Panel: Restoring Grocery Access: The Vinton, Ohio

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_The Food Trust_

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Presenter Information
Caroline Harries, Terri Fetherolf, Valerie Helby, and David Procter

This event is available at New Prairie Press: https://newprairiepress.org/cecd/ruralgrocery/2018/12
In hundreds of neighborhoods across the country, nutritious, affordable, and high quality food is out of reach — particularly low-income neighborhoods, communities of color, and rural areas.
Food Access Research

- 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://thefoodtrust.org/food-access/publications](http://thefoodtrust.org/food-access/publications)
Panel Presenters:

- **Terri Fetherolf**, Director of Development, Vinton County
- **Valerie Heiby**, Director of Development, Finance Fund Capital Corporation
- **Caroline Harries**, Associate Director, The Food Trust
- **David Proctor**, Director, Center for Engagement and Community Development, Kansas State University
http://youtu.be/9bvZLcwr_bQ
McArthur Super Valu, a locally owned grocery store
Disappointment.....

Excitement......
How to define Success in this endeavor?

Short term=food security

Long term=food security + stable economy
Construction begins on the new store!
Who We Are

- Finance Fund
  - Established in 1987
  - Statewide nonprofit financial intermediary

- Finance Fund Capital Corporation
  - Established in 2003
  - Community Development Financial Institution (CDFI) lending affiliate certified in 2009

- Founded to connect low-income communities with public and private sources of capital
  - State, Federal, Banks, Private Institutions
What We Do

- We bring financial resources to urban and rural low-income communities to support a wide range of projects:
  - Economic Development (Job Creation and Neighborhood Revitalization)
  - Small Business Lending
  - Health Care Facilities and Equipment
  - Commercial Real Estate Development
  - Healthy Food Access
Healthy Food for Ohio Launched
HFFO Program Eligibility

Program Guidelines can be found at www.financefund.org.

Key criteria include:

- Commitment to providing fresh healthy foods
- Low-to moderate-income
- Underserved by comparable fresh food retail
- Community support
- Experience
Sustainable Projects

- Existing stores and new developments
- Full-service Supermarkets
- Mid-sized Grocery Stores
- Corner Stores
- Alternative Retail Projects
  - Co-ops
  - Farmers’ Markets
  - Mobile Markets
  - Food hubs
Advocacy & Funding

- Received $2.2MM from State of Ohio over 2 budget cycles
- Leveraged $4MM from CDFI Fund over 2 funding rounds
- Leveraged additional $5MM of private funding
- At the project level we have leveraged another $5MM
Provided flexible financing totaling $4.7MM
Funded 9 sustainable projects
Leveraged $5.9MM of additional investment
Created or retained over 150,000 sq. ft. of retail space
Served over 70,000 Ohio Residents
Created over 400 direct jobs
Campbell’s Market, Vinton County, Ohio
Prather’s IGA, West Union, Ohio
Thank you for supporting Healthy Food for Ohio!

Valerie Heiby
Director of Development
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The Food Trust

Working to ensure that everyone has access to affordable, nutritious foods
STAKEHOLDERS FOR HEALTHY FOOD ACCESS CAMPAIGNS

- Government Leaders
- Community Leaders
- Financial Sector Representatives
- Economic Development Leaders
- Public Health Professionals
- Children's Health Advocates
- Food Access Advocates
- Supermarket Industry Leaders
OUTLINING THE PROCESS

PHASE 1: Prepare and Inform
- Compile evidence
- Generate maps
- Disseminate information about the problem
- Identify stakeholders

PHASE 2: Engage and Empower Stakeholders
- Food access advocates
- Supermarket industry leaders
- Government and civic sector leaders
- Community leaders
- Financial sector representatives
- Economic development leaders
- Public health leaders
- Children’s health advocates

PHASE 3: Strategize and Develop Recommendations
- Convene task force
- Identify barriers
- Develop policy recommendations

PHASE 4: Change Policy
- Release policy recommendations
- Educate policymakers
- Create program
Ohio Areas of Greatest Need

Close to one million Ohio residents live in areas with greatest need throughout the state.
Ohio Case Study: From Advocacy to Implementation

- Mapping report (June 2014)
- Task Force process (June – Dec 2014)
- Recommendations report (January 2015)
- HFFO Funded (June 2015)
- HFFO Launched (March 2016)
Ohio Healthy Food Financing Task Force

