



Restoring Grocery Access: The Vinton County, Ohio Story and the Kansas Healthy Food Initiative

June 25, 2018

KANSAS STATE
UNIVERSITY

Center for Engagement
and Community Development



The Food Trust

THEFOODTRUST.ORG



VINTON COUNTY



Finance Fund
Capital Corporation



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>



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



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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

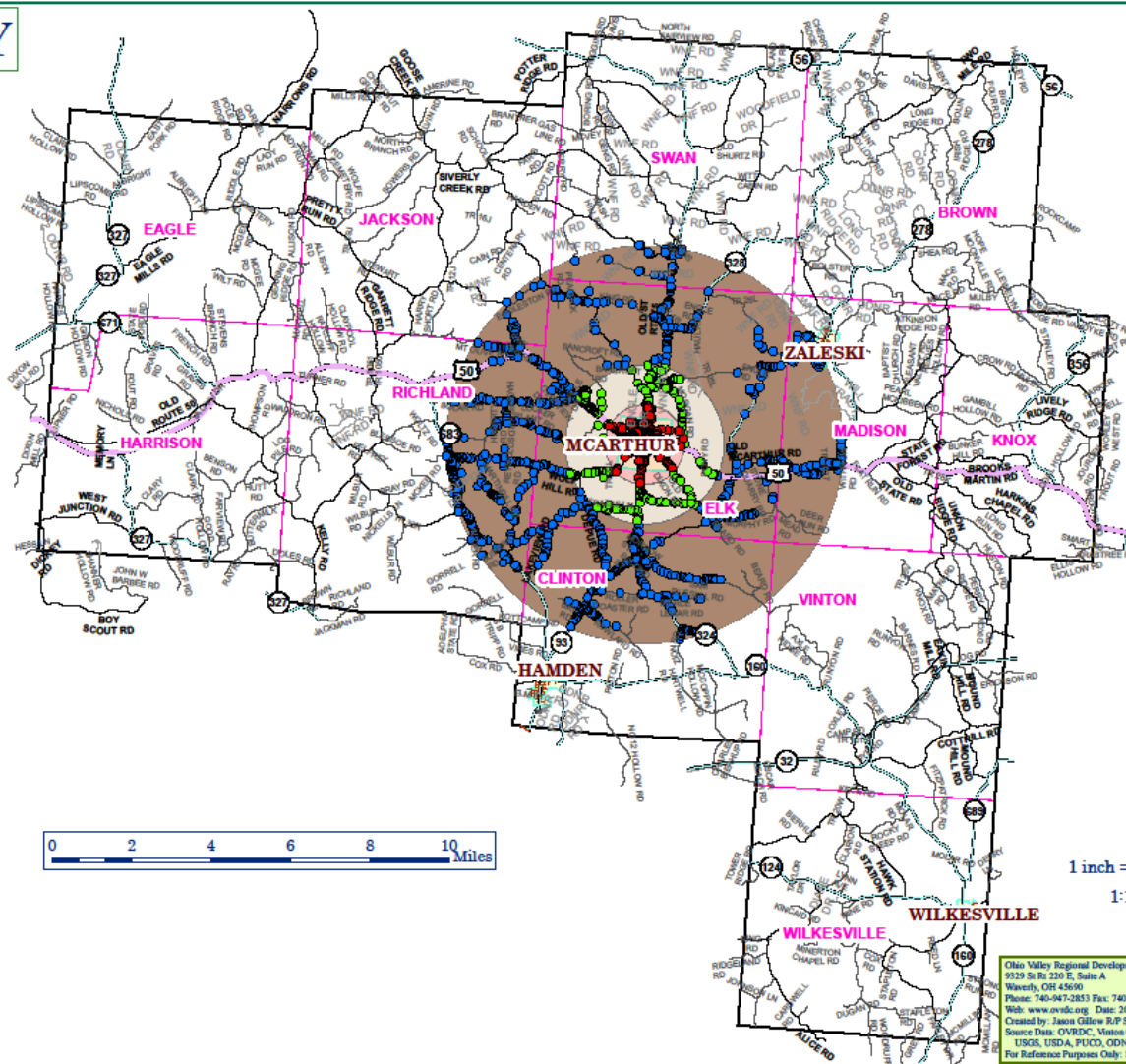
Long term=food security + stable economy



VINTON COUNTY



1:160,000



LEGEND

- 100 E Main St, McArthur, Ohio
- 1 Mile = Total 1,042 Address Points
- 2 Mile = Total 1,325 Address Points
- 5 Mile = Total 2,488 Address Points

Vinton Co LBRS Road Centerlines

ROADTYPE

- US Routes
- State Routes
- County Roads
- Township Routes
- Streets
- Other
- County
- Corp Limit
- Township
- 1-Mile Buffer
- 2-Mile Buffer
- 5-Mile Buffer



1 inch = 13,333 feet
1:160,000

Ohio Valley Regional Development Commission
9529 St Rt 230 E, Suite A
Newark, OH 45009
Phone: 740-947-2853 Fax: 740-947-3468
Web: www.ovrdc.org Date: 2014
Created by: Jessica Gilroy R/P Specialist II
Source Data: OVRDC, Vinton County, Water Companies
USGS, USDA, PUCO, ODNR, OGRIP, LBRS & ODOT
For Reference Purposes Only. See OVRDC Disclaimer



Construction
begins on the
new store!







