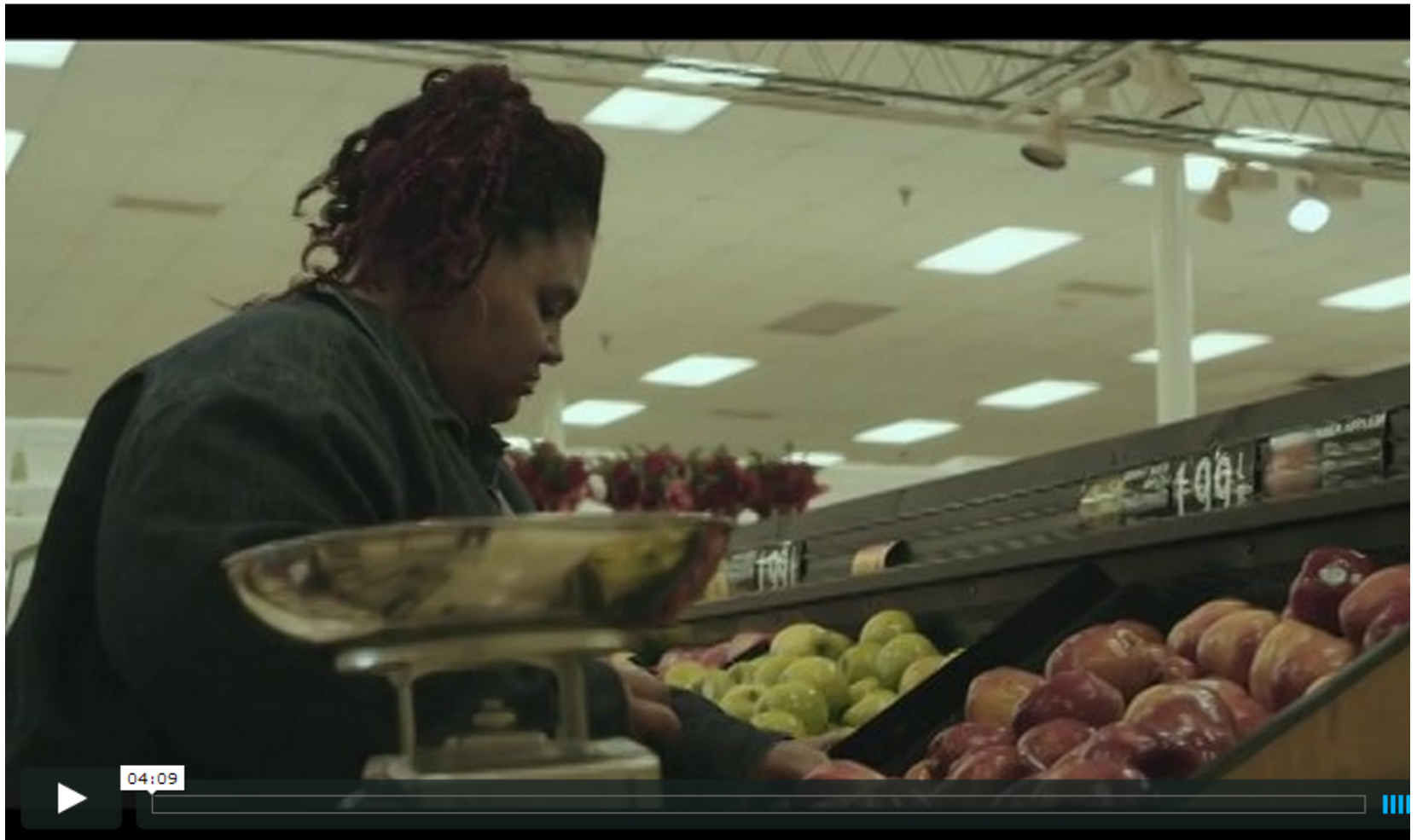


A vibrant display of fresh produce, including red and green bell peppers, cherry tomatoes, onions, and apples, arranged in various containers. The text is overlaid on a semi-transparent dark band across the middle of the image.

