**A comprehensive, multi-faceted \$120 million financing pool.**

## 2 How may supermarkets use these funds?

- **Grant funding up to \$250,000 per store**
- **Loan funding up to \$2.5 million per store**

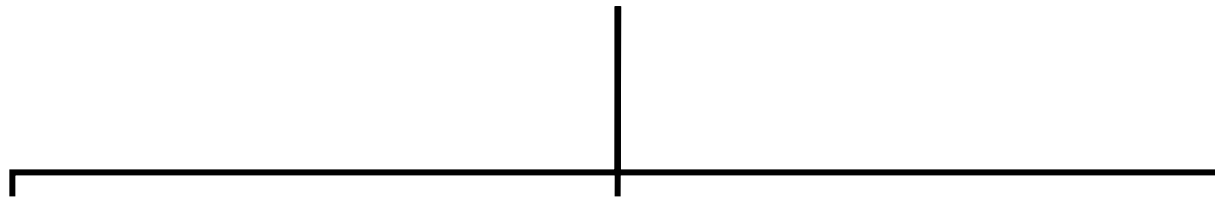


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# Eligibility Criteria

- Low to moderate income census tract or economic development area
- Low supermarket density

# Public-Private Partnership



The Reinvestment Fund  
*Human Interest Compounded Daily*



# Case Study: Shoprite of Island Avenue, Philadelphia



# Case Study: Mastrococco's Market, Derry



# Case Study: Ha Ha's Market, Philadelphia



# Successes



- \$41.8 million in grants & loans
- 58 projects funded
  - 3,495 jobs
- 1.4 million sf in retail space
- \$166.1 million in total project costs leveraged

# National Work



Illinois



New Jersey



New York

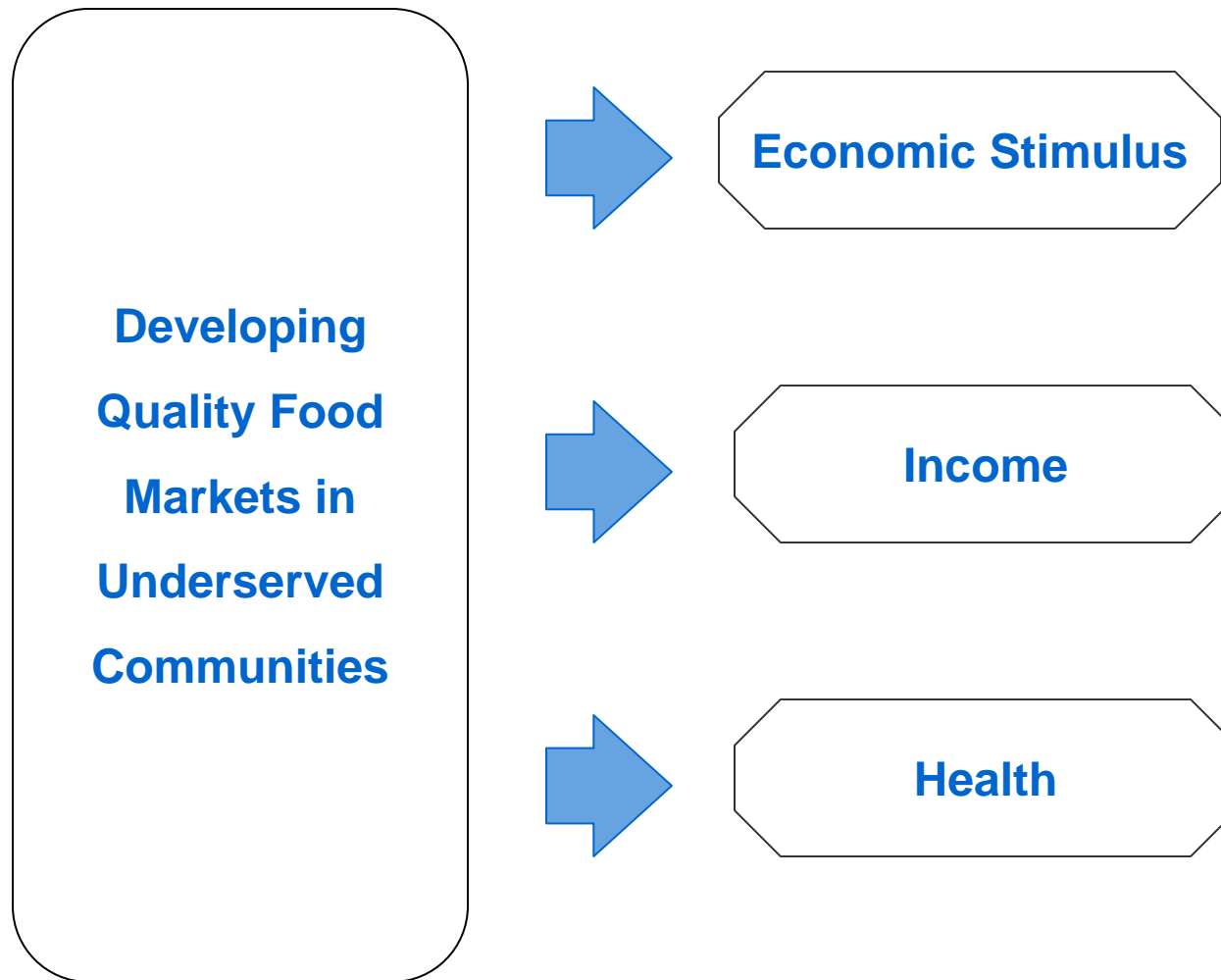


Louisiana



Detroit

# Community and Economic Impact





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



Thank you!