



# Healthy Food Financing Initiative Food Access and Retail Expansion Fund (HFFI FARE Fund)

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**2024 Request for Applications Overview Webinar**  
Tuesday, September 10, 2024



# Meet the HFFI Team



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## Contact Us

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# Healthy Food Financing Initiative

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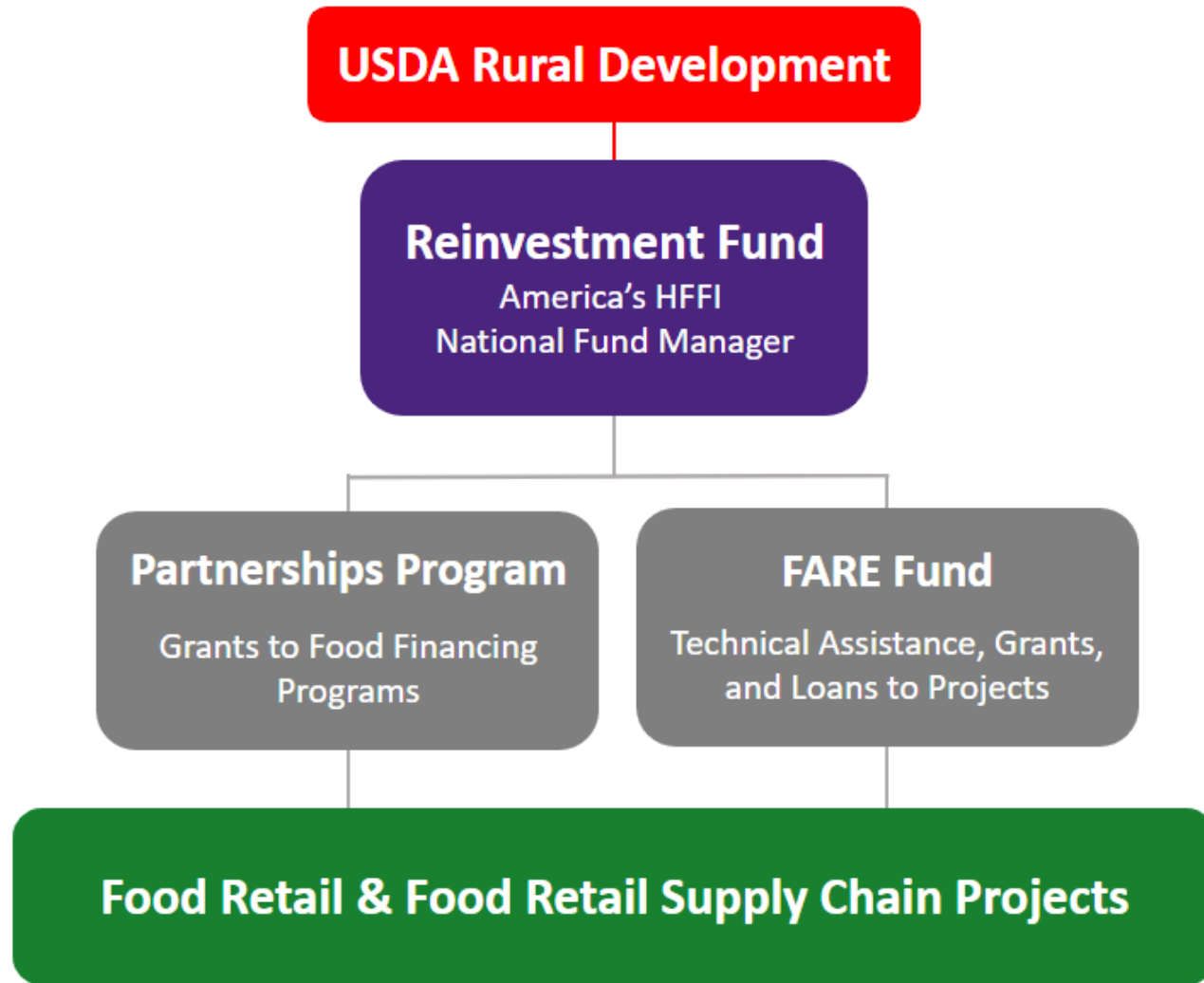
The purpose of the Healthy Food Financing Initiative (HFFI) is to support food supply chain resiliency, improve access to healthy foods in underserved areas, to create and preserve quality jobs, and to revitalize low-income communities.