Improving Access to Healthy Food

Miriam Manon, The Food Trust



<http://vimeo.com/73245404>



THE FOOD ENVIRONMENT

IMPACTS WHAT YOU EAT



- **Accessing healthy food is a challenge for many Americans** – particularly in low-income neighborhoods, communities of color, and rural areas
- Better access corresponds with **healthier eating**
- Access is associated with **lower risk for obesity and other diet-related diseases**
- Healthy food retail **creates jobs and helps to revitalize low-income neighborhoods**

Available at: <http://www.thefoodtrust.org/pdf/GroceryGap.pdf>



A Comprehensive Approach

Research, Policy, Food Access, Education, Joy



Barriers to Grocery Development



Barriers to Entry:

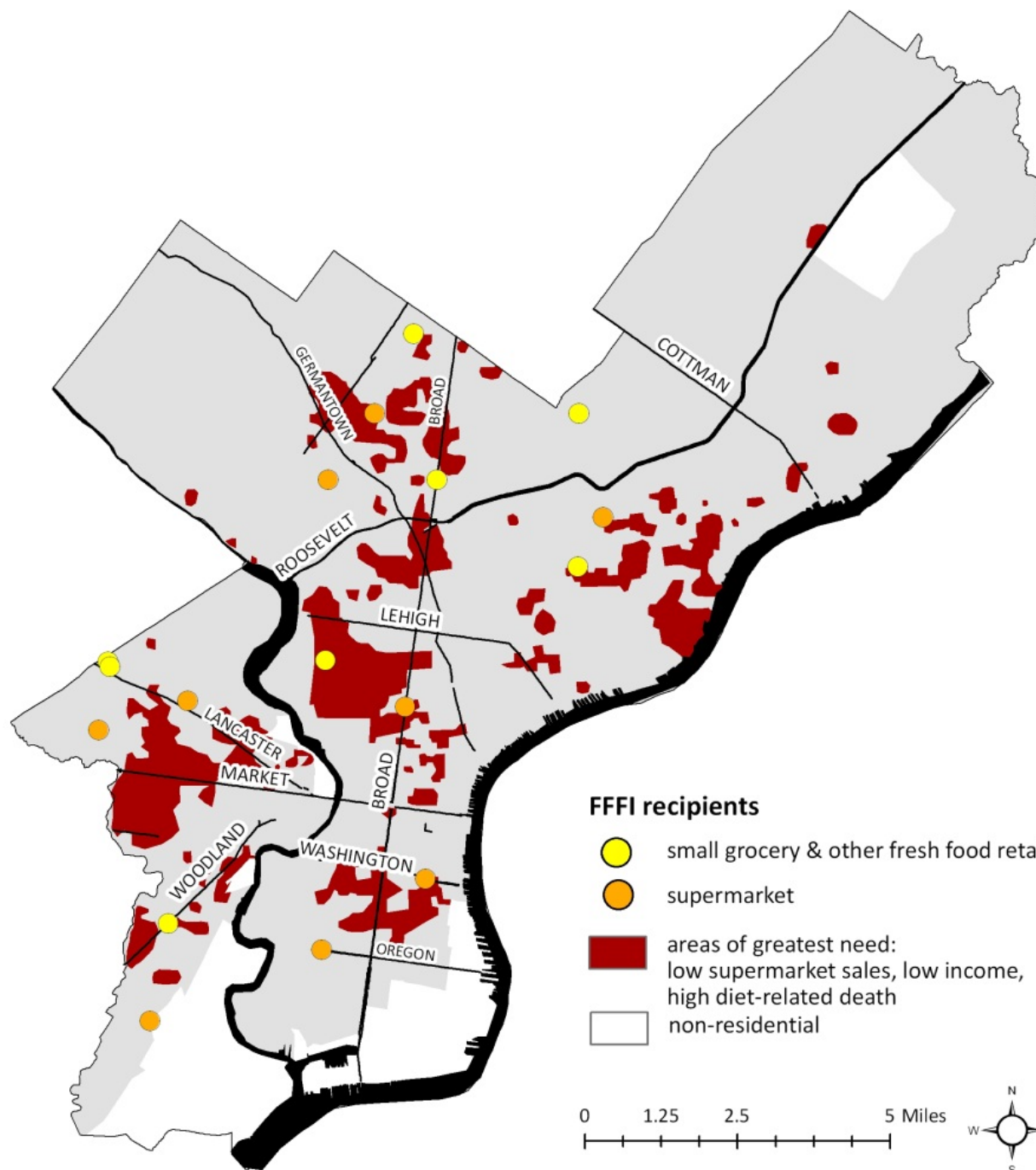
- Lack of sufficient capital
- Costly site development
- Higher development costs
- Workforce development needs

