



# America's HEALTHY FOOD FINANCING INITIATIVE

REINVESTMENT FUND

## HFFI 2024 Planning Grant Program

**America's Healthy Food Financing Initiative** (HFFI) works to improve access to healthy foods in underserved urban and rural areas, to create and preserve quality jobs, support food supply chain resiliency, and to revitalize low-income communities. HFFI is a public-private partnership administered by Reinvestment Fund on behalf of USDA Rural Development. The new HFFI Planning Grant Program will provide grants to organizations for healthy food retail or food retail supply chain projects that are in early-stage planning and predevelopment phases.

### ELIGIBLE PROJECTS

The HFFI Planning Grant Program will provide grants to eligible organizations for projects in the planning and development stage that will improve access to fresh, healthy food in underserved areas through food retail. Grants are designed to be one-time investments of capital into project planning or predevelopment activities that will support the development and success of a sustainable business model.

The program could assist a variety of organizations, business models, and capital needs of ventures that process, distribute, aggregate, market, and sell healthy, fresh, and affordable foods to underserved communities and markets. Applicants must demonstrate how their proposed project will contribute to food access through the availability of an assortment of Staple and Perishable Foods for retail sale, either directly or as part of the retail supply chain. Grant funds should build programmatic capacity, unlock additional sources of capital, catalyze project sustainability, meet financing gaps, and/or enable the next phase of project implementation for deeper impact or reach.

Grant funds may not be used for equipment, construction hard costs, acquisition of land or buildings, or operational costs of an existing business. Individuals are not eligible to apply.



# GRANT AWARDS

**\$6M**

in total is available for grants for the 2024 HFFI Planning Grant Program

**\$10K-\$150K**

Grant awards will be between

## ELIGIBLE LOCATIONS

Applicants must propose a project that is anticipated to create a food retail or food retail supply chain business model that will be located in an eligible underserved area in order to be eligible for this grant award. You can search an interactive map to see if your location is eligible at:

[www.investinginfood.com/eligibility](http://www.investinginfood.com/eligibility).

For more information on eligibility and the application process, read the full Request for Applications (RFA) at: <http://www.investinginfood.com/planning-grant>.

## CONTACT US

Reinvestment Fund staff will be available to answer questions by email at [help@investinginfood.com](mailto:help@investinginfood.com) until **Friday, June 14, 2024**. Please include your specific question(s) in the body of your message and **"HFFI Planning Grant Program"** in the subject line of your message. Early application submissions are strongly encouraged to avoid technical issues with the grant portal.

## IMPORTANT DATES

### Informational Webinar:

Thursday, May 16, 2024  
at 2:00 PM ET

### Application Due Date:

Monday, June 17, 2024  
at 11:59 PM ET

### Award Announcements

will be made no earlier  
than August 2024.

