

Healthy Food Financing Initiative
2020 Targeted Small Grant Awards

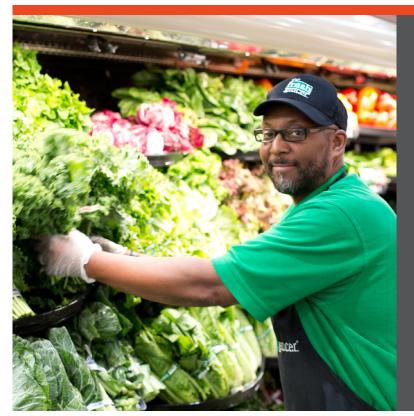
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The Healthy Food Financing Initiative aims to improve access to healthy foods in underserved areas, to create and preserve quality jobs, and to revitalize low income communities.

The program aims to build a more equitable food system that supports the health and economic vibrancy of all Americans.

The HFFI grants program could assist projects with a variety of aspects of project development, renovation, and/or expansion.

HFFI provides capacity building and financial resources to eligible healthy food retail projects to overcome the higher costs and initial barriers to entry in underserved areas.



HFFI Program History

Authorized by the 2014 Farm Bill, the HFFI grants program is administered by Reinvestment Fund on behalf of USDA Rural Development.

The U.S. Department of the Treasury and U.S. Department of Health and Human Services have invested in healthy food projects through Community Development Financial Institutions and Community Development Corporations since 2010. To date, federal support has totaled \$270 million in grants and has leveraged an estimated \$1 billion in additional financing.

THIS YEAR'S AWARDS

Reinvestment Fund has awarded \$3 million in financial assistance to 20 projects through the 2020 round of America's Healthy Food Financing Initiative's (HFFI) Targeted Small Grants Program.

The COVID-19 pandemic has revealed how essential grocery stores, food suppliers, and their employees are to providing essential goods and services to communities. The economic impact of the pandemic will only further constrain low-income families' ability to afford and access healthy food.

Grants are designed to be one-time investments of capital into a food retail or food enterprise project and aim to unlock additional sources of capital, catalyze project sustainability, meet financing gaps, and/or enable deeper impact or project reach.

In the inaugural 2019 round, Reinvestment Fund awarded \$1.8 million to 23 organizations. Ten projects received a total of \$1.4 million in financial assistance and another 13 projects received a total of \$400,000 in technical assistance awards.







Over **\$40 million** in grant funds requested

20
PROJECTS
AWARDED

\$ 3

TARGETED SMALL GRANT AWARDEES INCLUDE

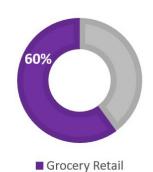
40% serving rural

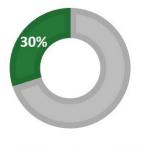
communities

65%

owned or led by people of color, low-income people, women, and/or native people

AWARDS BY PROJECT TYPE







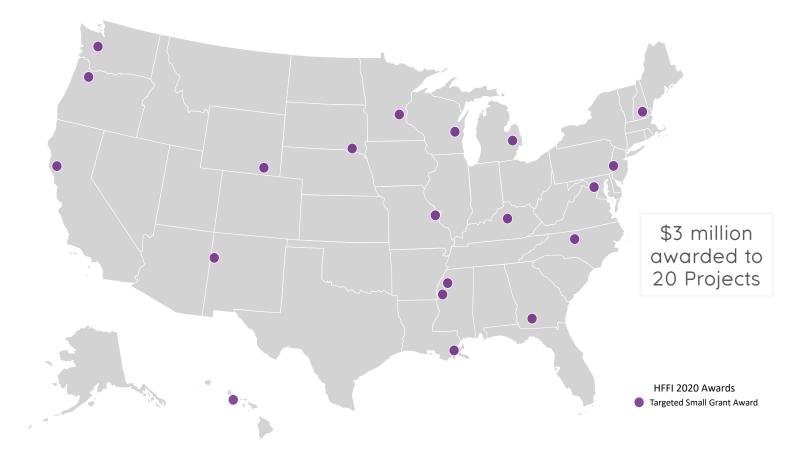
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e-Commerce and/or Grocery Delivery