Finance Fund



Finance Fund
Capital Corporation

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



Finance Fund



Finance Fund

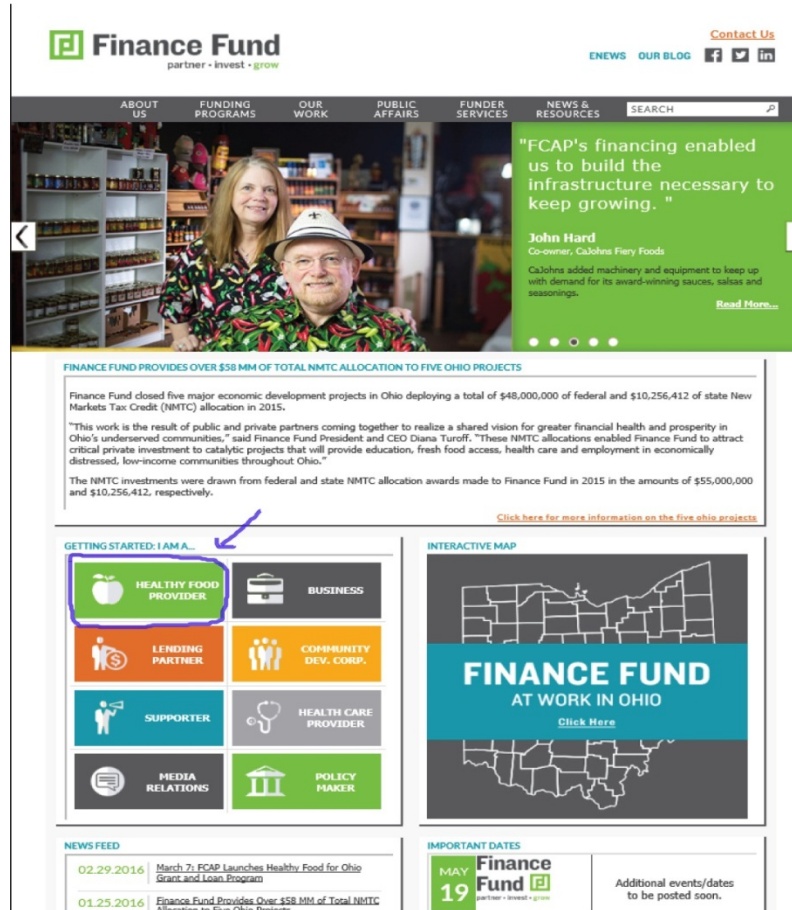
Capital Corporation

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



Finance Fund
partner • invest • grow

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"FCAP's financing enabled us to build the infrastructure necessary to keep growing."

John Hard
Co-owner, CaJohns Fiery Foods

CaJohns added machinery and equipment to keep up with demand for its award-winning sauces, salsas and seasonings.

[Read More...](#)

FINANCE FUND PROVIDES OVER \$58 MM OF TOTAL NIMTC ALLOCATION TO FIVE OHIO PROJECTS

Finance Fund closed five major economic development projects in Ohio deploying a total of \$48,000,000 of federal and \$10,256,412 of state New Markets Tax Credit (NIMTC) allocation in 2015.

"This work is the result of public and private partners coming together to realize a shared vision for greater financial health and prosperity in Ohio's underserved communities," said Finance Fund President and CEO Diana Turf. "These NIMTC allocations enabled Finance Fund to attract critical private investment to catalytic projects that will provide education, fresh food access, health care and employment in economically distressed, low-income communities throughout Ohio."

The NIMTC investments were drawn from federal and state NIMTC allocation awards made to Finance Fund in 2015 in the amounts of \$55,000,000 and \$10,256,412, respectively.

[Click here for more information on the five ohio projects](#)

GETTING STARTED: I AM A...

- [HEALTHY FOOD PROVIDER](#)
- [BUSINESS](#)
- [LENDING PARTNER](#)
- [COMMUNITY DEV. CORP.](#)
- [SUPPORTER](#)
- [HEALTH CARE PROVIDER](#)
- [MEDIA RELATIONS](#)
- [POLICY MAKER](#)

INTERACTIVE MAP

FINANCE FUND AT WORK IN OHIO

[Click Here](#)

NEWS FEED

- 02.29.2016** March 2: FCAP Launches Healthy Food for Ohio Grant and Loan Program
- 01.25.2016** Finance Fund Provides Over \$58 MM of Total NIMTC Allocation to Five Ohio Projects

IMPORTANT DATES

MAY 19 **Finance Fund**
partner • invest • grow

Additional events/dates to be posted soon.



Finance Fund



Finance Fund
Capital Corporation

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

Outcomes

- ☐ 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











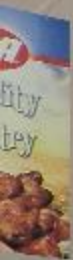






Prather's IGA, West Union, Ohio





MEATS



smoked... MEATS



ADAMS COUNTY JUNIOR FAIR
SEP 15-16
2016





IGA
Fresh
Vegetables

fresh...
PRODUCE

Fresh Cut Salads

VEGETABLES

SPECIAL!

WATERMELONS

Thank you for supporting Healthy Food for Ohio!

Valerie Heiby
Director of Development
Finance Fund Capital Corporation
(614)568-5055
vheiby@financefund.org



