
**The Need for Healthy Food
Financing in Ohio**

2014 Community Development Training Conference

Huron, Ohio

November 20, 2014



John R. Kasich, Governor

David Goodman, Director



Let's talk about....

- Finance Fund Background
- Healthy Food Financing Initiative
- What's going on in Ohio
- Measuring the Challenge in Ohio
- Key Findings & Preliminary Recommendations
- How you can help

Finance Fund

- ❑ A statewide nonprofit financial intermediary founded in 1987
- ❑ Finance Fund Capital Corporation: Community Development Financial Institution
- ❑ Founded to connect low-income communities with public and private sources of capital
 - State, Federal, Banks, Private Institutions

Who We Are

- ❑ We bring financial resources to urban and rural low-income communities to support a wide range of projects through a wide range of programs:
 - Economic Development (job creation and neighborhood revitalization)
 - Small Business Lending
 - Health care facilities and equipment
 - Commercial Real Estate Development

What We Do



Toledo Port Authority Ironville Port Expansion

QuickLoadz Expansion, Nelsonville



Kent State Conference Center & Hotel

Ahiska Turkish American Community Center,
Dayton



Finance Fund Investment

*To date, Finance Fund and its affiliates have **invested more than \$296.4 million** in housing, economic development, and community facility projects, **leveraging over \$1.2 Billion.***

Finance Fund Healthy Foods Financing Initiative



**Finance
Fund** 



The Food Trust

Healthy Food Initiatives in Ohio



**Common Wealth
Kitchen Incubator**

Taking home cooking to the next level



GreenCity Growers
COOPERATIVE



HFFI Around the Country



The Food Trust

- ❑ Nationally recognized nonprofit
- ❑ Dedicated to ensuring that everyone has access to affordable, nutritious food
- ❑ A partner that brings expertise & experience with successful healthy food access programs nationwide and internationally
- ❑ Established in 1995



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The Way Forward: Part I



The Way Forward: Part 2

Phase 1: Recognize and document the need

- Food Trust research
- Identified target crisis areas

Phase 2: Understand barriers to healthy food retail in low income communities

- Educate policymakers & potential funders
- Formulate recommendations

Phase 3: Attract and leverage investment

- Public, private, government, foundations
- Move \$\$ into communities of greatest need
- Change the systems of poverty through jobs, community assets, goods and services, business startup

Data Mapping to Identify Areas of Greatest Need



Supermarket Locations and Sales

- Trade Dimensions Retail Database, 2014
- Supermarket: >\$2 million annual sales