We, the Ohio Healthy Food Financing Task Force—a public-private partnership made up of leadership from the grocery industry, community and economic development, public health and civic sectors—call upon Ohio to create a culture of support for healthy food retail development by prioritizing supermarket and other healthy food retail access for underserved families and communities. The following recommendations describe critical steps toward achieving that goal:

Ohio Healthy Food Financing Task Force Members

American Heart Association
Cresha Auck Foley, Government Relations Director, Ohio

Associated Wholesale Grocers Inc.
Jeff B. Olson, Director Real Estate Task Force Co-chair

Carpenter Lippes & Leland LLP
Jon Allison, Partner

Cincinnati Development Fund
Jeanne M. Golliner, President and CEO

City of Cleveland, Department of Economic Development
Tracey Nicholas, Director

City of Columbus, Department of Development
Hannah R. Jones, Special Projects Coordinator

Cleveland Neighborhood Progress
Linda Warren, Senior Vice President of Placemaking

Columbian Foods Inc
Ron Graff Jr, Vice President Store Operations

Community Economic Development Corporation of Ohio
Jon A. Moorehead, Executive Director

Dave's Markets
Dan Saltzman, President

Donnell & Associates, Ltd.
Mary Donnell (former CEO Green City Growers Cooperative)

E & H Family Group
Roger Buehler, EVP and Director of Enterprise Development

Federal Reserve Bank of Cleveland
Lisa Nelson, Senior Policy Analyst, Community Development

Finance Fund
James R. Klein, CEO

Fresh Foods Here
Caitlin Marquis, Project Manager (former)

Godman Guild
Ellen Moss Williams, President and CEO

Good Food Enterprises
Michael Jones, Chief Innovator

HealthSpan
Merle R. Gordon, Director of Community Programs and Public Affairs

Interact for Health
Jaime Lowe, Program Officer

JobsOhio
Aaron Pitts, Managing Director

Laurel Grocery Company
David Pearson, President

Local Matters
Michelle Moskowitz Brown, Executive Director

Mid-Ohio Regional Planning Commission
Brian Williams, Agriculture Specialist

Mount Carmel Health System
Jason Korna, Director of External Affairs, Communications and Public Affairs

Office of Ohio Attorney General
Mike DeWine
Richard D. (Dee) Weghorst, Director of Outreach

Ohio Association of Foodbanks
Lisa Hamler-Fugitt, Executive Director

Ohio Children’s Foundation
Peggy Calestro, Vice President

Ohio Department of Health
Andrew Wagnor, Interim Chief, Bureau of Healthy Ohio

Ohio Development Services Agency
Sadicka White, Chief of Community Services Division

Ohio Grocers Association
Nate Filler, President and CEO

OSU – John Glenn School of Public Affairs
Jill K. Clark, Assistant Professor

OSU Extension, Cuyahoga County
Morgan Taggart, Extension Educator, Community Development

Saint Luke’s Foundation
Heather E. Tokor, Senior Program Officer, Healthy People

Sisters of Charity Foundation of Cleveland
Teleana Thomas, Program Director, Health

United Way of Greater Cincinnati
Karen Campbell, Health Manager, Community Impact

The Columbus Foundation
Emily Savors, Director of Community Research and Grants Management

The George Gund Foundation
John Mitterholzer, Senior Program Officer for the Environment

United Way of Central Ohio
David Ciccone, Senior Impact Director, Health Task Force Co-chair

United Way of Greater Cleveland
Sarah May, Health Program Associate

U.S. Department of Agriculture, Rural Development
J. Anthony Logan, State Director

Vinton County Commissioners
Terri Fetherolf, Development Director

Voices for Ohio’s Children
Sandy Oxley, CEO

Wagner’s IGA
Wally Wagner Jr, Owner
Kansas Healthy Food Financing Advisory Working Group

RECOMMENDATIONS REPORT

FIVE KEY COMPONENTS OF THE ADVISORY GROUP PROCESS:
1. Convene cross-sector partners
2. Identify key barriers
3. Develop recommendations to overcome barriers
4. Formalize recommendations
5. Identify resources for leverage
We, the Kansas Healthy Food Financing Advisory Working Group—composed of leadership from the grocery industry, community and economic development, academia, agriculture, public health, healthcare, nonprofit and philanthropic sectors—conclude that Kansas requires a culture of support for and coordinated resources to develop and promote healthy food retail in underserved areas throughout the state in order to:

- Anchor economic development efforts in rural and urban communities
- Provide new and expanded markets for Kansas-grown foods, and support “From the Land of Kansas” agriculture promotion efforts
- Expand access to healthy, nutritious and affordable food to help all Kansans achieve good health and well-being
- Provide a critical cornerstone for creating vibrant communities, including providing linkages to and spaces for cross-sector community engagement
Tips for Making the Case in Your Community

- Research and document the problem (MAPS)
- Disseminate information about the problem
- Multi-sector partnerships
- Tailor your language to different stakeholders to achieve a common goal
- Cultivate champions
- Remain attentive to local circumstances
The Go-To Resource for Increasing Access to Healthy Food

The Healthy Food Access Portal harnesses a vast array of data and information to support the successful planning and implementation of policies, programs, and projects for advocates, entrepreneurs, and stakeholders to improve access to healthy foods in low-income communities and communities of color.