# HFFI Goals and Authority

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- The Healthy Food Financing Initiative (HFFI) was authorized under the Agriculture Act of 2014 and reauthorized in 2018.
- HFFI is a program of USDA Rural Development.
- In 2017, Reinvestment Fund was selected as the National Fund Manager through a competitive process. We implement HFFI and provide financial and technical assistance to eligible healthy food retail partnerships and projects. Reinvestment Fund manages the HFFI program for USDA.
- Funding for this announcement is made available mainly through the American Rescue Plan Act (ARPA) of 2021.

# HFFI Program Management



## HFFI FARE Fund

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Over the next five years, the HFFI FARE Fund will provide \$60 million in loans, grants and technical assistance to food retail and food retail supply chain projects in underserved areas. Assistance from the HFFI FARE Fund helps healthy food retailers and enterprises to overcome higher costs and initial barriers to entry, thus enabling food enterprises to thrive and deliver fresh, healthy, and affordable products.

# 2024 HFFI FARE Fund

- Includes funding for grants, loans, and technical assistance for the 2024-2025 cycle
- At least \$9 million available for implementation grants with awards from \$20,000-\$250,000
- At least \$1.5 million for technical assistance with awards up to \$100,000
- At least \$16 million for loans with awards from \$500,000-\$5,000,000
- Grants will be one-time investments of capital into a food retail or food enterprise project to address higher costs and initial barriers to entry in underserved rural and urban areas



# Eligible Applicant Types

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- for-profit businesses
- cooperatively-owned businesses
- tax-exempt nonprofit corporations
- institutions of higher education
- state and local governments and governmental agencies, authorities, commissions, and food policy councils\*
- tribal governments and tribal governmental agencies, authorities and food policy councils\*

\*State, local, and tribal governments are eligible for grants and technical assistance but not for loans currently.

**Individuals are not eligible to apply**



# Eligible Projects

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## What we will fund:

- Projects that will contribute to food access through the availability of Staple and Perishable Foods for retail sale in underserved areas
- Projects that will maintain or improve food supply chain resilience
- Projects planning or expanding a food retail business model that will offer an assortment of staple and perishable foods, and will accept SNAP benefits
- Projects planning or expanding food enterprise projects that contribute to the retail food supply chain and downstream retailers, ultimately improving food access through retail sales

# Eligible Uses of Funds

## What we will fund:

Funds can be used for hard and soft costs including:

- Planning and predevelopment activities such as feasibility studies, business plan development, or architectural design,
  - Brick and mortar facility development, machinery and equipment,
  - Technology and software,
  - and other one-time soft costs such as community engagement, staff training, and marketing and merchandising needs
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- Eligible uses of funds may vary slightly based on the type of assistance you are applying for and the stage of your project.

# Eligible Projects

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## What we will not fund:

- Agriculture-only projects
- Charitable food
- Nutrition education
- Restaurants
- Consumer packaged goods
- Ongoing operating subsidy
- Research studies
- Loan funds/regranting programs
- Food retail programs & initiatives

