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Rural Grocery Summit

Growing Food Connections Through Vertical Integration of Business Models

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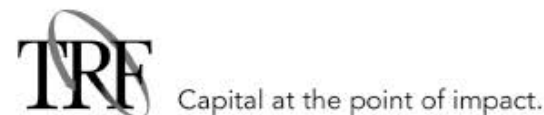
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Rural Grocery Summit IV

Session: Tool Kits for Grocery Owners

Healthy Food Access Portal
[#RGSummit4](#) | [@AccessFood](#)

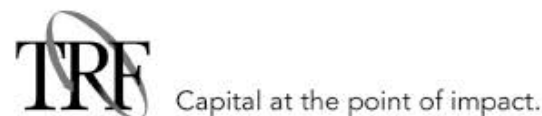




PolicyLink is a national research and action institute advancing economic and social equity by Lifting Up What Works[®]. www.policylink.org

The Reinvestment Fund is a community development financial institution dedicated to rebuilding America's distressed towns and cities through the innovative use of capital and information to finance community development projects in the Mid-Atlantic. www.trfund.com

The Food Trust is a nonprofit founded in 1992 to make healthy food available to all by working with neighborhoods, schools, grocers, farmers and policymakers to develop a comprehensive approach that combines nutrition education and greater availability of affordable, healthy food. www.thefoodtrust.org



Support for the Healthy Food Access Portal was provided by a grant from the Robert Wood Johnson Foundation.



Healthy Food Financing Initiative

A national campaign to improve access to healthy food in underserved rural & urban communities



Healthy Food Access Portal

PolicyLink



[Get Started](#) [Resources](#) [Find Money](#) [Policy Efforts](#) [Retail Strategy](#) [News & Events](#)



Welcome to the nation's first comprehensive healthy food access retail portal.

Find resources designed to improve healthy food access in communities, build local economies, and enhance public health. Tap into a learning network that's using retail strategies to connect consumers to healthy food.

Profile: MyTown Marketplace

A community with limited access to healthy foods, gains a supermarket.



[Resources](#) [Find Money](#)



[News](#) [Events](#)



[Policy Efforts](#) [Retail Strategy](#)



Get Started



Overview

Making The Case

Are You Ready?

Glossary



Get Started provides the basics for getting a retail project or policy effort off the ground. For a basic understanding of the relationship between healthy food access and health and economic impacts check out ["Making the Case."](#)

You can also take one of the assessment tools before implementing a retail project or policy effort in the ["Are you Ready?"](#)

For an orientation to the very basics, check out the primers in the Featured Resources. Also see ["The Key Players Involved in Healthy Food Retail Strategies"](#) and ["The Basic Questions to Consider When Getting Started"](#).

Featured Content

Public-Private Partnership Primer

By helping retailers overcome the high cost related to food retail development, these partnerships help grocers and other vendors grow their businesses and increase access to healthy food in underserved communities. Learn more with this primer.

[Download >](#)

Limited Supermarket Access Data and PolicyMap Primer

Understanding the community you seek to serve with healthy food retail is an essential ingredient for success. Use the PolicyMap and LSA data to help craft a healthy food retail strategy in your area. These two key tools will help get you started.

[Download >](#)

Defining Underserved Primer

Determining if a region is underserved by fresh food retail can be a complicated process that includes a variety of factors. A number of resources are out there to help you identify need in your community, and this primer helps you find them.

[Download >](#)

Glossary

Find definitions of terms used throughout the site.



Get Started

Overview

Making The Case

Are You Ready?

Glossary



Do you have any questions about acronyms or terms used throughout the site? You can find definitions in the list below.

Glossary

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Alternative Markets

any new or innovative way of increasing healthy food access outside of the traditional retail strategies (supermarket, grocery store, corner store). Alternative markets are often smaller in format and/or don't involve a bricks-and-mortar structure to reduce the associated operating and overhead costs.

[Back to Top](#)

Appropriation

a legislative act authorizing the spending of a designated amount of public funds for a specific purpose. It can also be used synonymously with annexation to refer to the unification or merging by incorporation of something, such as land.

[Back to Top](#)

Business improvement district (BID)

a public-private partnership in which property and business owners elect to make a collective contribution to the maintenance, development, and promotion of their commercial district.

[Back to Top](#)

Co-op

a member-owned, member-controlled food retail business that often resembles a privately owned grocery store in the merchandise that they provide. Co-ops operate democratically and any profits generated are returned to the members.