Household Income

- US Census, ACS 2008-2012

Diet-related Deaths

- Ohio Department of Health, mortality data, selected ICD-10 codes, 2011

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MAP 1

CITY of COLUMBUS

Weekly Sales Volume for Supermarkets

Weekly Sales Volume for Supermarkets

Supermarkets by Weekly Sales Volume

- \$39,000 to \$150,000
- \$150,000 to \$1,600,000

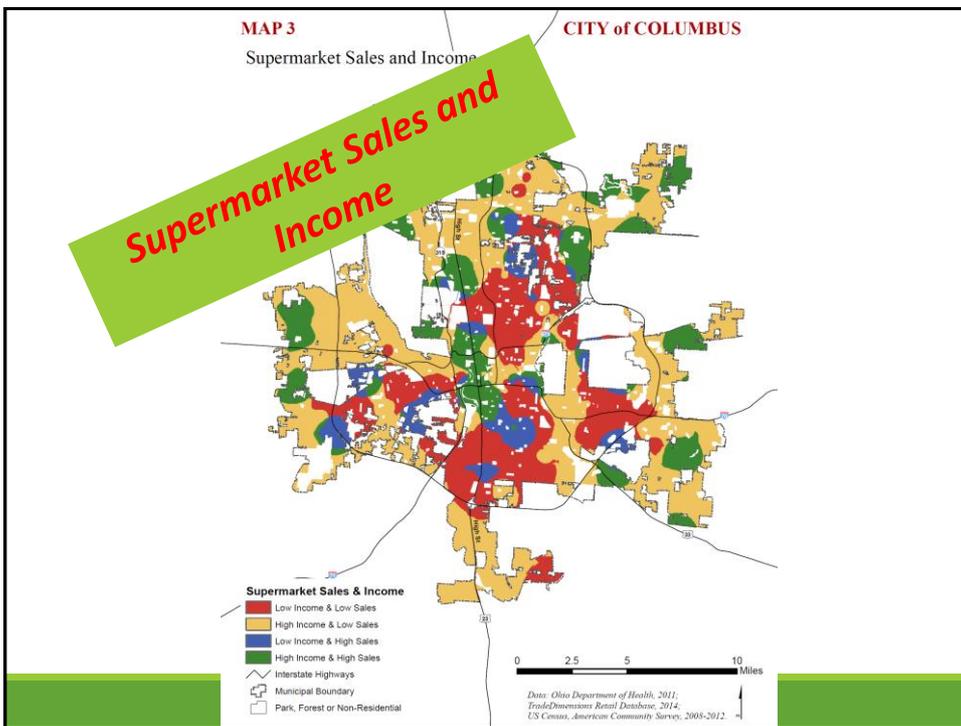
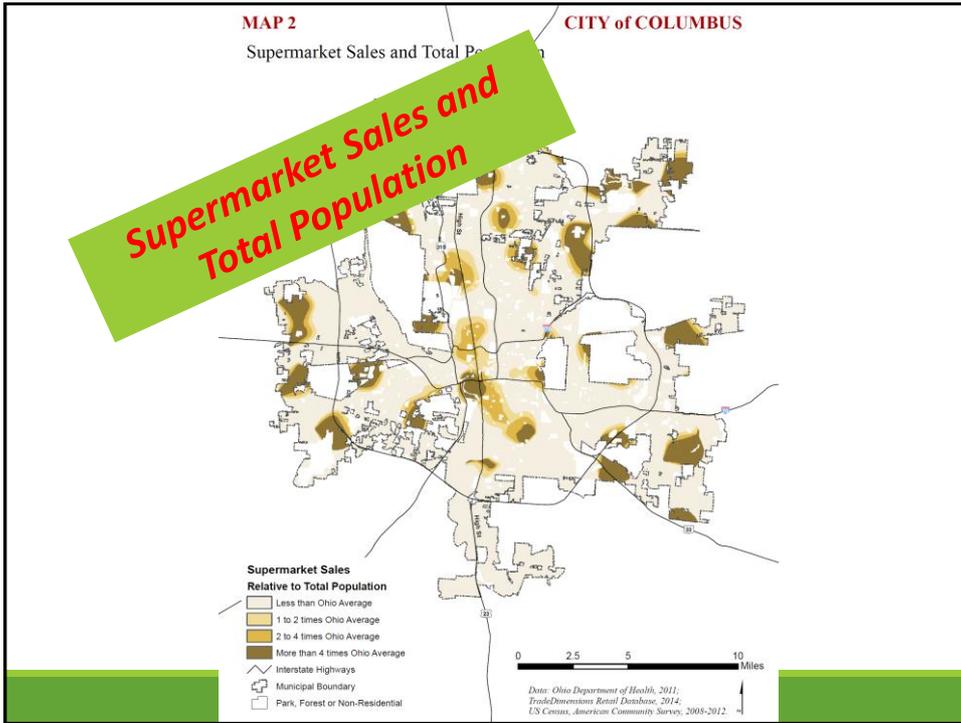
Weekly Sales Density for Supermarkets by Quartile