The Food Trust

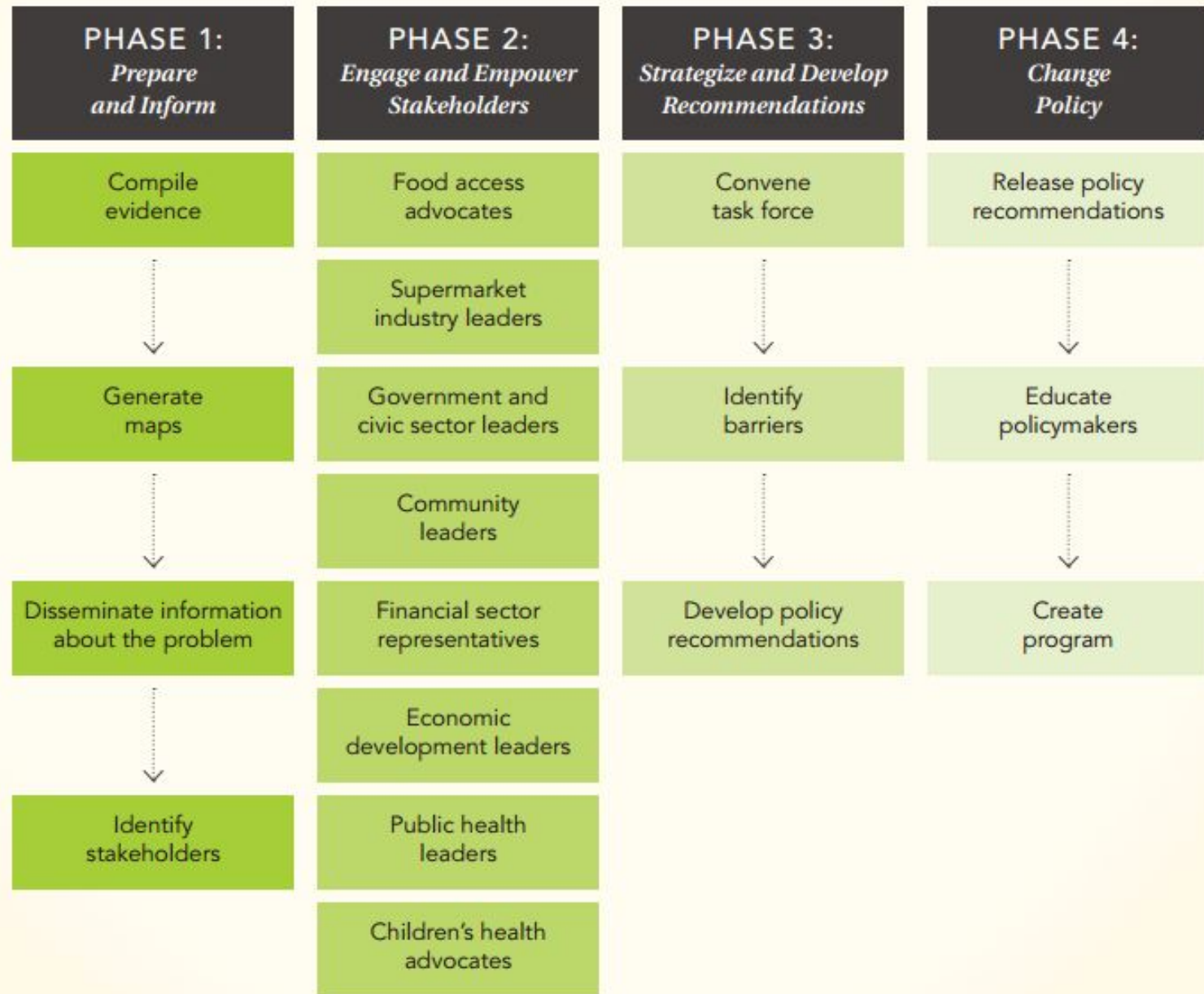
Working to ensure that everyone has access to affordable, nutritious foods







OUTLINING THE PROCESS



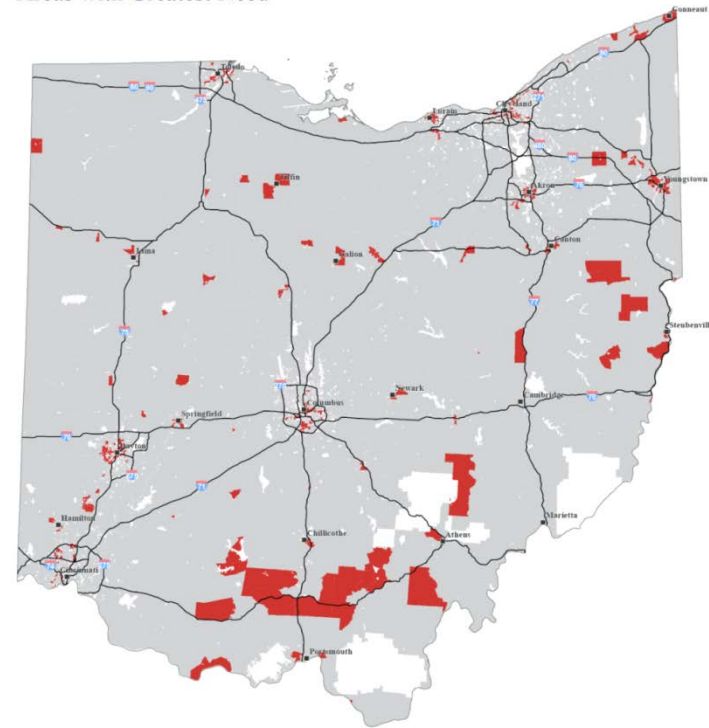
Ohio Areas of Greatest Need

*Close to one million
Ohio residents live
in areas with greatest
need throughout
the state.*

MAP 6

STATE of OHIO

Areas with Greatest Need



0 25 50 100 Miles

Data: Ohio Department of Health, 2011;
TradeDimensions Retail Database, 2014;
US Census, American Community Survey, 2008-2012.