[Back to Top](#)

Community development corporation (CDC)

locally based nonprofit organizations that work to help the residents of impoverished areas to improve their quality of life. Such organizations exist in virtually every major urban area of the United States today and in some rural communities as well. CDCs provide residents with a variety of different benefits, including developing and managing affordable housing, day care for children, nursing home care for the elderly, employment opportunities, job

Find Money



Overview

Grants

Loans

Incentives

HFFI



Welcome to Find Money. Today more grant, loan, and incentive opportunities exist than ever before to help you build, renovate, or plan for healthy food retail in your community. In most cases, several different grants, loans, and incentives are combined to fully fund a project. Here, you will find descriptions of potential funding sources for your healthy food retail project.

For funding sources dedicated to healthy food retail, see [Healthy Food Financing Initiatives \(HFFI\)](#).

For current funding opportunities, see [Funding Availability Now](#).

Are You Ready

The Find Money Assessment Tool will help you assess your level of readiness to finance your healthy food retail project.



Featured Content

M on Ninth, Cleveland, OH

A historic building renovation will bring new jobs, housing and healthy foods to Cleveland Ohio. The Finance Fund, a CDFI, provided \$7 million in NMTC financing to The Geis Companies to rehabilitate the 38,000 sq. ft. Cleveland Trust Company...

[Read More >](#)



CDFIs: Intermediaries for Financing to Low-Income Communities

Donald Hinkle-Brown, CEO of The Reinvestment Fund, explains how his organization, along with other CDFIs are connecting larger and remote sources of capital to local communities.

[Read More >](#)



Grant Opportunity: Voices for Healthy Kids' Strategic Campaign Fund

The American Heart Association and Robert Wood Johnson Foundation will award one-year grants up to a maximum of \$90,000 that target advocacy priorities related to reversing the childhood obesity epidemic.

[Read More >](#)



Policy Efforts

Overview

State and Federal Efforts



Background

Federal, state, and many city governments are enacting legislation and policies to attract healthy food retail and improve the quality of available food in low-income underserved communities. These programs are improving health and revitalizing communities by creating jobs and serving as anchors to other commercial development, which increases retail activity, employment rates, and property values in the surrounding neighborhoods.

In this section you will find detailed information about these food financing policy initiatives at national, state, and local levels.

We Welcome Your Input

To help us make this a comprehensive list of policy efforts supporting healthy food retail in the country, please let us know if you have a program underway in your state or community or know of one that you think should be included here. Email info@healthyfoodeaccess.org or discuss it in our Forum.



Featured Content

HFFI

In 2009, PolicyLink, The Food Trust, and The Reinvestment Fund initiated a national campaign, with partners and stakeholders from across the country, to create a comprehensive federal response to address the limited and inequitable access to...

[Read More >](#)



California

California launched a new model for financing healthy food access, with leadership from philanthropy. The California Endowment and partners developed the California FreshWorks Fund (CAFWF), a public-private partnership loan fund created to...

[Read More >](#)



New Orleans

The City of New Orleans, which has long struggled with access to healthy food, prioritized healthy food retailing in the strategic rebuilding of the city by creating the [Fresh Food Retailer Initiative \(FFRI\)](#).

[Read More >](#)



Retail Strategy



Determining the best food retail outlet for a specific community can be a challenging process and depend on several factors such as the amount of land you have available, your access to capital, and the size of the community you want to serve.

Resources for food retail operators, community members, and others are available to support new healthy food retail projects nationwide. In this section you will find information on different models for healthy food retail and what strategies can be used to ensure your effort is successful.

Check Out the Library

Find a collection of research and tools to help improve healthy food retail in your community.



Featured Content

Delaware Valley's Common Market

With a mission of providing nutritious, affordable, locally grown food to all, including the most vulnerable communities, the Common Market connects farmers to a vast array of organizations and institutions throughout the Delaware Valley.

[Read More >](#)



Innovations in Local Food Enterprise

This report addresses one of the most complex issues facing food access and regional food system development allies today: how can consumer price and producer cost meet in ways that transition healthy, local food from a privilege to a right?

[Read More >](#)



Profile: Mariposa Food Co-op

This co-op operates as a full-service, cooperatively-owned and -operated grocery store in Philadelphia, PA. With more than 1,500 members they are active leaders in the cooperative movement. Read about their impact on the local community.

[Read More >](#)



News & Events



Overview

News

Events



Find the latest media coverage and events related to healthy food retail. Use the calendar to find conferences, webinars, and other events related to healthy food retail.

Recent News

May 28, 2014 | The New York Times

The Campaign for Junk Food

When we began our Let's Move! initiative four years ago, we set one simple but ambitious goal: to end the epidemic of childhood obesity in a generation so that kids born today will grow up healthy. Today, we are seeing glimmers of progress. But unfortunately, we're now seeing attempts in Congress to undo so much of what we've accomplished on behalf of our children.