Connect to The Food Access Movement through Our Newly Designed Portal
www.healthyfoodaccess.org/access-101/research-your-community
Kansas Healthy Food Initiative

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www.kansashealthyfood.org
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Healthy Food Access: The Need

• Over 30% of Kansas counties are considered food deserts\(^1\)
• 800,000 Kansans lack access to healthy food sources within a reasonable distance from their home\(^1\)
• While rural grocery stores offer more healthy foods, at lower costs, than other rural food retail options, they struggle
  • 45 stores out of 215 have closed in the past 10 years\(^2\)
Healthy Food Access:
USDA Low Income Low Access

- **Low Income:** 20% of census tract is below poverty level\(^3\)
- **Low Access:** 33% of the census tract's population resides more than 1 mile (urban) or 10 miles (rural) from a supermarket or large grocery store\(^3\)

*Low income, low access areas are sometimes referred to as food deserts*
Why Healthy Food Access? Health and Economy

- When variety of healthy, affordable foods are available, people will tend to choose food options that, combined with increased physical activity, have the potential to improve health outcomes.\(^4\)

- Grocery stores are one driver of economic success for rural towns, employing, on average, 17 full and part-time workers.\(^5\)
Areas of Low Access
Areas of Poverty

Estimated percent of all families that live in poverty between 2012-2016.

Percent Families in Poverty
Year: 2012-2016
Shaded by:
Zip Code Tabulation Area, 2010
- Insufficient Data
- 3.34% or less
- 3.35% - 6.75%
- 6.76% - 10.73%
- 10.74% - 16.93%
- 16.94% or more
Source: Census
Areas of Greatest Need
Low-Income and Low Access to a Grocery Store

County: Wyandotte

Data Source: U.S. Department of Agriculture - Food Environment Atlas
Measurement Period: 2015
Kansas Healthy Food Initiative

The Kansas Healthy Food Initiative is a public-private partnership that aims to increase access to affordable fresh food to improve the health and economic development of Kansans and their communities.
Kansas Healthy Food Initiative

- Launched November, 2017
- Seeded by the Kansas Health Foundation
- A partnership to increase access to affordable fresh food and improve Kansans’ health and economic development
  - KHF, CECD, IFF, NetWork Kansas, The Food Trust
- Provides technical assistance and financing - loans and grants - to bring healthy foods to underserved Kansas communities living in low food access areas
- Works to bridge informational and financing gaps faced by healthy food stakeholders and food retailers
KHFI Funding Applications
23 applications

- 16 eligible
- 4 not eligible
- 3 eligibility in process

Eligible (16)

- 6 funded
- 6 pending funding
- 3 on-hold
- 1 re-submitting
Technical Assistance

• Topic areas
  • KHFI process (35%)
  • General (28%)
  • Business development (15%)
  • Dollar General (8.3%)
  • Ownership models (5%)
  • Technology (5%)
  • Distribution (1.7%)

n=100
Technical Assistance

- Contact category
  - Business owner (32%)
  - Economic development (15%)
  - Government (12%)
  - Extension (10%)
  - Prospective owner (8%)
  - News media (3%)
  - Other (17%)

n=100
Kansas Healthy Food Initiative

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2. Grocery store closures, internal report, 2016, Rural Grocery Initiative, Center for Engagement and Community Development


4. Kansas Health Matters, Low-income and low access to a grocery store, [http://www.kansashealthmatters.org/indicators/index/view?indicatorId=300&localeId=1044&comparisonId=6695](http://www.kansashealthmatters.org/indicators/index/view?indicatorId=300&localeId=1044&comparisonId=6695)

5. Kansas Food First, Summer 2017, Kansas State University, Center for Engagement and Community Development, [http://www.ruralgrocery.org/Food%20First%20-%202017.pdf](http://www.ruralgrocery.org/Food%20First%20-%202017.pdf)

Thank you!

Photo by Ryan Donnell