USDA Food Research Atlas Low Income Low Access Census Tract

OR

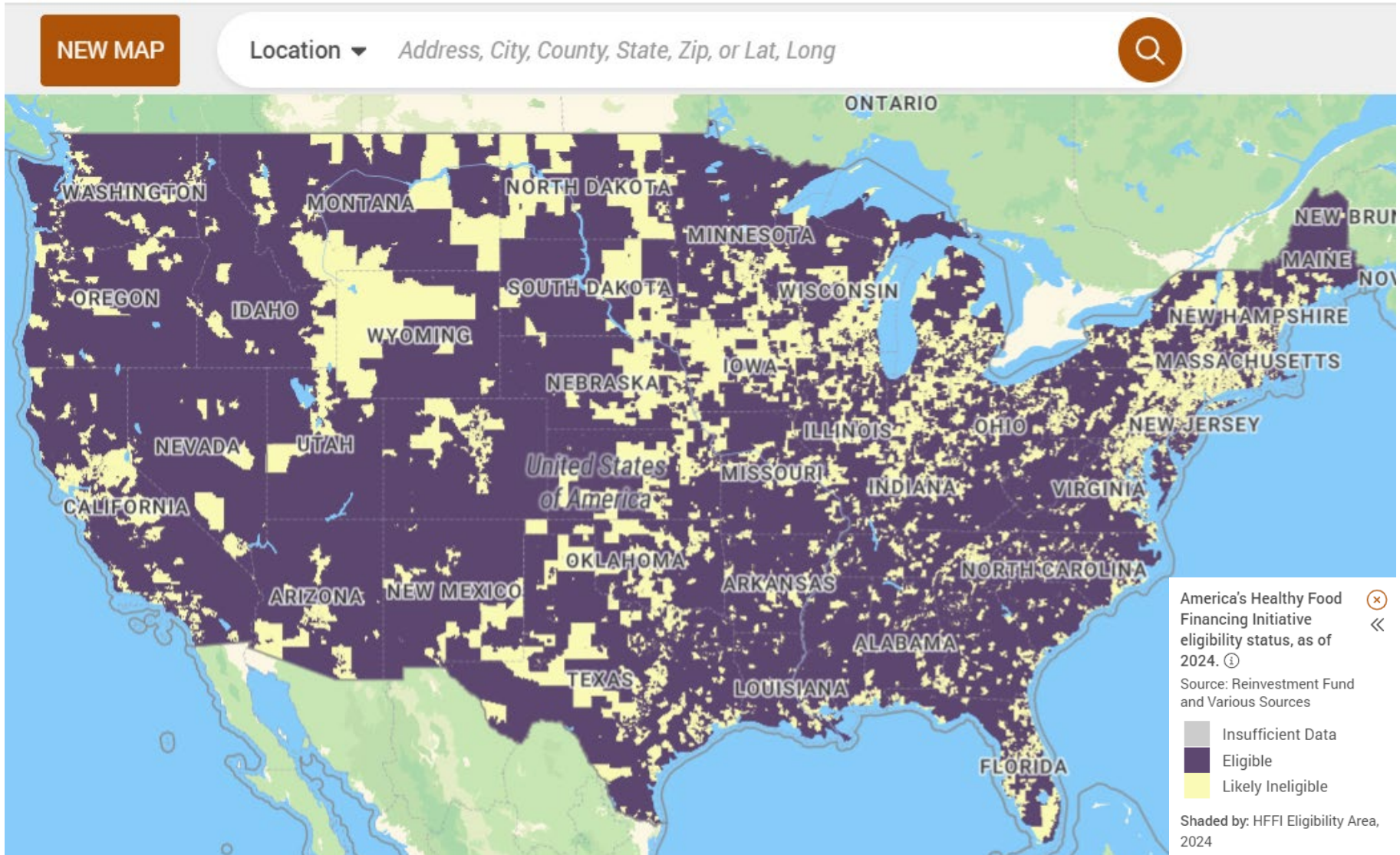
Census tract adjacent to USDA Food Research Atlas Low Income Low Access Census Tract with a median family income less than or equal to 120 percent of the applicable area median

OR

Geographic unit determined to have limited access to supermarkets or grocery stores by a methodology that has been adopted for use by another government or philanthropic healthy food initiative

# Eligible Locations & Mapping Tool

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



# Application Process

Funding Inquiries must be submitted through Reinvestment Fund's online grants portal, SmartSimple (<https://reinvestmentfund.smartsimple.com/>) by the dates in the chart below.

	GRANTS	LOANS	TECHNICAL ASSISTANCE
STEP 1: FUNDING INQUIRY FORM	Round 1: October 14, 2024 Round 2: March 3, 2025 Round 3: August 4, 2025	Rolling deadline	Rolling deadline
STEP 2: APPLICATION	Round 1: December 12, 2024 Round 2: May 1, 2025 Round 3: October 2, 2025	If invited, due 45 days after invitation is sent	If invited, due 45 days after invitation is sent

There will be three grant rounds in this funding cycle. Grant applications will be reviewed and scored approximately every six months. All deadlines and award announcement dates are listed in the RFA.

Loans and technical assistance will be accepted and reviewed on a rolling basis.

# Funding Inquiry Requirements

## Applicant Requirements

- Legal entity name and contact information
- Applicant verification information including, the documentation of the legal status of the organization, your UEI number, and indication of active SAM Registration
- Project address or a brief description of proposed site location if there is no address, upload of eligibility map results or evidence of eligibility based on geographic location if the map is uncertain

