
The Food Trust: Working to ensure that everyone has access to affordable, nutritious food.



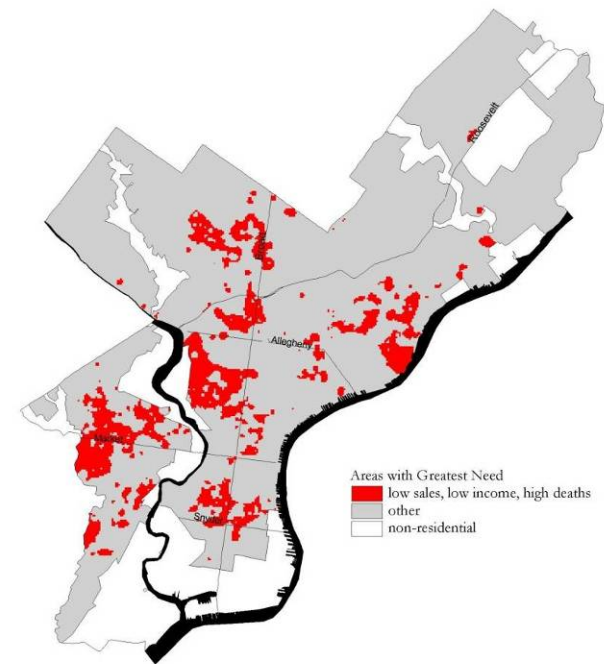
Policy Change Through Advocacy

- Document the problem through mapping
- Engage public and private-sector leaders and issue recommendations



Areas with Greatest Need

(based on supermarket sales, income, and diet-related deaths)



Data: TradeDimensions 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
- Involvement of prominent leaders from supermarket industry, government, and civic sector

The Pennsylvania Fresh Food Financing Initiative

- Public-private partnership
- \$120 million financing program that provides grants and loans to supermarkets and grocery stores



“Top 15 Innovations in American Government” – Harvard University’s Kennedy School of Government, 2009

Pennsylvania Accomplishments



- 88 new or renovated stores
- Over 5,000 jobs
- Over 500,000 residents served
- 1.6 million square feet of retail
- \$190 million total project investment

PA Success Drivers



- Broad civic, public & private sector engagement
- Highly-skilled CDFI & food access organization
- Flexible program design
- Broad range of financial products, including grants
- Resources to market program & provide TA

Community and Economic Impact

**Developing
Quality Food
Retail in
Underserved
Communities**

Create jobs, revitalize commercial real estate, leverage private sector capital, and increase tax ratables



Economic Stimulus

Provide lower cost, nutritious foods and savings on transportation



Income

Promote a nutritionally-balanced diet which leads to reduced rates of diabetes and obesity



Health

ShopRite of Island Avenue, Philadelphia



Kennie's Market, Gettysburg



Bloss Holiday Market, Blossburg, PA



Healthy Corner Store Initiative, Philadelphia



Replication of FFFI



New Orleans Fresh Food
Retailer Initiative

California FreshWorks

New York Healthy Foods,
Healthy Communities

New York City FRESH
Program

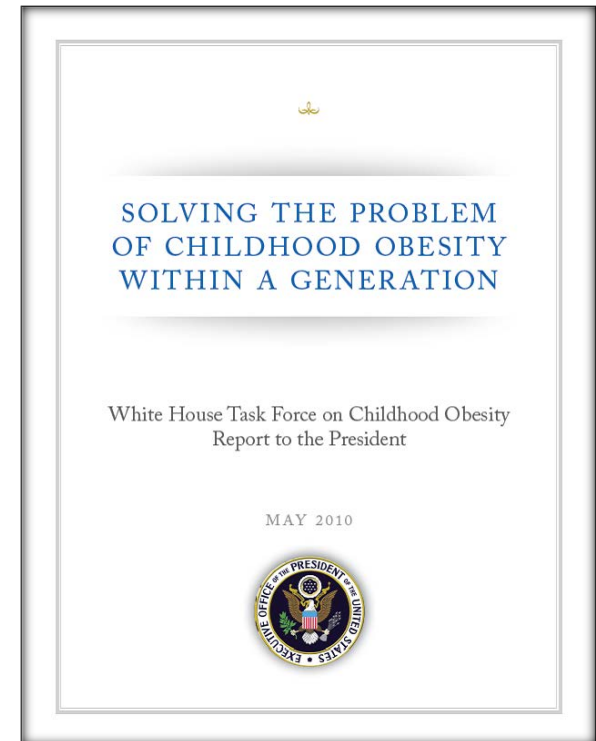
Illinois Fresh Food Fund

Creating a National Healthy Food Financing Initiative



“We want to replicate your success in Pennsylvania all across America.”

-- First Lady Michelle Obama



Thank You!



The Food Trust