Planning for Fresh Food Retail

- The Food Trust
- Johnson, Mirmiran & Thompson, Inc.
Improving Access to Nutritious Food
Pennsylvania Supermarket Campaign

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

- Low sales, low income, high deaths
- Other
- Non-residential

Data: Trade Dimensions Retail Database, 1999; 1997 Income and population projections by GeoLytics; 1998 Death List, Philadelphia Dept. of Public Health
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
Eligibility Criteria

• Low to moderate income census tract or economic development area

• Low supermarket density
Public-Private Partnership
Case Study: Shoprite of Island Avenue, Philadelphia
Case Study: Mastrorocco’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

Developing Quality Food Markets in Underserved Communities

Economic Stimulus

Income

Health
Thank you!

www.TheFoodTrust.org