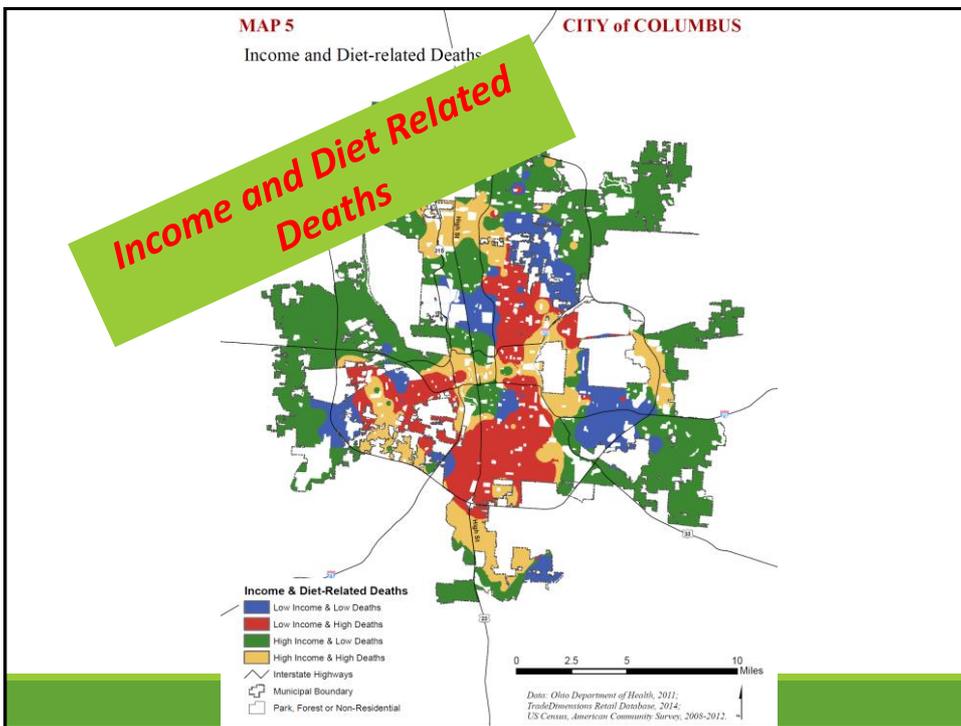
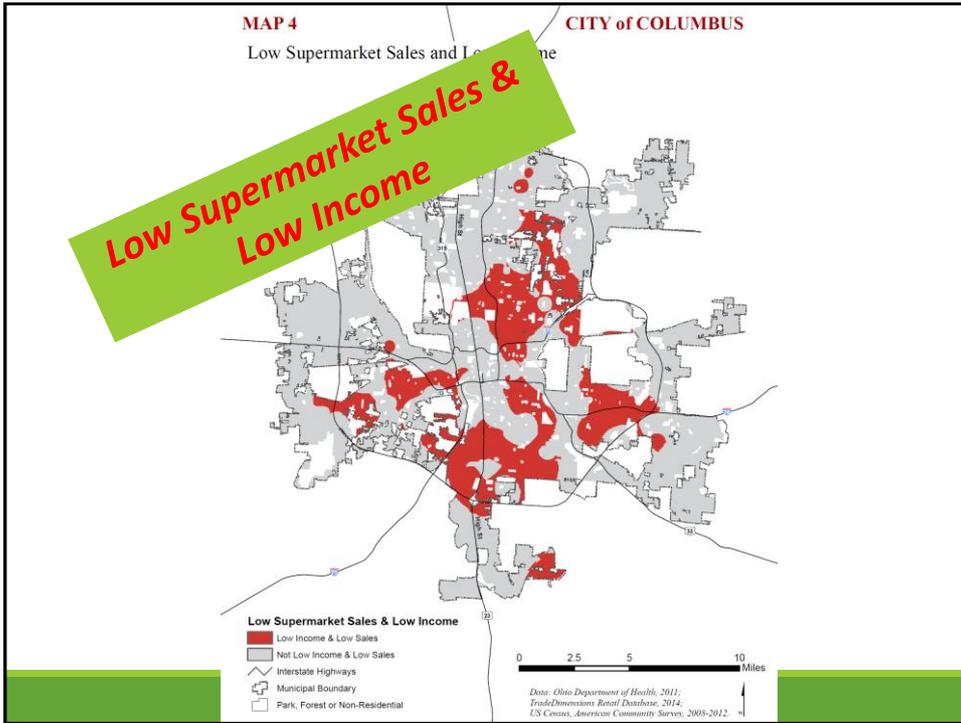
- No Sales
- Less than \$41,600
- \$41,600 to \$158,200
- \$158,200 to \$2,123,400