Areas with Greatest Need

- Low Sales, Low Income, High Deaths
- Other
- Cities
- Interstate Highways
- Park, Forest or Non-Residential



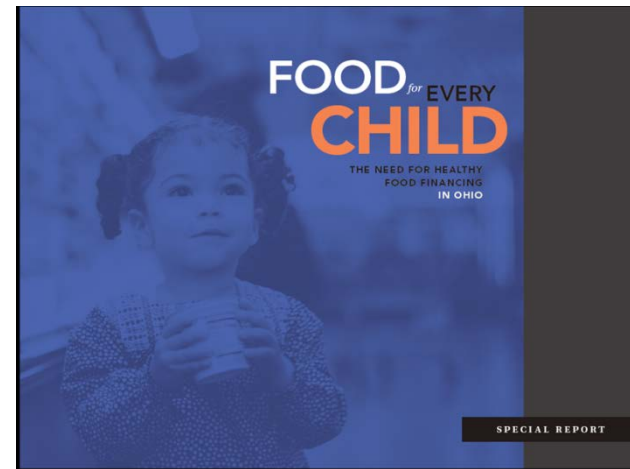
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Ohio Case Study:

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 Lipps & Leland LLP
Jon Allison, Partner

Cincinnati Development Fund
Jeanne M. Golliher, President and CEO

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

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

Cleveland Neighborhood Progress
Linda Warren, Senior Vice President of Placemaking

Columbiana 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 Love, 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 Koma, 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 Wapner, 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. Torok, Senior Program Officer, Healthy People

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

SpartanNash
Ed Callihan, Senior Manager, Business Development

The Appalachian Center for Economic Networks (ACEnet), Inc
Leslie Schaller, Director of Programs

The Center for Closing the Health Gap
Renee Mahaffey Harris, Executive Director

The Cleveland Foundation
India Pierce Lee, Program Director for Neighborhoods, Housing and Community Development

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 Cincinnati
Karen Campbell, Health Manager, Community Impact

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

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



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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

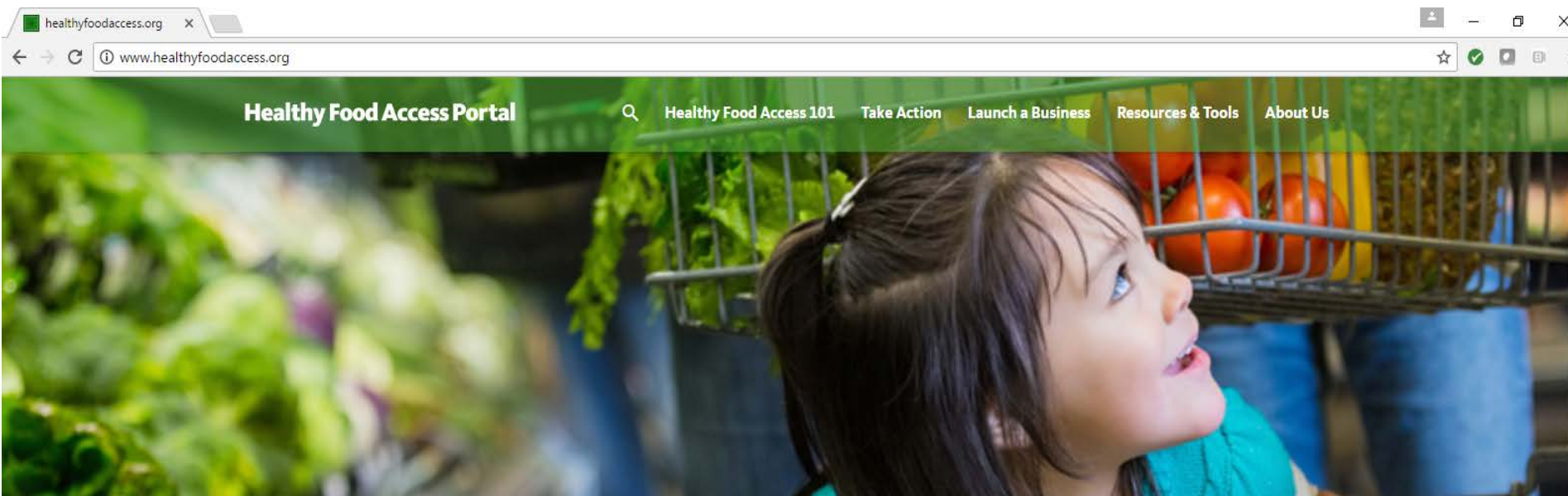


Tips for Making the Case in Your Community

- 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



www.healthyfoodaccess.org



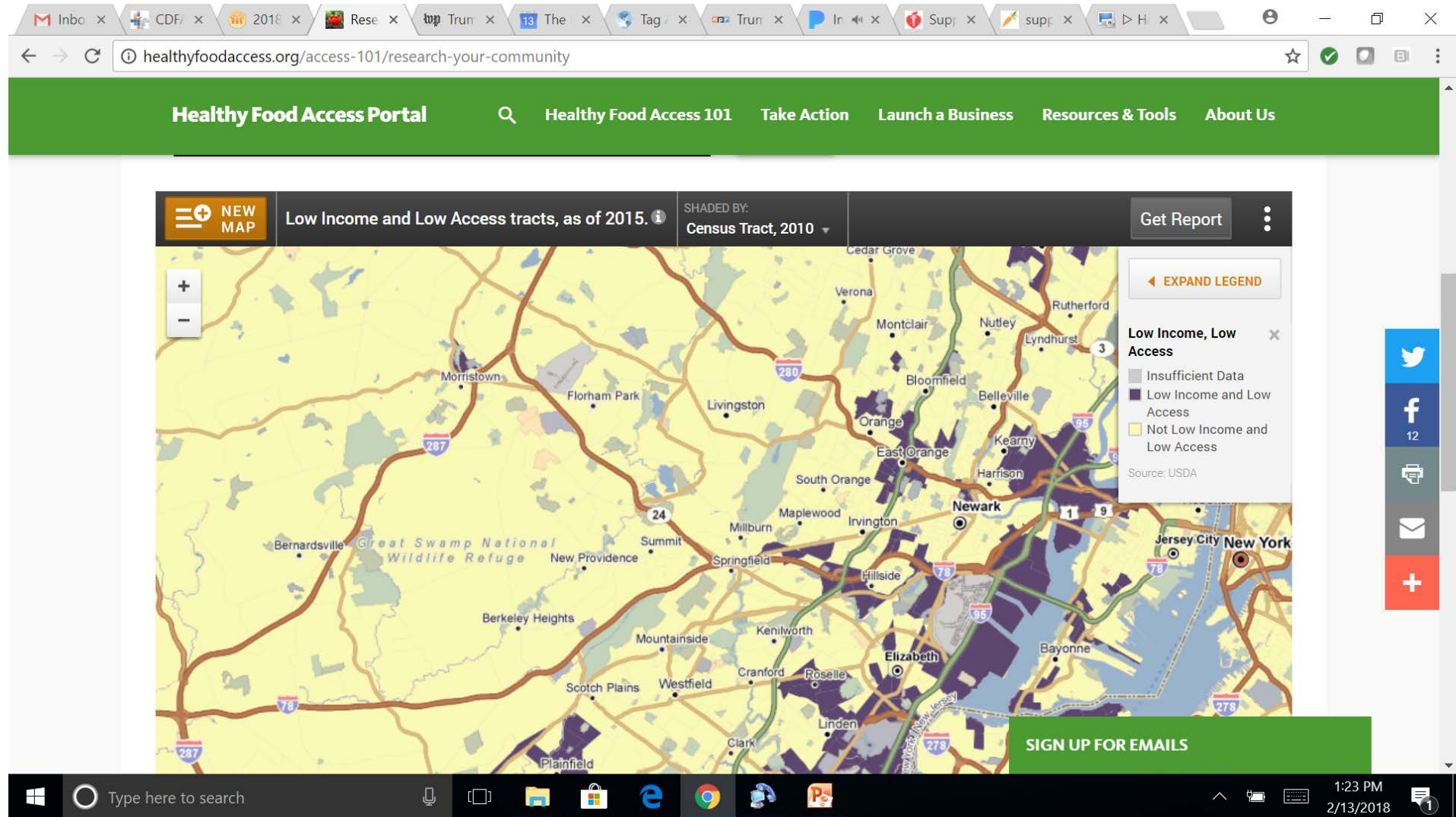
The Go-To Resource for Increasing Access to Healthy Food