[See All News >](#)

May 18, 2014 | The Des Moines Register

Small-town Grocers Holding Strong After Big Decline

In 2010, the last time a study was completed, the Center for Rural Affairs in Lyon, Neb., reported that the number of Iowa grocery stores with employees dropped from 1,400 to 700 from 1995 to 2005. During that same time, larger stores like Target and Wal-Mart jumped 175 percent.

[See All News >](#)

Events

June 9, 2014 (All Day) To June 10, 2014 (All Day) | Manhattan, Kansas

National Rural Grocery Summit

Local grocery stores are vital to America's rural communities. These stores are part of the economic engine that sustains rural communities — providing essential jobs and taxes. They are an important source of nutrition and health, providing a supply of fresh fruits and vegetables, dairy and protein.

[More >](#)

[See All Events >](#)

June 9, 2014 - 3:00 PM | Webinar

Transforming Community Food: Stories from the Ground Up

Community food projects have been an important tool for changing the community food environment, and helping prevent food-related disease epidemics such as diabetes and heart disease.

[More >](#)

[See All Events >](#)

Resources



Overview **Library**



Welcome to the Healthy Food Retail Portal Library

Here you'll find a collection of research and tools to help improve healthy food retail in your community.

Browse the Library

Search and/or filter by document type, geography, and retail strategy.



Featured Resources

2014

Reports | National | Grocery Stores

Approaches to Healthy Shopping and Eating: A Meta-Analysis of Intervention Strategies

This report examines programs designed to influence individual food choices; presents a summary of evidence-based strategies that encourage healthy shopping and eating habits; and offers recommendations for further research.



2013

Reports | Local, National

Access to Healthy Food and Why It Matters: A Review of the Research

The new report reviews research reaffirming that access to healthy food is a critical component of healthy, thriving communities.



2013

Implementation Handbooks, Tools

The Healthy Food Financing Handbook: From Advocacy to Implementation

This handbook lays out a detailed approach to developing state and local policies that encourage the development of healthy food stores in underserved communities.



Resources

Overview

Library



2013

[Webinars](#) | [Rural](#) | [Grocery Stores](#)

WEBINAR-Healthy Food Retail in Rural Communities

Rural grocery stores anchor a community by supplying fresh foods and staples; creating local jobs; attracting complementary businesses; and increasing the tax base. Today they are under siege because of competition with "big box" stores for customers; high energy costs, the inability to buy products in small quantities; elderly owners with no succession plans, and low population density. This webinar explores the unique challenges that rural grocers face and discuss innovative solutions to improving access to healthy foods in rural America.

Go To Resource



Download Resource



Tags: [Healthy Food Access](#), [Loans](#), [Grants](#), [Financing](#), [Economic Impacts](#)

[Home](#) > [Resources](#) > [Library](#) > [WEBINAR-Healthy Food Retail in Rural Communities](#)



Resources

Overview

Library



2007

[Reports](#) | [State](#) | [Grocery Stores](#)

Kansas State University's Rural Grocery Store Initiative Final Report

A project to help many independently-owned grocers in Kansas by providing them with knowledge, service, best practice information, and test approaches so many small rural grocery operations can succeed.

[Go To Resource](#)



Tags: [Kansas](#), [Healthy Food Access](#)

[Home](#) > [Resources](#) > [Library](#) > [Kansas State University's Rural Grocery Store Initiative Final Report](#)

Resources

Overview

Library



2013

Reports | [Local](#), [National](#)

Access to Healthy Food and Why It Matters: A Review of the Research

The new report reviews research reaffirming that access to healthy food is a critical component of healthy, thriving communities. The report reviews more than 170 studies, published between 2010 and 2013, in an attempt to synthesize and present the latest research on healthy food access and identify where gaps may still exist since the publication of the first groundbreaking 2010 report, [The Grocery Gap: Who Has Access to Healthy Food and Why It Matters](#).

Go To Resource



Tags: [Communities Of Color](#), [Low-income Communities](#), [Jobs, Business Development](#), [Community Development](#), [Economic Impacts](#), [Health Impacts](#), [Healthy Food Access](#), [Diet-related Disease](#), [Obesity](#)

[Home](#) > [Resources](#) > [Library](#) > [Access to Healthy Food and Why It Matters: A Review of the Research](#)

Project Profile

Healthy Food Access Portal

www.healthyfoodaccess.org

PolicyLink The Food Trust TRF

Project Highlights

\$300,000
in grant funding from the New York Healthy Food & Healthy Communities Fund (HFHC), administered by LIIF.