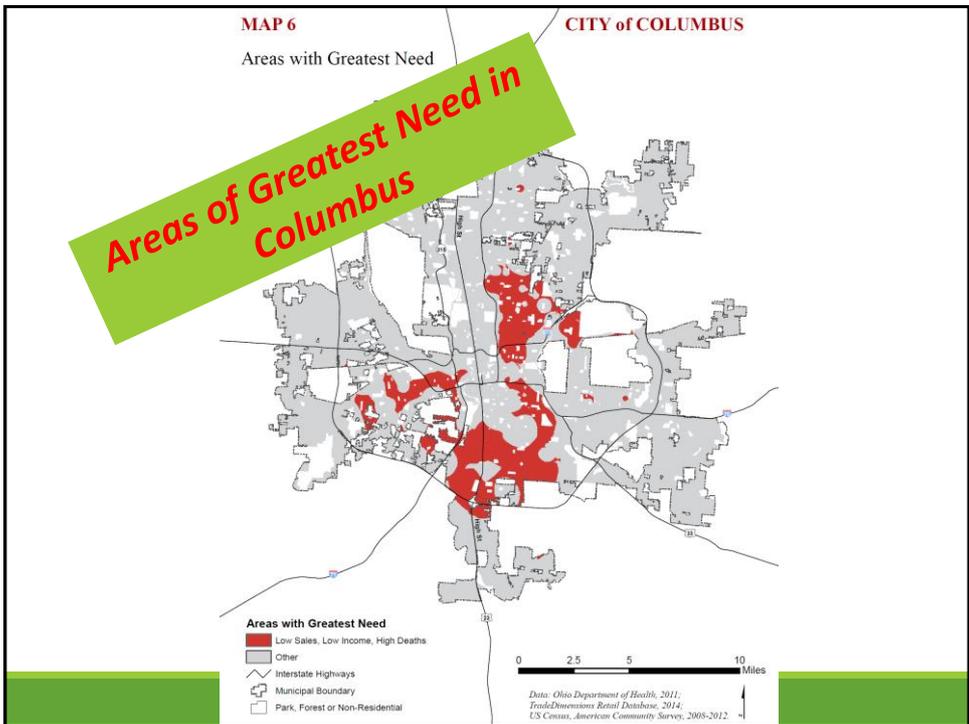
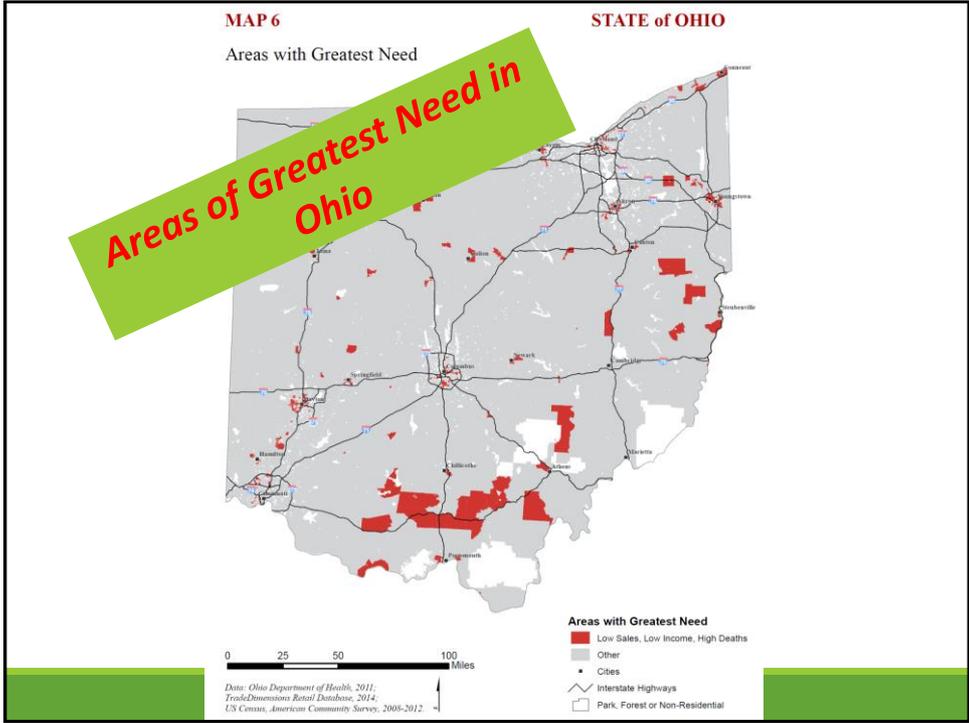
- Interstate Highways
- Municipal Boundary
- Park, Forest or Non-Residential