HFFI 2020 Targeted Small Grant Awardees



AEDS Little Africa Market and Food Business Incubator

Bushel & Peck Food Hub

California Indian Traditional Food Incubator

Farm Link Hawai'i

Feeding Laramie Valley on the Move

Food for Less Albany

Fresh Express Mobile Market

Fresh Start Farms Food Hub

Jeffcoat's Family Market

Julietta Market

Major Market

MARSH Community Grocery

Marty Food Lockers

Mississippi Delta Online Grocery Delivery Program North Flint Food Market

Oshkosh Food Co-Op

Philly Foodworks

Sankofa Fresh Stop Market

SHARE Cooperative's Harvest Market

Village Market



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ST. PAUL, MN

AEDS Little Africa Market and Food Business Incubator

Award: \$200,000

The African Economic Development Solutions (AEDS) is a nonprofit organization and certified CDFI founded in 2009 in the Twin Cities to build wealth within African immigrant communities. AEDS will use HFFI funds to purchase an 8,190 square foot site in the in the Hamline-Midway section of St. Paul and develop Pan-African immigrant cooperative market with retail food sales, a commercial kitchen and bakery, a new office headquarters, and community meeting and gathering spaces. The community-focused cooperative market will help preserve access to cultural foods among low-income African immigrants in St Paul.

CHARLES TOWN, WV Bushel & Peck Food Hub

Award: \$125,000

In 2017 Charles Town, in partnership with a local food and farmers market organization, GAP, launched Bushel & Peck, a locally-sourced retail grocery in a historic building, providing locally-sourced, healthy, and organic staple and perishable foods (vegetables, fruits, meats, milks and other grocery items) to Jefferson County. In 2020, Bushel & Peck met local COVID-19 food challenges by providing food sales through an online ordering and curbside auto/pedestrian pickup approach. An HFFI grant will help Bushel & Peck expand its wholesale aggregation operations and direct-to-consumer curbside sales by expanding into an adjacent warehouse facility.

SANTA ROSA, CA

California Indian Traditional Food Incubator

Award: \$182,859

California Indian Museum and Cultural Center (CIMCC) is a nonprofit, Native led organization that works to revitalize traditional food systems in Sonoma, Lake and Mendocino Counties in Northern California where there are 24 tribes and 23,000+ Native people. With support from Native American Agriculture Fund and First Nations Development Institute, among other local partners and entrepreneurs, CIMCC provides technical assistance to youth starting native foods businesses. An HFFI grant will help CIMCC develop a California Indian Traditional Foods Incubator with resilient solar power to increase access to traditional foods for retail sales in Sonoma, Lake and Mendocino Counties.

HONOLULU, HI

Farm Link Hawai'i

Award: \$160,000

Farm Link Hawai'i (FLH) is an online local food marketplace and delivery network serving retail consumers in urban and rural O'ahu, which imports 90% of its food by container ship. Founded in 2015, FLH has established an inter-island food system, buys significant volume from local producers, and provides aggregation infrastructure and coordination for the food supply chain. FLH has recently received authorization to accept SNAP benefits, and will use HFFI funds to expand the food hub to serve more SNAP customers.

LARAMIE, WY

Feeding Laramie Valley on the Move

Award: \$110,000

Feeding Laramie Valley (FLV) is a program of Action Resources International, a Laramie, Wyoming based social services organization. FLV serves Albany County, Wyoming, and partners with local agriculture and retail businesses to promote food security, and create a sustainable, equitable, just food system. An HFFI grant will help FLV develop a mobile market, partnership with retail grocery store Big Hollow Food Co-op, and local food producers and distributors, that will offer access to fresh and local food through regular mobile market stops to isolated individuals and families.