PA Fresh Food Financing Initiative



Pennsylvania Success Story

- 88 projects
- 5,000 Jobs
- \$165 million in total investment
- 400,000 people with improved food access



HEALTHY FOOD FINANCING INITIATIVE

INCREASING ACCESS IN URBAN & RURAL COMMUNITIES



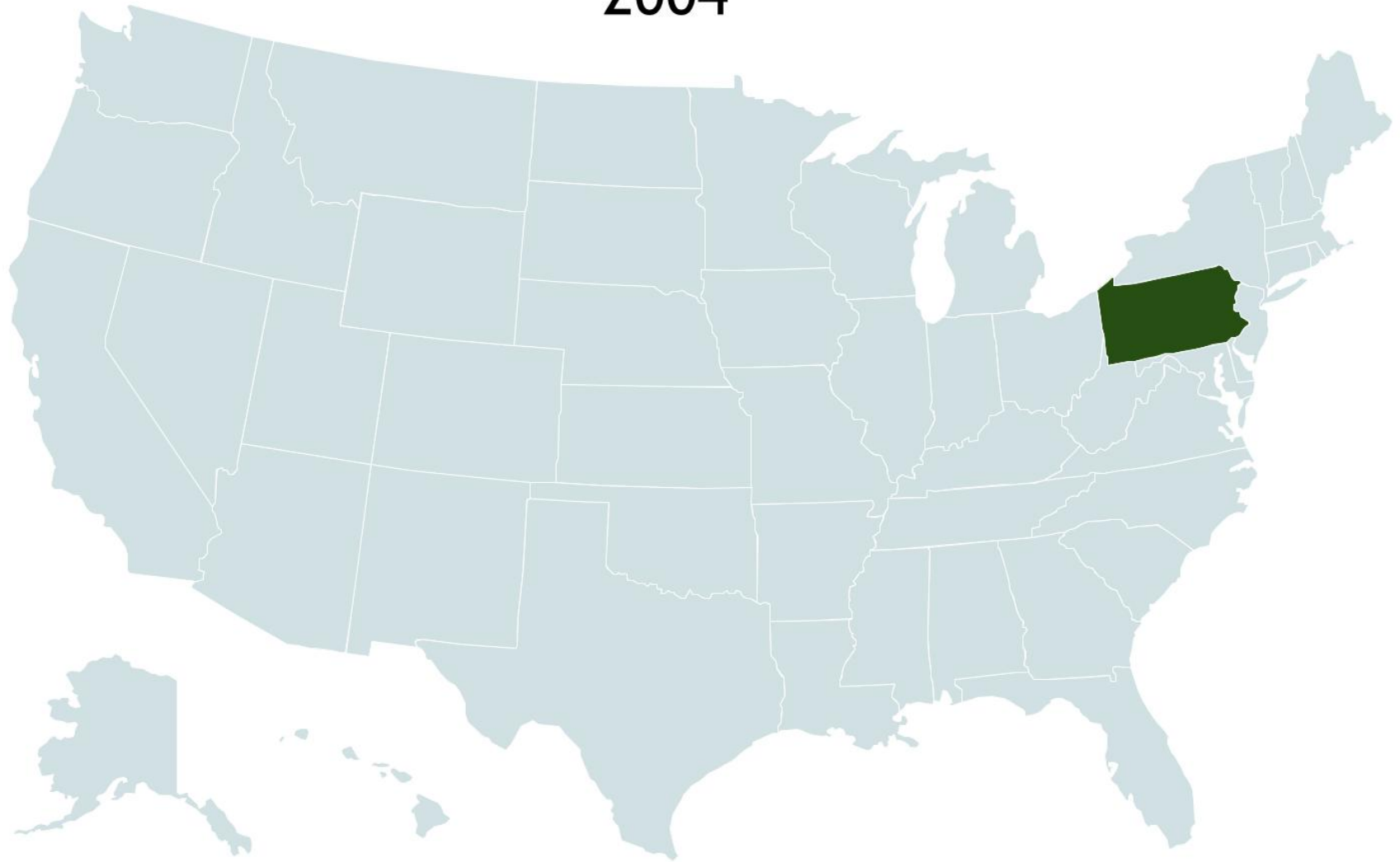
Circle Food Store, New Orleans, 2005