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

SIGN UP FOR EMAILS

www.healthyfoodaccess.org/access-101/research-your-community



Kansas Healthy Food Initiative



Dr. David E. Procter, Director
Center for Engagement and Community Development
Kansas State University
Manhattan, Kansas 66506
www.k-state.edu/cecd
www.ruralgrocery.org
www.kansashealthyfood.org
(785) 532-6868
dprocter@ksu.edu



Healthy Food Access: The Need

- Over 30% of Kansas counties are considered food deserts¹
- 800,000 Kansans lack access to healthy food sources within a reasonable distance from their home¹
- 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 years²

Healthy Food Access: USDA Low Income Low Access

- **Low Income:** 20% of census tract is below poverty level³
- **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 store³



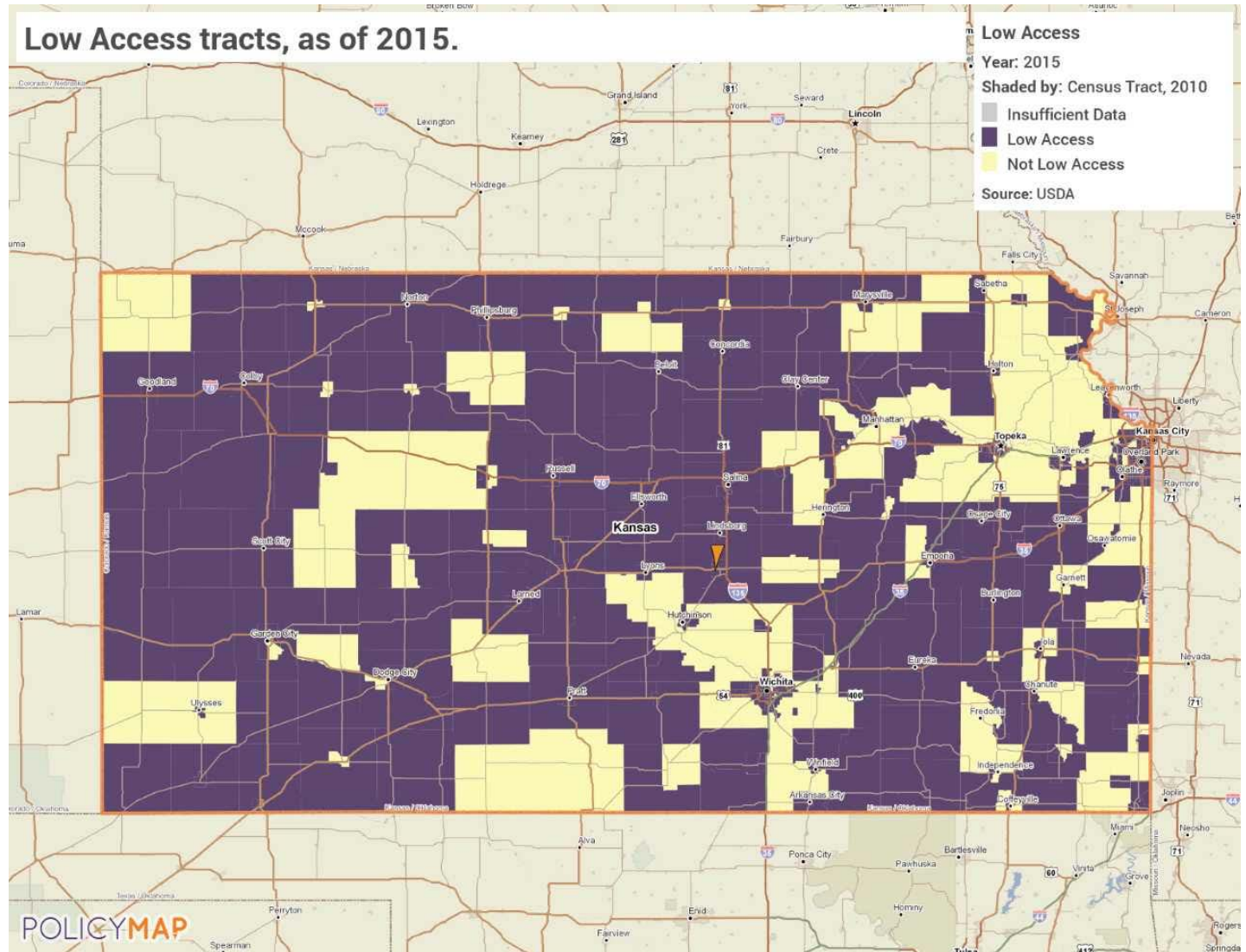
Low income, low access areas are sometimes referred to as food deserts

Why Healthy Food Access?