0 2.5 5 10 Miles

Data: Ohio Department of Health, 2011; TradeDimensions Retail Database, 2014; US Census, American Community Survey, 2006-2012.

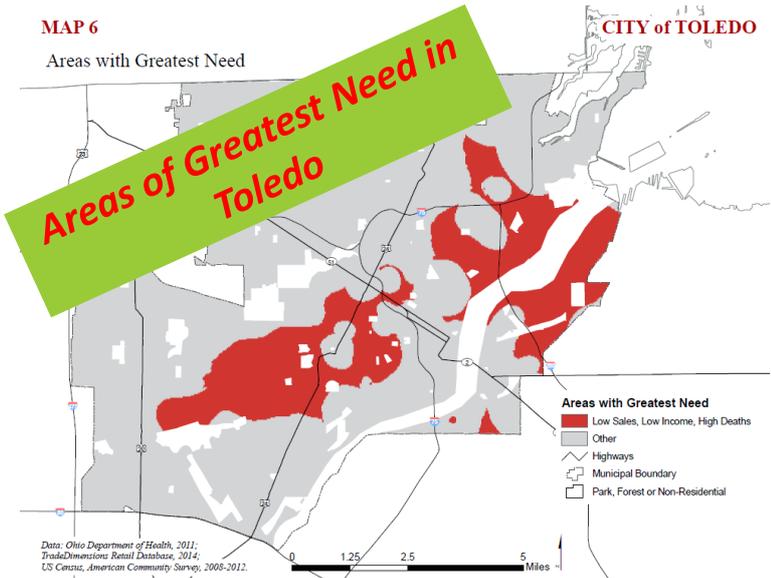






MAP 6