Circle Food Store, New Orleans, 2014

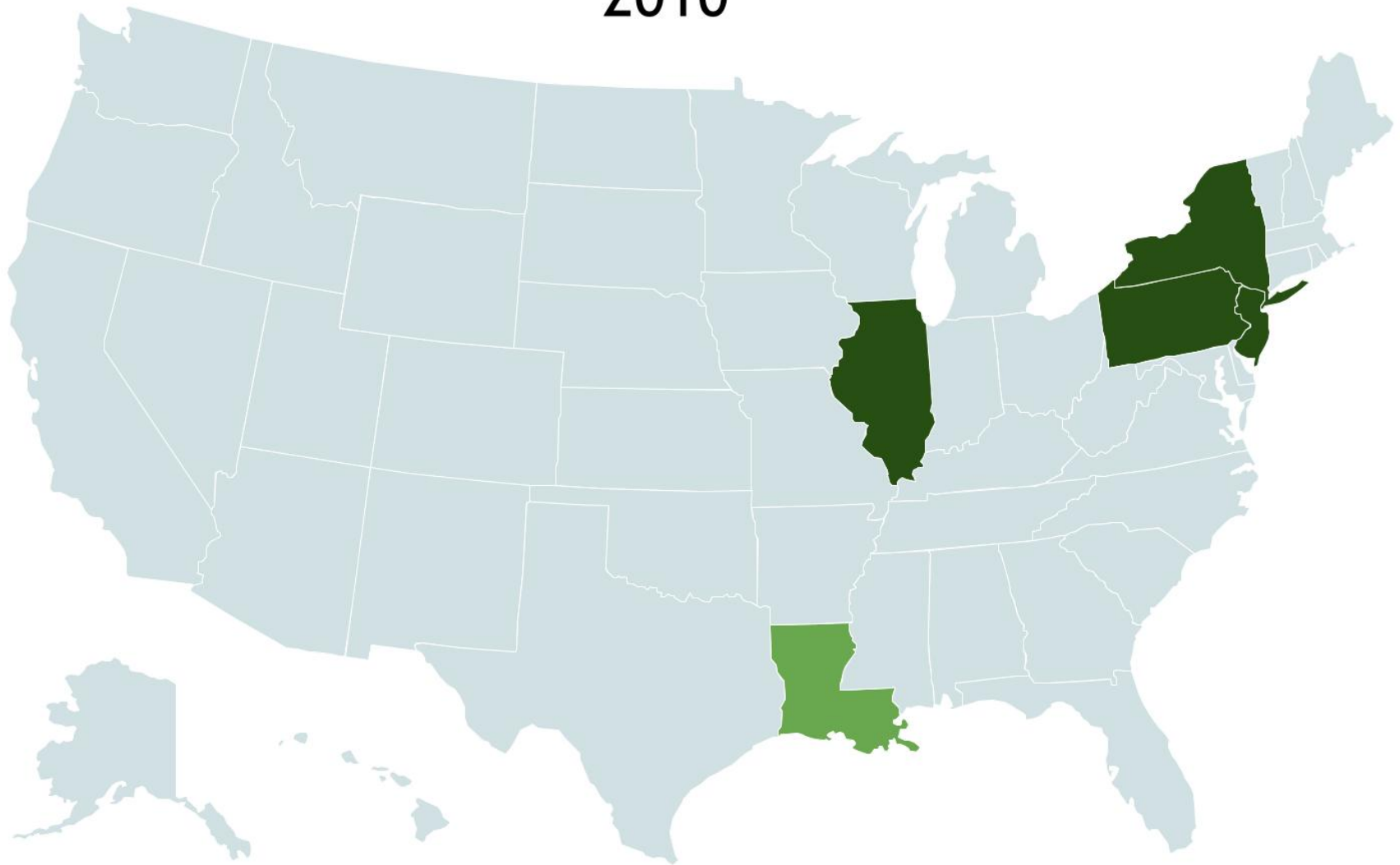


Healthy Food Financing 2004



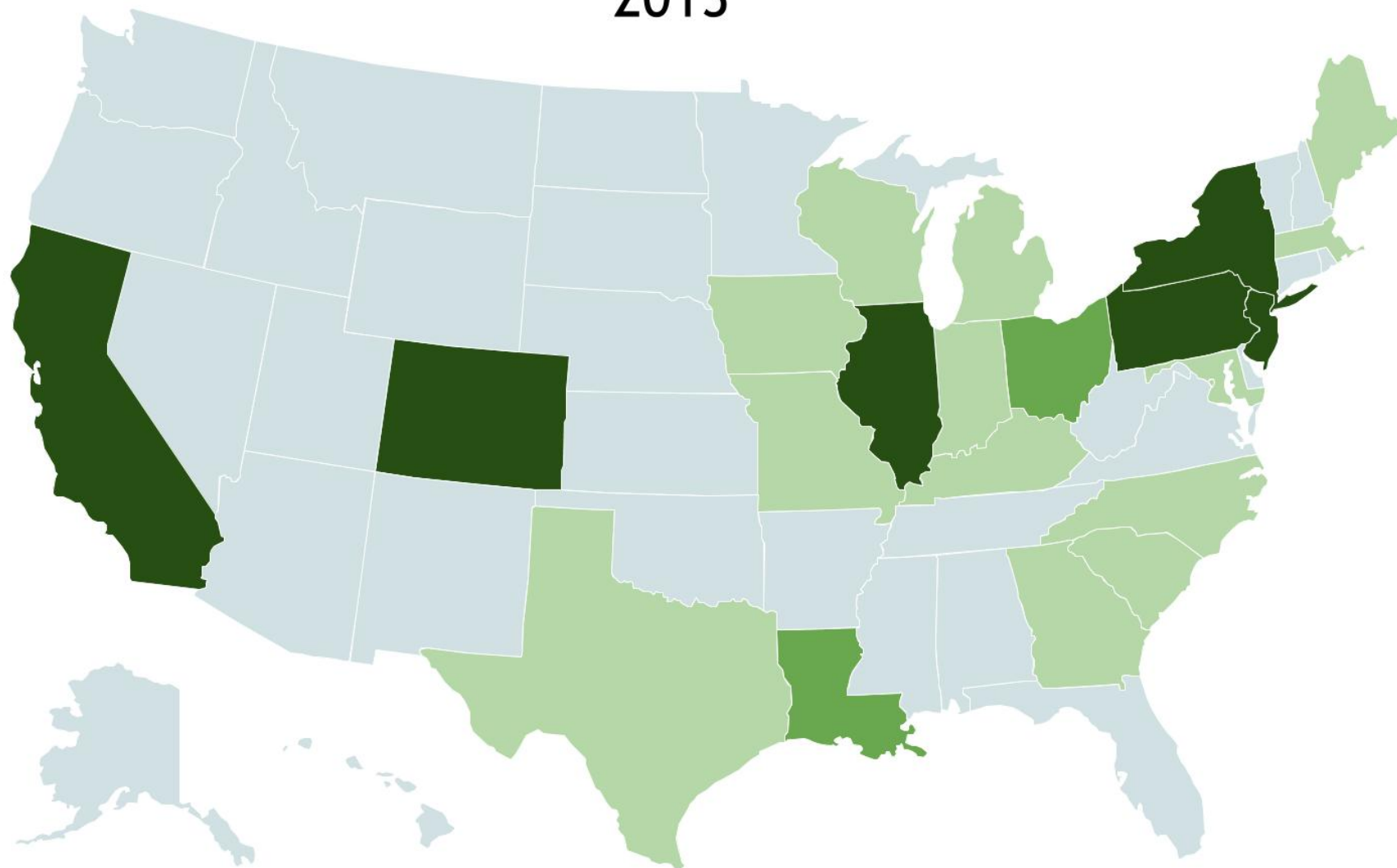
 State policy


Healthy Food Financing 2010



 City policy  State policy

Healthy Food Financing 2013



 Federal funds available
through CDFI

 City policy

 State policy

Increasing Access at Corner Stores