ALBANY, GA

Food for Less Albany

Award: \$150,000

The City of Albany, GA is strategically focused on improving the quality of life of South Albany residents and addressing food access for residents. The Department of Community and Economic Development is working with Food for Less Albany, an affiliate of Piggly Wiggly, to bring groceries to a development in South Albany, an area with limited access to grocery stores since a closure in 2018. An HFFI grant will support the development of full-service independent grocery store that offers high quality food items at affordable prices with a low-cost business model.

TACOMA, WA

Fresh Express Mobile Market

Award: \$53,597

Tacoma Farmers Market (TFM) is a 30-year old organization that creates vibrant marketplaces where local farms, small businesses, and organizations connect directly with the community by supporting all residents, regardless of income, in accessing local foods and creating paths to business ownership. Started as a COVID-10 emergency response in partnership with local farms and community partners, the Fresh Express Mobile Market will use HFFI grant support to re-open as a retail model that accepts SNAP and offers 1:1 matching discounts for SNAP purchases.

MANCHESTER, NH

Fresh Start Farms Food Hub

Award: \$100,000

Organization for Refugee and Immigrant Success (ORIS) is a community-based social and economic support organization located in Manchester and Concord, New Hampshire, since 2005. In early 2020, ORIS opened a food hub in downtown Manchester to aggregate, prepare, and distribute product from local farms including farmers in ORIS's incubatory farming programs. ORIS will update its mobile market to sell staple foods including meat, dairy and eggs, open a retail site at the Food Hub, expand sales into local corner stores, and support marketing through a community food ambassador program.

MARKS, MS

Jeffcoat's Family Market

Award: \$200,000

The Quitman County Board of Supervisors is collaborating with the City of Marks and Jeffcoat's Family Market, an independent grocer, to re-open a full-service grocery store in Marks, Mississippi, an underserved community in the rural Mississippi Delta. An HFFI grant will help Jeffcoat's Family Market renovate and fit out a site acquired from the City of Marks. A partnership with Mississippi Delta Council for Farm Workers Opportunities food hub will supply fresh, local produce to the store.

LEXINGTON, KY Julietta Market

Award: \$140,030

North Limestone Community Development Corporation (NoLi CDC) is a community development organization based in the North Limestone neighborhood of Lexington, Kentucky, a low-income neighborhood with limited access to fresh food for retail sale. An HFFI grant will help NoLi CDC develop Julietta Market, which will be a non-profit multi-vendor public market in the heart of the redevelopment of a former bus station building. Julietta Market will offer for retail food sales, as well as shared kitchen space for food production and aggregation facilities, serving neighborhood retail food customers as well as local producers, including the community of local Black urban farmers.

ZUNI, NM

Major Market

Award: \$200,000

Established in 1988, Major Market is a company owned operated by the Tsabetsaye family, enrolled Tribal members of Zuni Pueblo community centered grocery store dedicated to healthy eating through fresh produce, custom-cut meats, traditional Native American ingredients, non-perishable foods, standard staples, and purified water. An HFFI grant will support the reopening of the Major Market with inventory, storage, and broadband.

SAINT LOUIS, MO

MARSH Community Grocery

Award: \$116,455

The MARSH Food Cooperative is a new nonprofit cooperative organization located in the Carondelet neighborhood of South St. Louis, MO, a low income, low access former riverfront industrial neighborhood that has had significant disinvestment and has few fresh food options. MARSH is a start-up, unique cooperative model that is women/non-binary managed and currently operates a sliding-scale outdoor grocery market and an online grocery ordering system to build visibility and ownership. An HFFI grant will help the cooperative develop a storefront grocery.