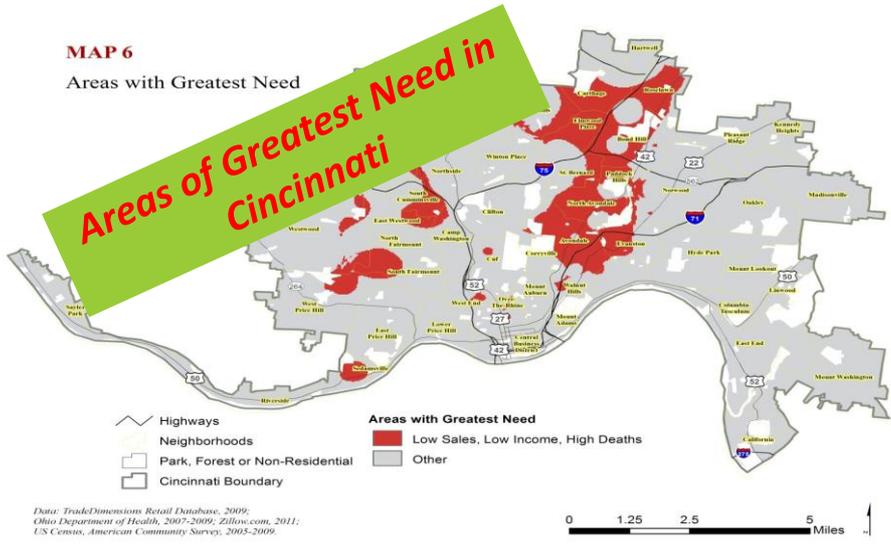
Areas with Greatest Need



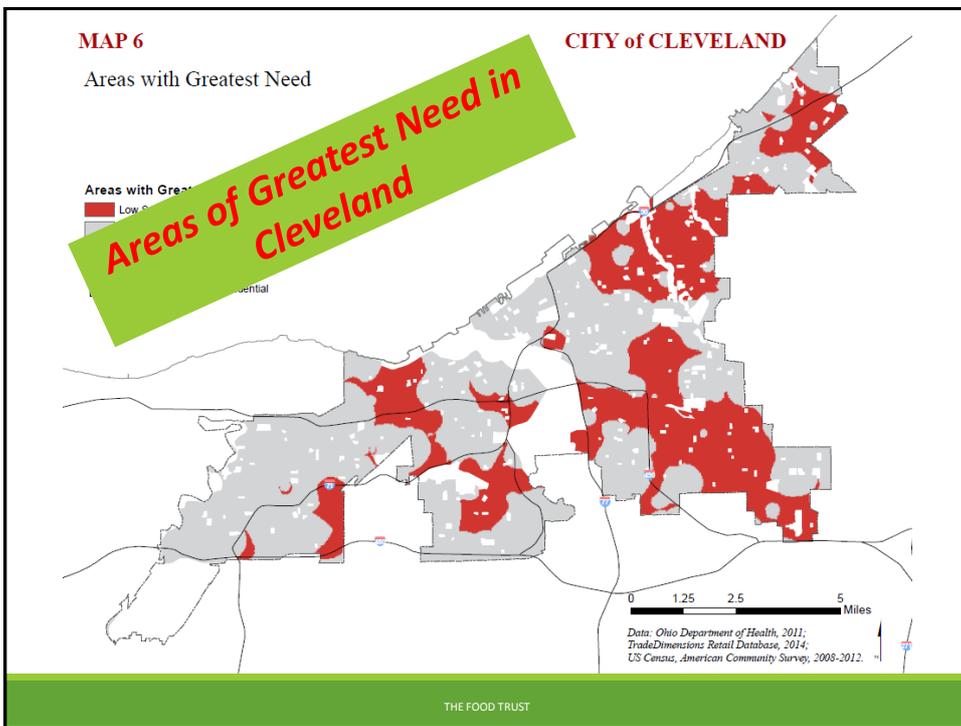
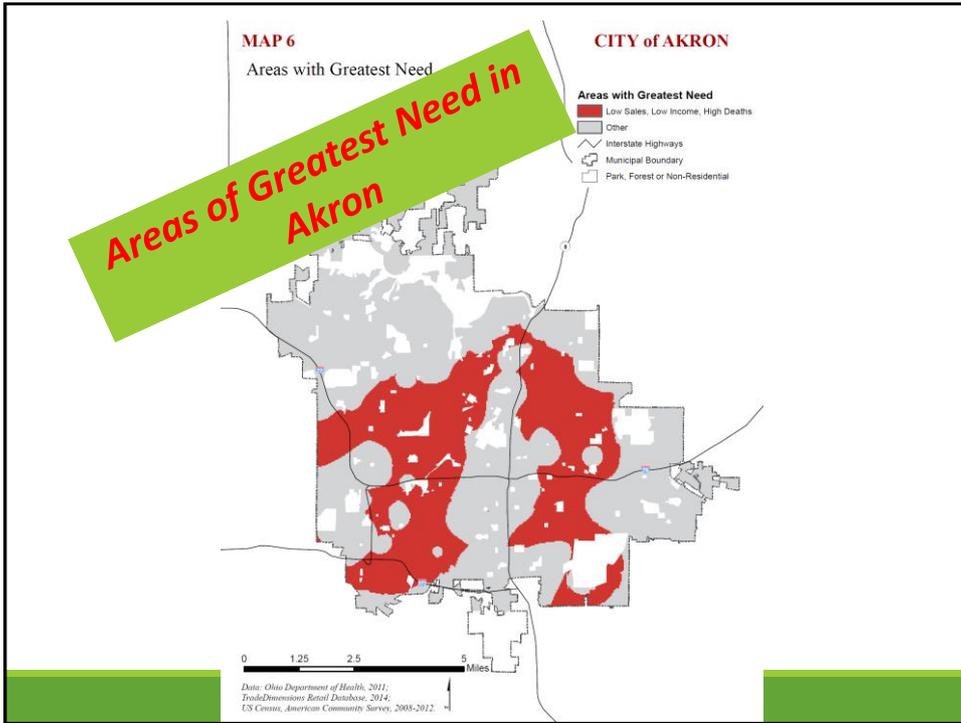
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MAP 6