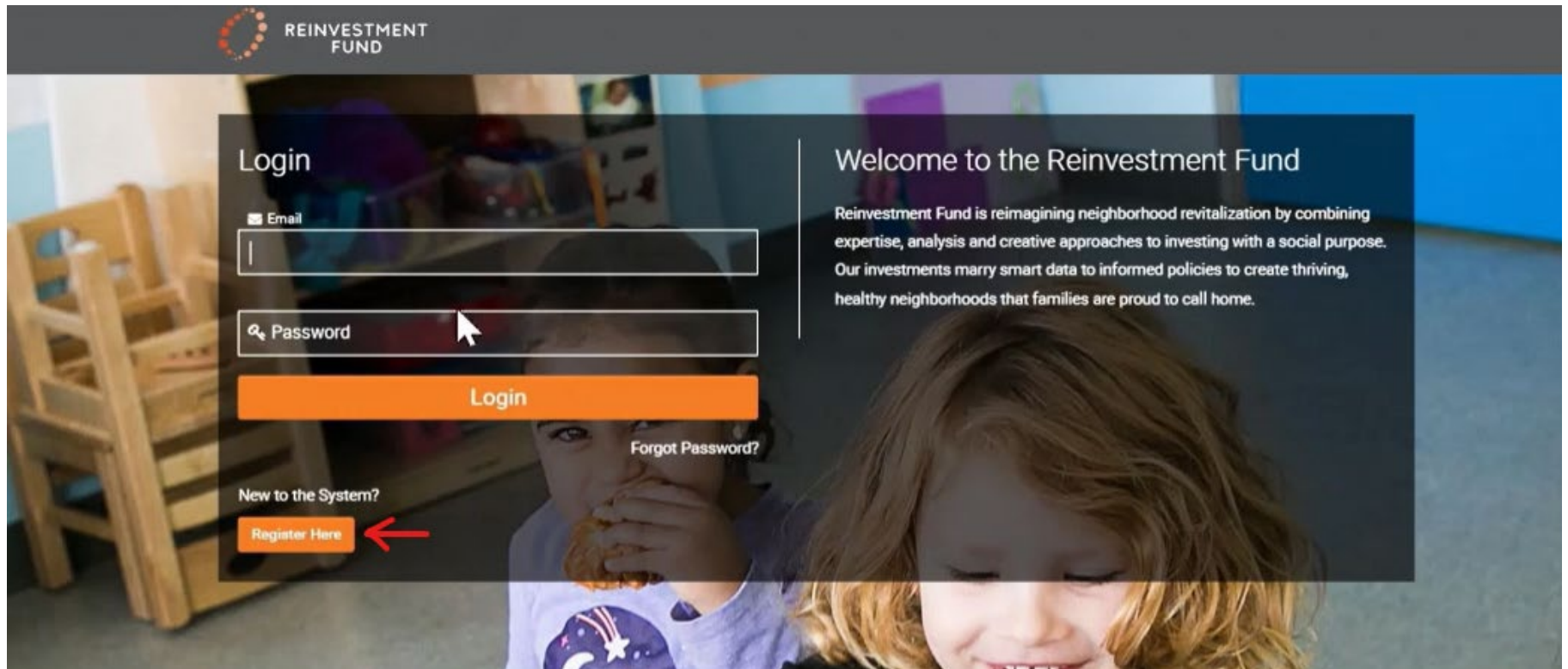
## Funding Inquiry Requirements

- Eligibility screening
- Type of project and whether it is a new business model or expansion of an existing business model
- Project stage
- Project description
- Community served and need
- Organization background
- Funding request
- Type of assistance needed

**Only one Funding Inquiry will be accepted per entity.  
Projects can only apply for each type of assistance  
once in a 12-month period.**

# SmartSimple – Online Application Portal

Applications will be submitted through Reinvestment Fund's SmartSimple grants portal [www.reinvestmentfund.smartsimple.com](http://www.reinvestmentfund.smartsimple.com)