MARTY, SD

Marty Food Lockers

Award: \$150,000

Buche Foods operates five independent grocery stores in Gregory, Mission, Pine Ridge, Oacoma and Wagner, South Dakota, near or on Indian Reservations. Buche Foods grocery stores serve rural locations, providing access to fresh, quality food and employment opportunities. In partnership with Yankton Sioux Tribal leaders, Buche Foods seeks to pilot a community-based drop-off program, extending the reach of fresh food access in rural, remote locations.

DREW, MS AND SHAW, MS

Mississippi Delta Online Grocery Delivery Program

Award: \$170,000

A minority and women owned CDFI established in 1994, HOPE works to leverage the power of the financial system to improve the lives of distressed, underserved people across the Deep South. An HFFI grant will support the Mississippi Delta Online Grocery Delivery Program (MDOGDP) which will use a hub and spoke model – where individual grocery orders are aggregated using online grocery ordering software for a retail partner to fill, and then transported the last mile from the retail partner back to the community site for pickup by local residents.

FLINT, MI

North Flint Food Market

Award: \$200,000

North Flint Reinvestment Corporation is a Black-led non-profit community development corporation established in 2010 that uses a place-based, holistic approach to revitalizing distressed neighborhoods by implementing catalytic, community-led I revitalization strategies. An HFFI grant will support the development of the North Flint Food Market, a full-service retail grocery store structured as a resident-driven, community-owned food cooperative. The North Flint Food Market seeks to meet the food and water access needs of the community affected both by the Flint water crisis and the closure of two main grocery stores in the area.

OSHKOSH, WI

Oshkosh Food Co-Op

Award: \$145,000

The Oshkosh Food Co-op is a member-owned cooperative seeking to establish the first food co-op in Northeast Wisconsin. Established in 2018, the cooperative has been working to grow member-ownership, study market needs in Oshkosh, Wisconsin, and establish strategic partnerships with community and health organizations. HFFI grant funds will help the Co-op open its doors at a site in the central city, where many residents are without convenient transportation to grocery stores, and fresh food is scarce and expensive.

Philly Foodworks

Award: \$131,600

Philly Foodworks (PFW) is a food hub that works to develop a reliable regional food system for Philadelphia. PFW works with local farms and producers to aggregate product and support their growth while building markets for local food. PFW is moving its operations to a new warehouse in the Nicetown – Tioga section of Philadelphia where an HFFI grant will help PFW develop an onsite retail location and expand aggregation operations for its direct-to-consumer CSA model.

NEW ORLEANS, LA Sankofa Fresh Stop Market

Award: \$200,000

Sankofa CDC is a community development organization based in the Lower Ninth Ward of New Orleans, that is led by African American residents of the community in which it works. Sankofa CDC operates a successful weekly open-air produce store that serves as a food hub to work with local farmers, fishers, wholesalers and producers to bring their products to market in an underserved community of New Orleans. An HFFI grant will support the development of the Fresh Stop Market in a new green mixed-use development on a commercial corridor.

WINSTON-SALEM, NC

SHARE Cooperative's Harvest Market

Award: \$200,000

SHARE was founded in 2016 by Revs. Willard Bass and Gary Williams with the mission of providing healthy, affordable food and nutrition education to those living in underserved communities. in the Winston-Salem/Forsyth County area. In Winston Salem, 49.7% of Black residents in the city have low or no access to healthy food. An HFFI grant will help SHARE develop the Harvest Market, a full-service grocery cooperative open to the general public.

PORTLAND, OR Village Market

Award: \$65,422

Village Market is a nonprofit grocery store located in New Columbia, Oregon's largest affordable housing neighborhood. Opened in 2011, Village Market is operated by Janus Youth Programs, an organization that does community development work in the area. The Market offers affordable and accessible groceries and provides discounts, produce incentives and free produce to ensure access to healthy staples and fruits and vegetables for residents. An HFFI grant will support the renovation of the store's produce department.





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HEALTHY FOOD FINANCING INITIATIVE REINVESTMENT FUND CONTACT US Reinvestment Fund is available to answer questions related to the program via phone at 215-574-5862 or email at info@investinginfood.com