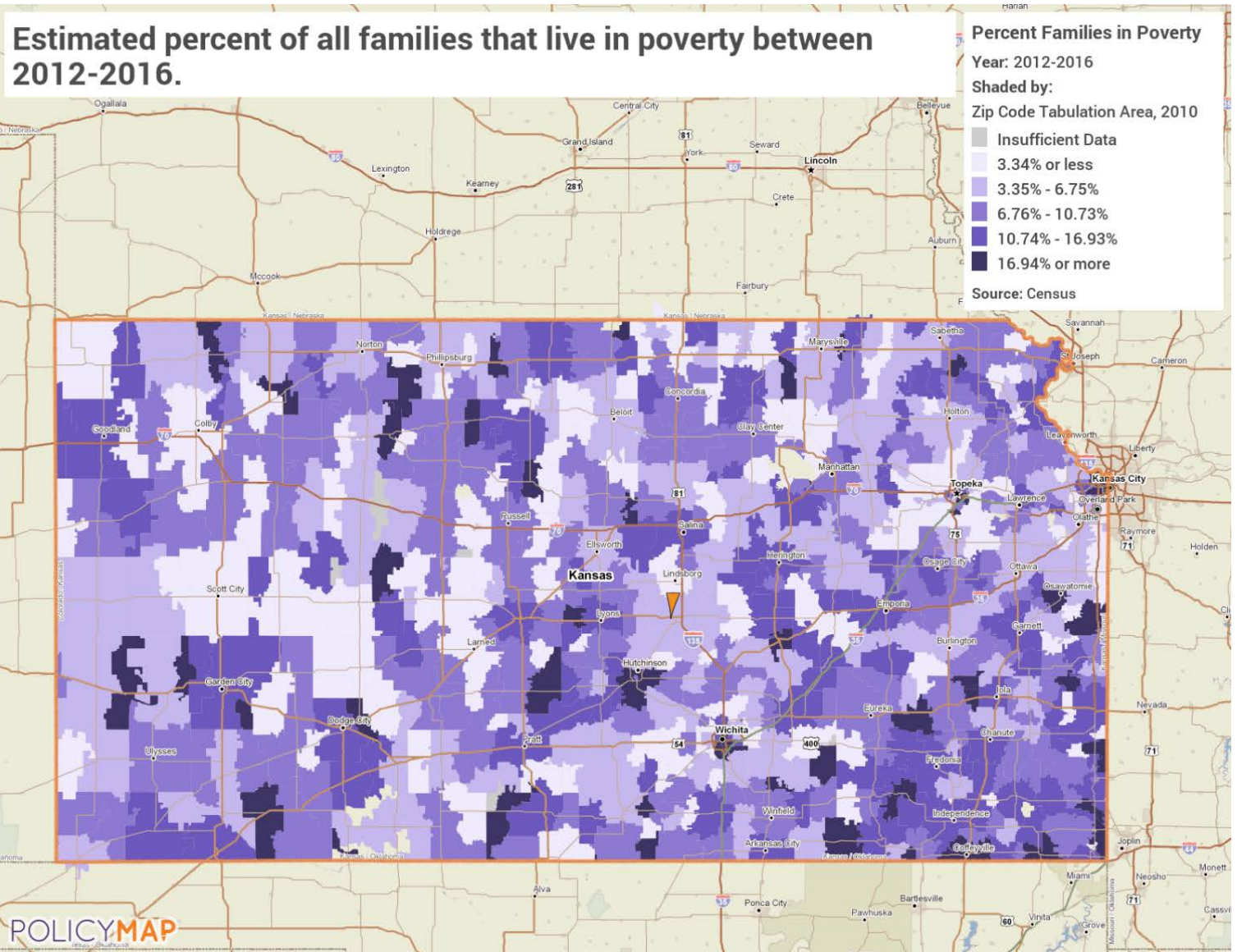
Health and Economy

- 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 outcomes⁴
- Grocery stores are one driver of economic success for rural towns, employing, on average, 17 full and part-time workers.⁵