Areas with Greatest Need



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Key Findings...So Far

- 1. Access to healthy foods is not evenly distributed in Ohio**
- 2. A disproportionate number of low income families are without healthy food access**
- 3. Connection between lack of supermarkets & diet related disease**
- 4. The need exists in all urban areas, as well as small communities and rural areas**

Challenges to Healthy Food Retail

- 1. Higher development costs**
- 2. Challenges with land assembly**
- 3. Regulations, notably with SNAP and WIC**
- 4. Workforce training, turnover and education**
- 5. Store security**

Challenges to Healthy Food Retail

- 6. Transportation Access**
- 7. Higher taxes given thin store margins**
- 8. Competition from other food stores**
- 9. Access to cost effective supply chain options**
- 10. Need for local healthy food and local food initiative coordination**

Policy Recommendations Under Consideration

1. Utilize existing incentives to support healthy food projects
2. Create a flexible healthy food financing program
3. Streamline development processes
4. Prioritize land assembly for healthy food retail development

Policy Recommendations Under Consideration

5. Promote a more secure retail environment
6. Create a targeted workforce program
7. Promote locally grown products
8. Support alternative distribution models for smaller stores
9. Support public transportation options

Healthy Food Financing Best Practices

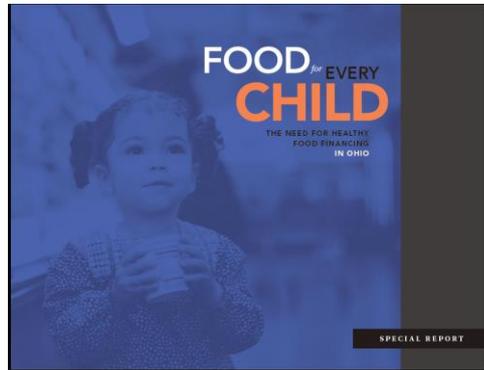
Healthy Food Financing Best Practices:

1. Public-Private partnership
2. Attracting Additional Funding
3. Flexible Grants and Loans
4. Flexible Eligibility Criteria

How You Can Help

1. Let us know what's going on in your community
2. Identify active projects in your community
3. Spread the word
4. Help identify key stakeholders
5. Stay connected

Food for Every Child



*To obtain a copy of the report:
www.Financefund.org*

Thank you

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