

Fresh Food Financing Initiative

The Food Trust *in partnership with*

The Reinvestment Fund *and* The Greater Philadelphia Urban Affairs Coalition

Could you eat healthy if your choices were fast food and convenience stores?

Approximately 23 million Americans with limited access to supermarkets face this challenge every day.

The Pennsylvania Fresh Food Financing Initiative (FFFI) is an innovative program that increases the number of supermarkets and grocery stores in underserved communities. The FFFI provides healthy food options by meeting the financing needs of supermarket operators that want to operate in low- and moderate-income communities where infrastructure costs and credit needs are often higher and are unmet by conventional financial institutions.

FFFI helps new supermarkets get off the ground and existing ones to renovate. It is a public-private program that provides critical one-time loans and grant for:

- land acquisition
- equipment
- construction loans
- permanent financing
- workforce development

Eligible stores have to:

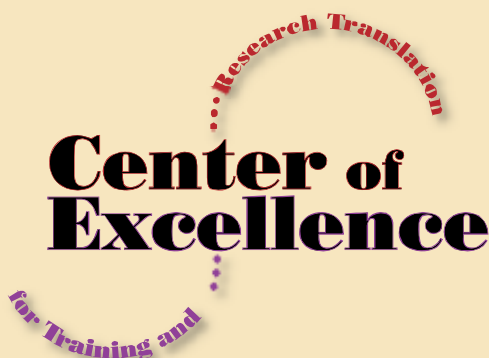
- locate in low-to-moderate-income census tracts
- provide a full selection of fresh foods
- locate in areas with limited access to supermarkets

FFFI successes:

- 83 new or improved supermarkets operating in urban and rural PA providing better access for 500,000 residents
- 5,000 jobs created or retained in economically distressed areas in PA
- similar initiatives in New York, Illinois, & Louisiana,
- FY2011 budget proposal for a national-scale version of the FFFI

FFFI intervention translation template at www.center-trt.org presents:

- core elements
- how-tos of implementation
- resources required
- potential public health impact



The Center of Excellence for Training and Research Translation (Center TRT) is devoted to bridging the gap between research and public health practice with an emphasis on nutrition, physical activity, and the prevention and control of cardiovascular disease and obesity.

To advance the skills of public health practitioners, the Center TRT provides in-person and web-based trainings. To promote evidence-informed practice, the Center TRT identifies, translates and disseminates interventions, including the one featured above. To download the translated intervention and accompanying materials, visit the Center TRT website at www.center-trt.org

The Center TRT is based in the Center for Health Promotion and Disease Prevention at the University of North Carolina at Chapel Hill and is funded by CDC Cooperative Agreement Number 1-U48-DP001944-01.