

# 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

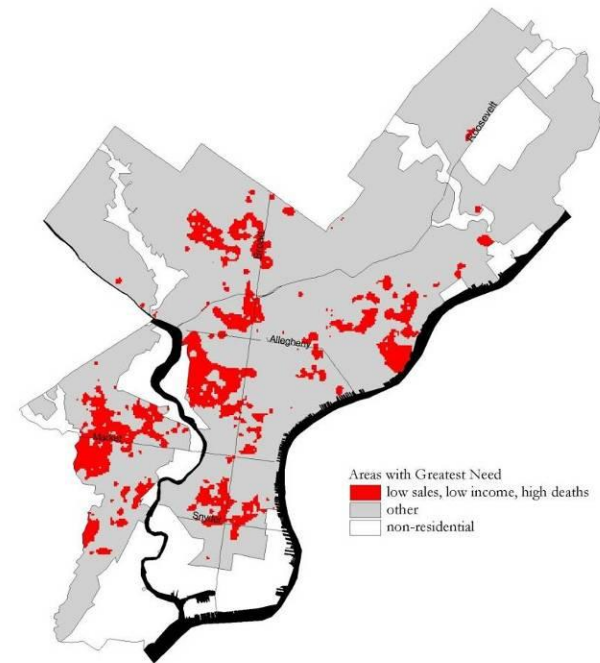
# Policy Change Through Advocacy

- 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)*



0 2 4 Miles



Data: TradeDimensions Retail Database, 1999;  
1997 Income and population projections by GeoLytics;  
1998 Death List, Philadelphia Dept. of Public Health

# 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

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



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# ShopRite of Island Avenue, Philadelphia



# Kennie's Market, Gettysburg



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# Bloss Holiday Market, Blossburg, PA





# Healthy Corner Store Initiative, Philadelphia



# Replication of FFFI underway in several states



New Orleans Fresh Food  
Retail Incentive Fund

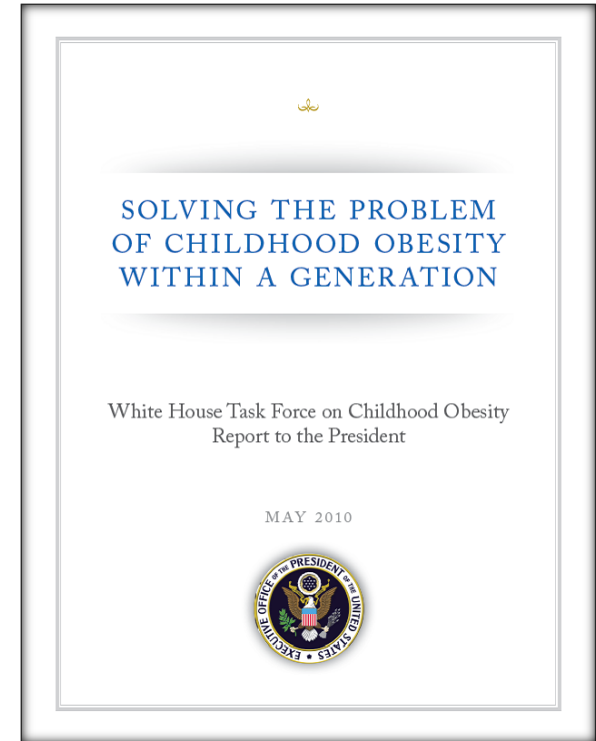
Louisiana Healthy Food  
Retail Act

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