\$500,000
in loan funding.

5,300
of Highland Falls residents have improved access to healthy food, according to measures used by HFHC.

12,000
square feet of food retail is now serving the community, including a newly renovated space for fresh produce.

20 Jobs
have been created, full- and part-time.

Profile: MyTown Marketplace

Highland Falls, New York



MyTown Marketplace, a supermarket that serves the Highland Falls community of New York State, opened in 2011 with a grant provided by the New York Healthy Food Healthy Communities (HFHC) Fund. The HFHC Fund is a healthy food financing program that supports healthy food retail projects in communities where residents struggle with limited access to healthy foods. The HFHC Fund is administered by the Low Income Investment Fund (LIIF), a national community development financial institution, and The Food Trust, a national food access organization.

In the years before the arrival of MyTown, Highland Falls' only grocery store closed its doors, leaving the community with an 11-mile commute to the closest full-service grocery store. This distance was notably challenging for the population of senior citizens in the community who had limited car access. Highland Falls is a moderate-income community of approximately 5,500 residents in the Mid-Hudson Valley region of the state, roughly 50 miles north of New York City. Close to three-quarters of the area's residents are Caucasian and the town has an expanding Hispanic population.

Robert Wood Johnson Foundation Support for this website was provided by a grant from the Robert Wood Johnson Foundation.

Although Highland Falls' Mayor Joseph E. D'Onofrio temporarily alleviated the problem of limited access to healthy foods by having local government sponsor a shuttle-bus service to a neighboring supermarket, a long-term solution was needed.

Fortunately for the community, Lisa Berrios and Albert Rodriguez, a husband and wife team, stepped up to the challenge of bringing healthy foods back to Highland Falls. The couple applied to the HFHC Fund and were awarded \$300,000 in grant funding and a \$500,000 loan to help renovate the physical layout of a new supermarket in a vacant retail grocery space, left vacant by a departing grocery store a year earlier. After additions and a needed expansion of the store's fresh produce department, MyTown Marketplace, a now 12,000-square-foot retail space, is serving the Highland Falls community. In addition to LIIF and The Food Trust, supporters of the project included Empire State Development, Goldman Sachs Group Inc., New York State Department of Agriculture and Markets, the New York State Health Foundation, and The Reinvestment Fund.

Since HFHC's inception in 2010, the program has funded over 10 projects in rural, suburban, and urban communities across the state, and is improving access to healthy foods for thousands of New York residents, including over 5,000 individuals who call Highland Falls home. MyTown Marketplace has brought 20 full- and part-time jobs to the community while improving access to healthy food for local families and individuals. The addition of these jobs to Highland Falls has complemented MyTown's bottom line, by improving the local economy. The store is also a member of the "Pride of New York" local agriculture promotion program.

"Those who live in the area, including us, have desperately needed the reopening of our only full-service supermarket," Lisa Berrios said at the grand opening. "The reopening of MyTown Marketplace could only have been accomplished with the support of the New York Healthy Food & Healthy Communities Fund. The dollars invested in our store, our community, and the health of Highland Falls' families have made a powerful and positive difference in our lives."



For more information about the Healthy Food Access Portal, contact us at info@healthyfoodaccess.org.

Front

Back

Mapping Tool: PolicyMap

The screenshot shows the PolicyMap website homepage. At the top left is the logo for TRF PolicyMap. To the right of the logo is a navigation menu with links for Home, Products, Data, Pricing, Customers, About, and Support. Further right are links for 'Go to map', 'Phil's account', 'Upgrade or Renew', 'Support', and 'Logout'. The main content area features a large heading: 'Over 15,000 indicators. The largest geo-database on the web.' Below this is a sub-heading: 'PolicyMap is your one-stop shop for current demographics, real estate insights, health statistics, job trends & more.' A prominent orange button with a play icon says 'Explore our Data'. To the right of the text is a curved graphic listing various indicators: 'INCOMES & SPENDING - HOUSING - DEMOGRAPHICS', 'QUALITY OF LIFE - LENDING - JOBS - QUALITY OF LIFE', and 'EDUCATION - HEALTH - EDUCATION'. Below the main content is a paragraph: 'PolicyMap is an online data and mapping tool that enables government, commercial, non-profit and academic institutions to access data about communities and markets across the US. Use it for research, market studies, business planning, site selection, grant applications and impact analysis.' At the bottom of the page is a section titled 'OUR PRODUCTS' with five icons representing different services: a person with a document, a classical building, a map of the United States, two interlocking gears, and a globe.



Questions & Answers





Thank You!

info@healthyfoodaccess.org

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