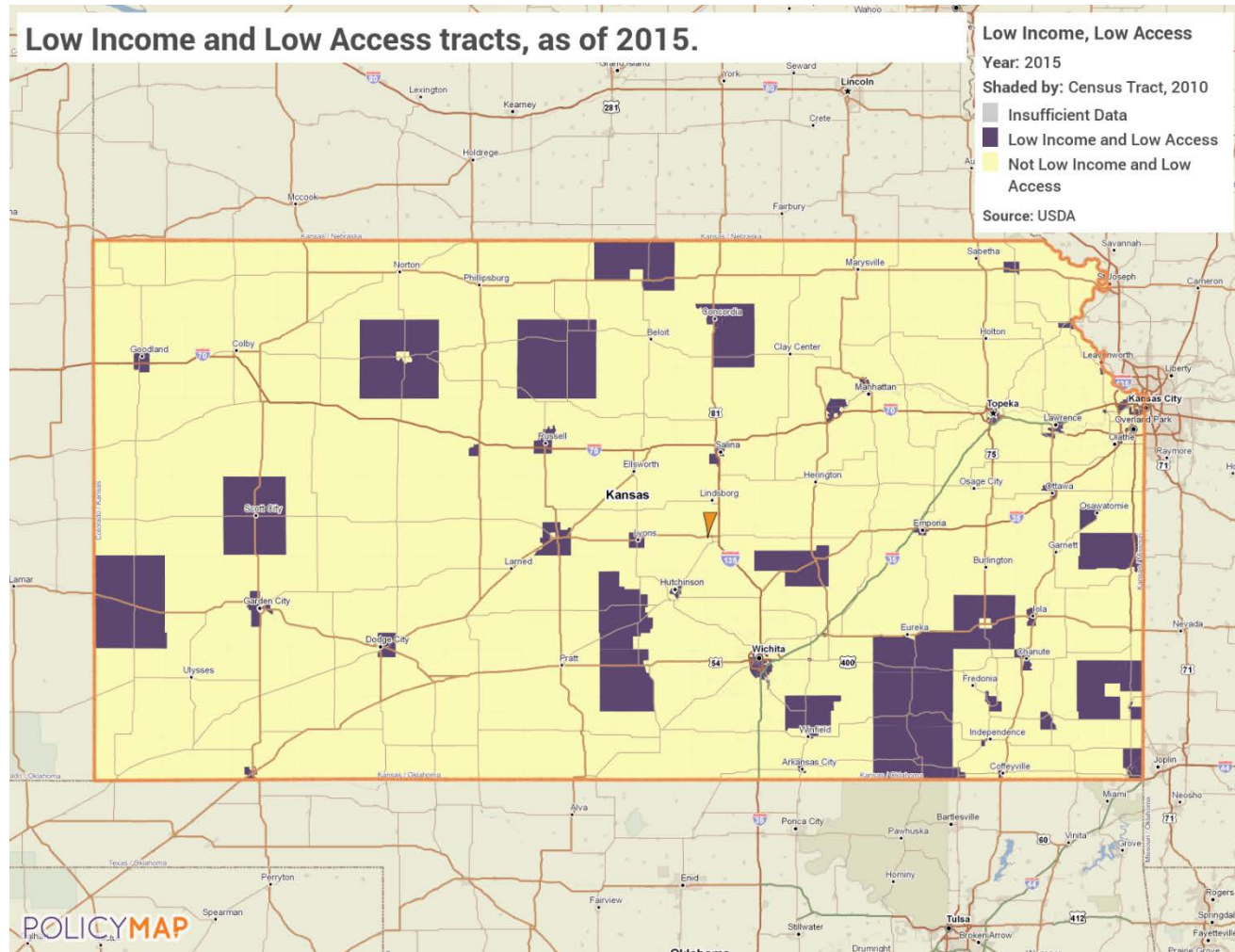
Areas of Low Access



Areas of Poverty



Areas of Greatest Need

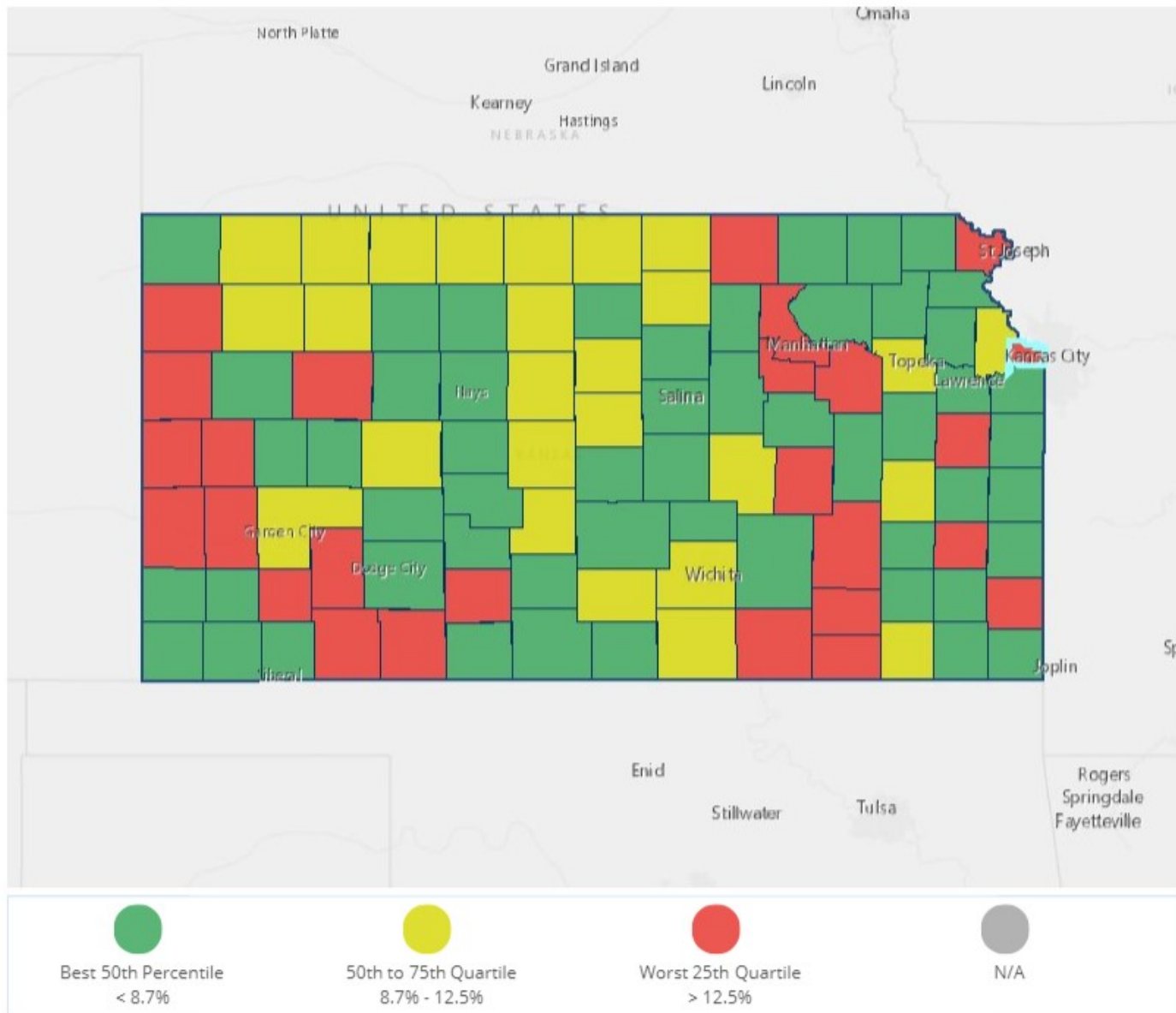


Low-Income and Low Access to a Grocery Store

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.

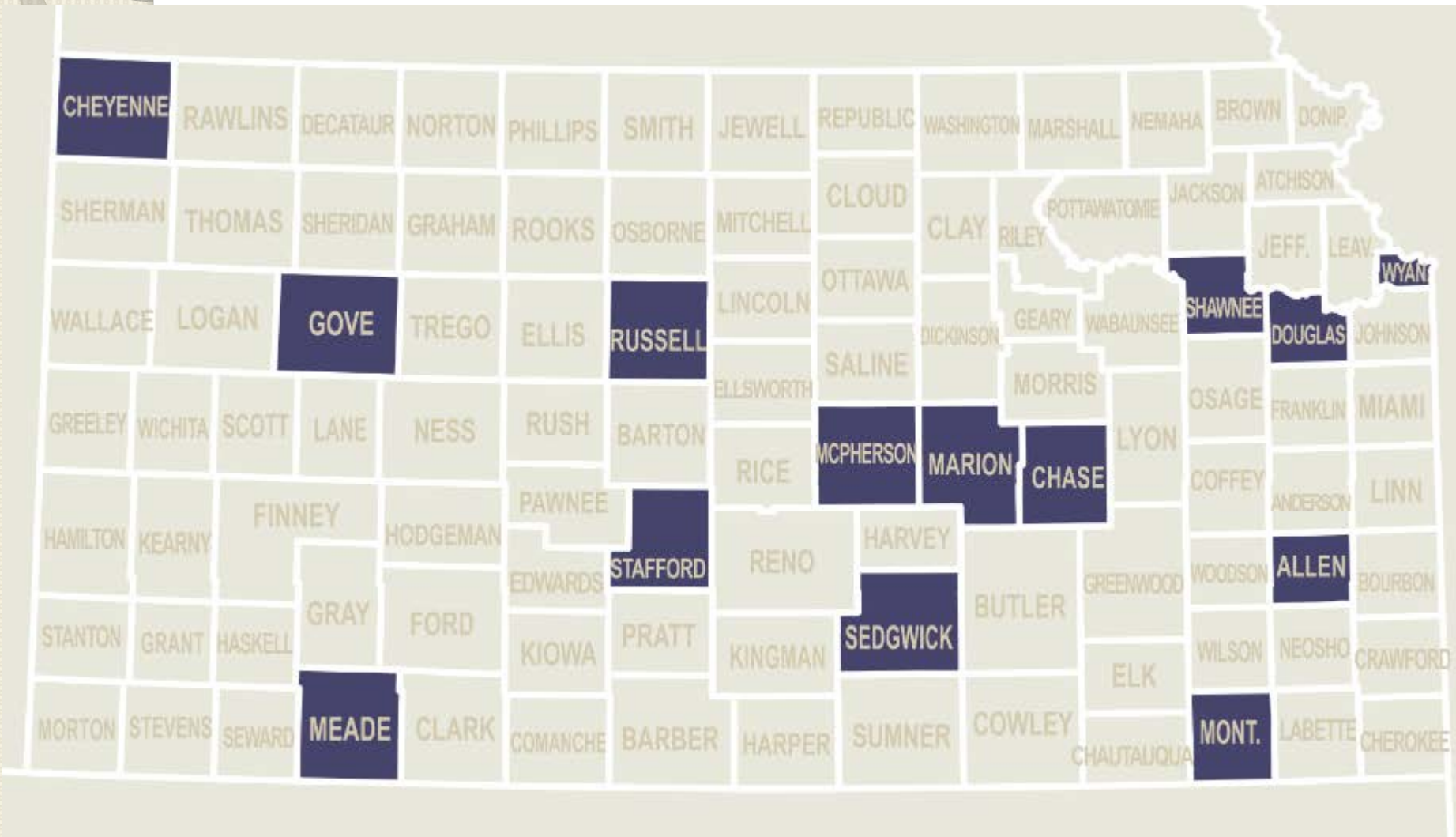


Kansas Healthy Food Initiative



- 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



KHFI Applicant Summary

- 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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References

1. KHF dedicates more than \$4 Million to Healthy Food Access, August 25, 2017, <http://kansashealth.org/2017/08/25/khf-dedicates-4-million-healthy-food-access/>
2. Grocery store closures, internal report, 2016, Rural Grocery Initiative, Center for Engagement and Community Development
3. USDA, Documentation Definitions and data sources, <https://www.ers.usda.gov/data-products/food-environment-atlas/documentation/>
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>
5. Kansas Food First, Summer 2017, Kansas State University, Center for Engagement and Community Development, <http://www.ruralgrocery.org/Food%20First%20-%202017.pdf>
6. Preliminary grocer survey results, 2008, Rural Grocery Initiative, Center for Engagement and Community Development, <http://www.ruralgrocery.org/resources/survey.html>

Thank you!

