



Improving Access to Nutritious Food



Reduced Incidence of Overweight



Overview of Financing Initiative

1

What is the Fresh Food Financing Initiative?



A comprehensive, multi-faceted \$120 million financing pool.

- Supermarkets, Grocery Stores

2

How may supermarkets use these funds?



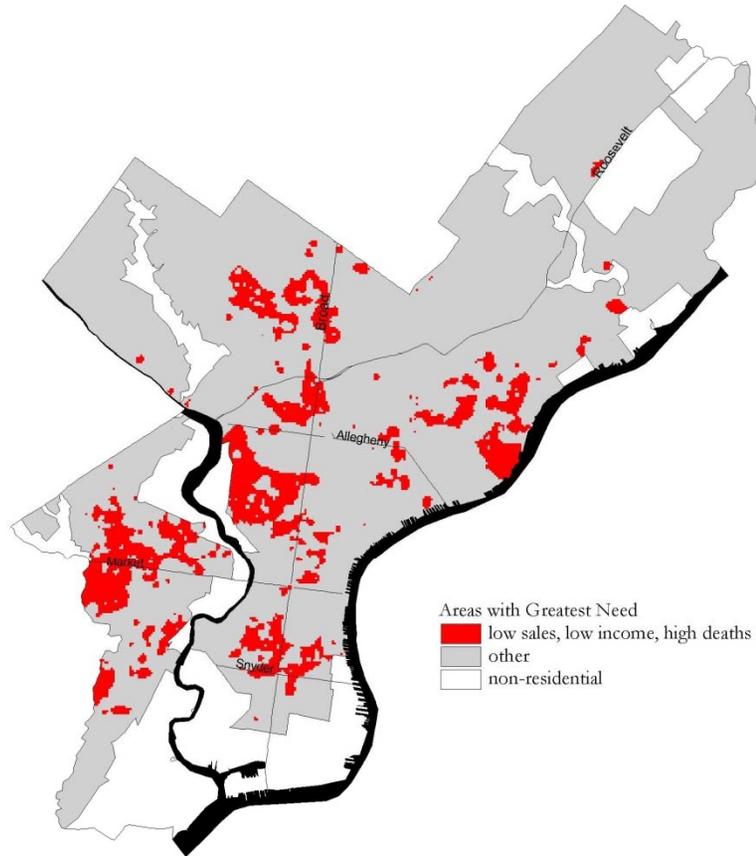
- **Grant funding up to \$250,000 per store**
- **Loan funding up to \$2.5 million per store**





Areas with Greatest Need

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



2 0 2 4 Miles



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
- City-wide focus
- Involvement of prominent leaders from supermarket industry, city government, and civic sector

Pennsylvania Commits to Change



Statewide Hearings

“The lack of supermarkets is a problem affecting Philadelphia and Pittsburgh as well as other cities and towns in the Commonwealth.”

**Report of the
Health and Human Services Committee**

Goals

- Improve children's health
- Increase the availability of affordable, nutritious food
- Create jobs and economic opportunity



Increased Access to Fresh Food



- \$39 million in grants and loans awarded
- 52 stores funded
- 3,333 jobs
- 1.3million sf retail space

Case Study: Shoprite of Island Avenue, Philadelphia



Case Study: Ha Ha's Market, Philadelphia



Case Study: Mastrococco's Market, Derry



National Work





www.TheFoodTrust.org