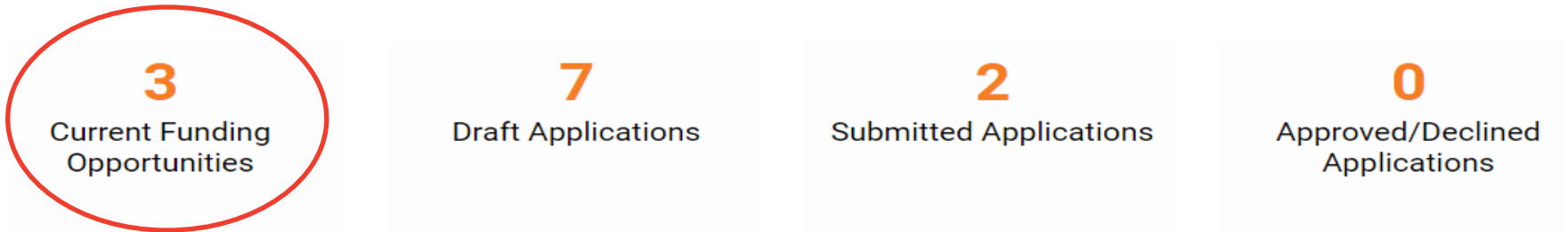
The screenshot shows the login page for the Reinvestment Fund's SmartSimple grants portal. The page features a dark background with a light-colored overlay for the login form. The Reinvestment Fund logo is in the top left corner. The login form includes fields for Email and Password, a Login button, and a link for 'Forgot Password?'. A red arrow points to a 'Register Here' button under the heading 'New to the System?'. To the right of the login form, there is a welcome message: 'Welcome to the Reinvestment Fund' followed by a paragraph: 'Reinvestment Fund is reimagining neighborhood revitalization by combining expertise, analysis and creative approaches to investing with a social purpose. Our investments marry smart data to informed policies to create thriving, healthy neighborhoods that families are proud to call home.'



# SmartSimple – Online Application Portal

Applications will be submitted through Reinvestment Fund’s SmartSimple grants portal [www.reinvestmentfund.smartsimple.com](http://www.reinvestmentfund.smartsimple.com)

## Welcome Kahfii King - Funding Opportunities & Applications



### Current Funding Opportunities

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Opportunity Details	Description
<b>HFFI Food Access &amp; Retail Expansion Fund</b> Deadline: 2024-10-14 23:59 <a href="#">Submit HFFI FARE Fund Inquiry Form</a>	The HFFI Food Access and Retail Expansion Fund (HFFI FARE Fund) will provide loans, grants and technical assistance to eligible projects serving underserved areas through healthy food retail. Funding is designed to be a one-time investment of capital into predevelopment or implementation activities that will support the development and success of a sustainable business model.

# SmartSimple – Funding Inquiry

## 2024-6697 HFFI Food Access & Retail Expansion Fund

PDF View

- SUMMARY
- APPLICANT INFORMATION
- INQUIRY FORM ELIGIBILITY QUESTIONS**
- INQUIRY FORM FUNDING REQUEST



Please complete the eligibility screening questions below:

\* Which of the below best describes your project?

- My project creates or expands a food retail business
- My project creates or expands a food retail supply chain business
- My project creates or expands both a food retail and a food retail supply chain business
- My project does not involve the creation or expansion of a food retail or food retail supply chain business

\* My food retail project will create or expand a food retail business model that will sell an assortment of Staple and Perishable foods once operating.

- Yes
- No

\* My food retail project will create or expand a food retail business model that will accept SNAP once operating.

- Yes
- No

\* My project will ultimately increase the availability of staple and perishable foods for sale at a SNAP eligible retailer in eligible Underserved Areas.

Please use the results of the eligibility map available at <https://www.investinginfood.com/eligibility/> to search your project's location.

- Yes
- No

\* If the project involves food retail, describe the assortment of Staple and Perishable foods that will be sold. If the project involves a food retail supply chain enterprise that will not involve retail sales directly to consumers, describe how the project will ultimately support retail supply chains by increasing the sale of an assortment of Staple and Perishable Foods at SNAP eligible food retailers.

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# What's Next?

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- Upcoming webinars on the applications for grants and technical assistance, and loans. No registration is required.
- Sessions will cover:
  - Application requirements
  - Review process and scoring and what will make a successful project
  - Federal award requirements
- **Grant and TA Overview:** 1:00 PM Eastern Time on Wednesday, September 18, 2024
  - <https://bit.ly/hffi-farefund-grants>
- **Loan Overview:** 3:00 PM Eastern Time on Wednesday, September 25, 2024
  - <https://bit.ly/hffi-farefund-loans>



**The 2024 HFFI FARE Fund is now accepting applications.**

**To download the full RFA and apply online visit:**  
**[www.investinginfood.com/fare-fund](http://www.investinginfood.com/fare-fund)**

**Round 1 Funding Inquiries for grants are due  
Monday, October 14, 2024 @ 11:59 PM ET**

*Reinvestment Fund staff will be available to  
answer questions regarding Round 1 until  
Friday, October 11, 2024.*

## Contact Us

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Program RFA & Info:

[www.investinginfood.com/  
fare-fund](http://www.investinginfood.com/fare-fund)

Email:

[help@investinginfood.com](mailto:help@investinginfood.com)