Why Corner Stores?

- Significant source of food, particularly in food deserts
- Frequent destination for children:
 - 42% students shop 2 times/day; 53% once a day
 - 356 calories per purchase
- Opportunity to engage as ALLIES

Fruit and Vegetable Consumption
Among Residents
with Poor Grocery Quality

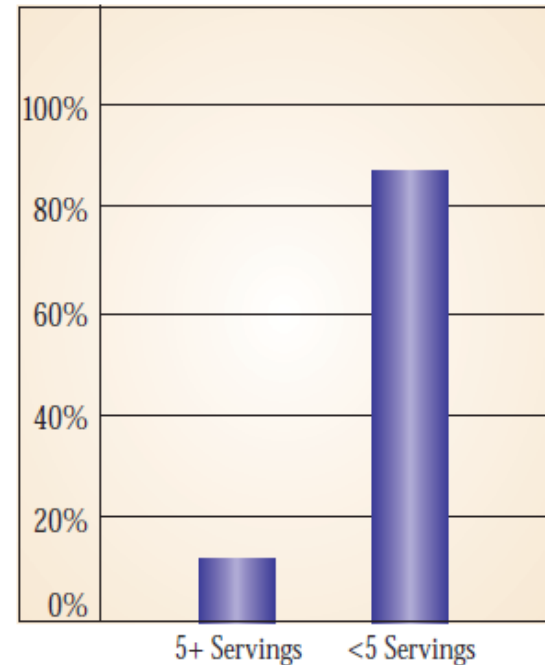


Chart Source: Food Geography: How Food Access Affects Diet and Health.
Available at <http://www.thefoodtrust.org/pdf/Food%20Geography%20Final.pdf>

What makes a healthy corner store?

- Stocking healthier items (whole grains, low-fat dairy, fresh produce)
- Marketing to promote healthy foods
- In-store nutrition lessons, taste-tests, health screenings, etc.





BEFORE



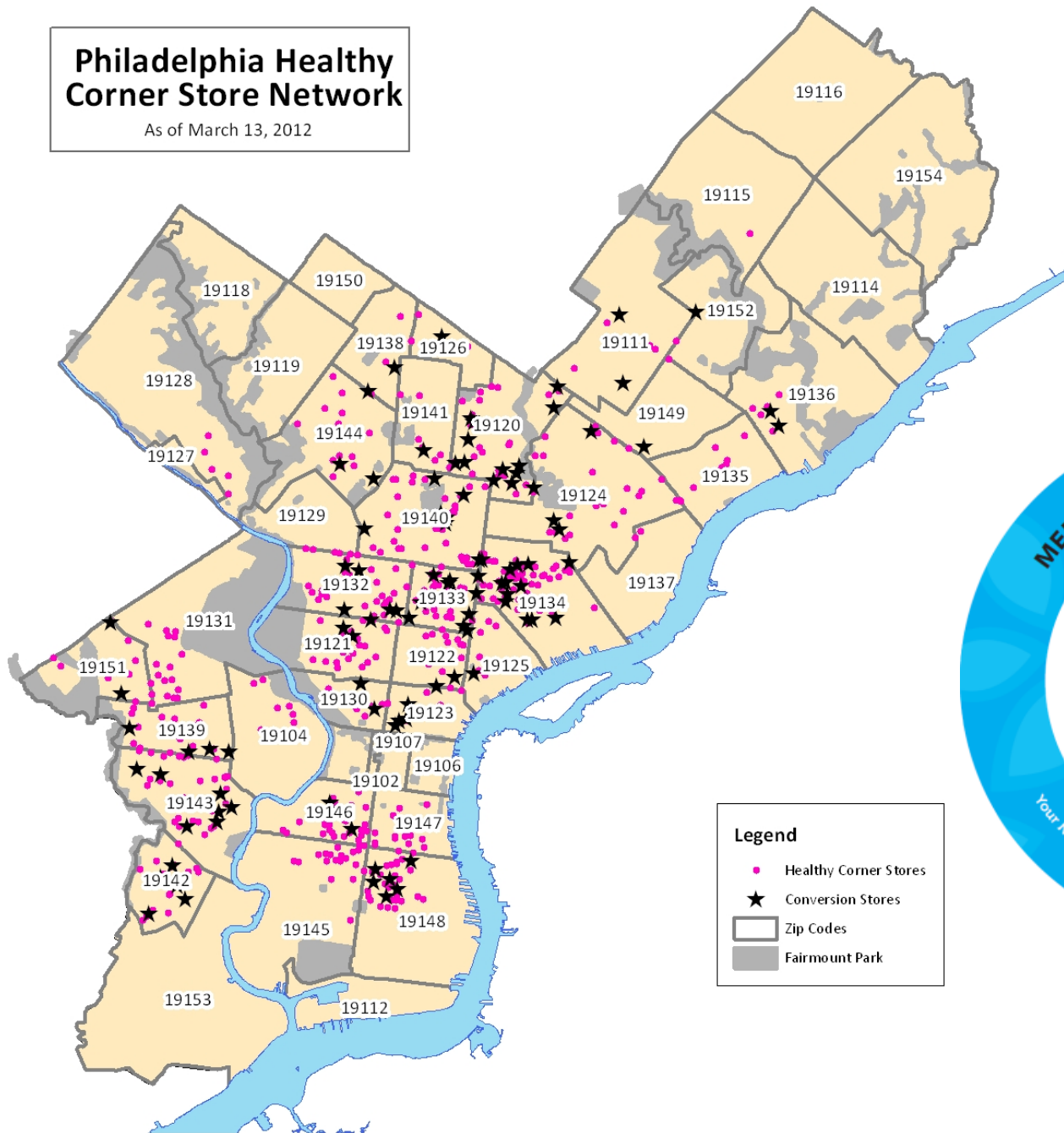
AFTER



AFTER

Philadelphia Healthy Corner Store Network

As of March 13, 2012



OBESITY RATES DECLINE IN PHILLY

-5%

All children

-7%

Hispanic girls

-8%

African American
boys

Healthy Food Access Portal

[PolicyLink](#)[Get Started](#)[Resources](#)[Find Money](#)[Policy Efforts](#)[Retail Strategy](#)[News & Events](#)

Welcome to the nation's first comprehensive healthy food access retail portal.

Find resources designed to improve healthy food access in communities, build local economies, and enhance public health. Tap into a learning network that's using retail strategies to connect consumers to healthy food.

Join the Discussion

"Farmers' Markets are Increasing Access with Incentives," Yael Lehmann, The Food Trust.

[Resources](#)[Find Money](#)

WEBINAR-New and Innovative Models from the Field: Alternative Retail Strategies

Across the country, markets are adopting unique and innovative business strategies to provide healthy food to underserved

[News](#)[Events](#)

Local Woman Recognized For Getting Philly's Corner Stores To Become Healthier

A 30-year-old Philadelphia woman has been recognized for her work trying to improve food choice for thousands of people for

[Policy Efforts](#)[Retail Strategy](#)

Michigan

Strengthening Detroit Voices Initiative

Detroit community residents are raising their voices to advocate for policies at the local, state, and...

healthyfoodaccess.org



THANK YOU!

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