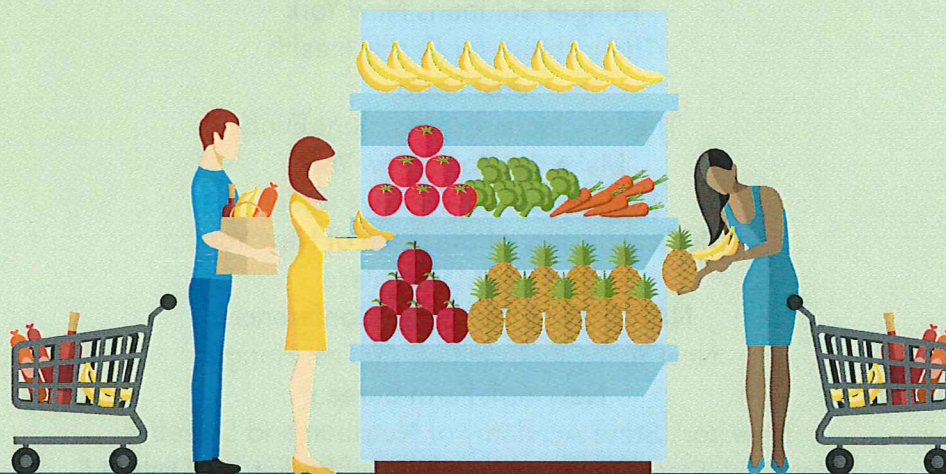


Healthy Food = Healthy Economy

Improving the Economic Vitality of
New York's Underserved Communities
via Healthy Food Access



you'rethe
cure

Supporters of Healthy Food Access in New York State

Alliance of New York State YMCAs
American Cancer Society Cancer Action Network
American Diabetes Association
American Heart Association
Bronx Health REACH
The Business Council of New York State, Inc.
Capital Roots
The Children's Aid Society
Children's Defense Fund – New York
City Harvest
Coalition for Asian American Children & Families
Create a Healthier Niagara Falls Collaborative, Inc.
DASH – NY
Academy of Family Physicians
Food Industry Alliance of New York State, Inc.
The Food Trust
Foodlink
Hunger Action Network of New York State
Hunger Solutions New York
The Institute for Family Health
Just Food
The Low Income Investment Fund
Make the Road New York
Massachusetts Avenue Project
Medical Society of the State of New York
MyTown Marketplace
NAACP New York State Conference
New York City Coalition Against Hunger
New York Farm Bureau
New York State Academy of Nutrition and Dietetics
New York State American Academy of Pediatrics, District II
New York State Association of County Health Officials
New York State Public Affairs Committee of the Junior League
New York State Public Health Association
Public Health Association of New York City
Public Health Solutions
The Wellness Institute of Greater Buffalo
Why Hunger



DEAR NEIGHBORS,

Without access to affordable healthy foods, a nutritious diet and good health are out of reach, and as a result, diet-related illnesses — especially among children — are on the rise.

In too many parts of New York State, it's far easier to find fruit-flavored soda than it is to find actual fruit, leading to poor nutrition and rising rates of heart disease, type 2 diabetes, certain types of cancer, high blood pressure and high cholesterol¹. These same communities also often struggle with high rates of unemployment. Improving access to nutritious food by supporting healthy food retail brings a triple benefit to communities: revitalizing economy, job creation, and better health.

Six out of ten adult New Yorkers² — and one-third of the state's children³ — are at serious risk for diet-related diseases, which can be influenced by unhealthy nutrition. Lack of access to healthy, affordable food is one critical factor driving this problem. According to the latest data, one in three adults in NYS consume fruit less than one time per day. And about one in four don't eat any vegetables.⁴ The cost of treating the chronic diseases related to obesity is staggering: related medical expenses in New York State are estimated at more than \$11.8 billion annually.⁵

As part of a multi-faceted approach to address this epidemic, every community must have access to affordable, healthy food. Since 2010, New York State has been in the forefront of the healthy food access movement by providing grants and loans for supermarkets, grocery stores, farmers markets and mobile markets in underserved, lower-income communities. This previous initiative resulted in a \$30 million public-private partnership, the New York Healthy Food Healthy Communities Initiative, which eventually approved funding for 20 healthy food retail projects from Buffalo to the Bronx, boosting local economies and creating jobs. Unfortunately, after using the limited remaining funds to support a few additional projects that are currently in the pipeline, the fund will be depleted.

While we've made significant progress in improving access to healthy food in our state, too many communities and millions of New Yorkers still struggle to find affordable, fresh fruits and vegetables for themselves and their families. According to the USDA, neighborhoods in 32 of New York's 62 counties lack access to healthy foods.⁶

In New York State, the multifaceted problem regarding lack of access to healthy food requires a comprehensive approach to support healthy food retail. As we prioritize opportunities to promote construction of new food markets where none currently exist, we should concurrently support business owners of small, corner stores, encouraging them to improve the availability and marketing of fresh foods.

Healthy food access is good for business and good for health. It is imperative that we act now to bring healthy food options closer to home for more of New York's children and families.

Sincerely,



Heather Kinder

Executive Vice President, Founders Affiliate

American Heart Association | American Stroke Association



¹U.S. Department of Health and Human Services, Office of the Surgeon General. *The Surgeon General's Call to Action to Prevent and Decrease Overweight and Obesity*. Rockville, MD: U.S. Department of Health and Human Services, Public Health Service, Office of the Surgeon General, 2007. Available at: http://www.surgeongeneral.gov/library/calls/obesity/fact_adolescents.html

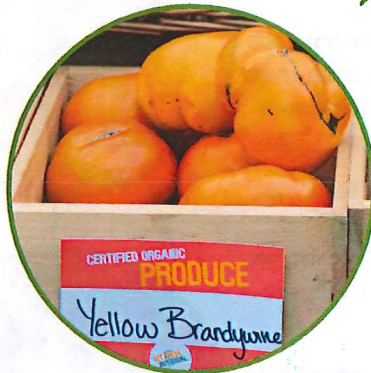
²https://www.health.ny.gov/statistics/brfss/reports/docs/1502_brfss_overweight_and_obesity.pdf

³2010–2012 Student Weight Status Category Reporting System Data as of July, 2013 <http://www.health.ny.gov/statistics/chac/general/pdf/g65.pdf>

⁴https://www.health.ny.gov/statistics/brfss/reports/docs/1504_brfss_fruits_and_vegetables.pdf

⁵http://osc.state.ny.us/reports/obesity_and_child_obesity_10_23_12.pdf

⁶<http://www.ers.usda.gov/data-products/food-access-research-atlas/go-to-the-atlas.aspx>



Healthy Food Access: The History in New York State

New York was one of the first states in the nation to create a healthy food financing program aimed at increasing the availability of nutritious food for residents who lack healthy, affordable options.

The innovative New York Healthy Food & Healthy Communities Fund (HFHC Fund) was created in 2010 as a \$30 million public-private partnership with \$10 million in state capital funds and \$20 million in private funds provided by Goldman Sachs.

The Fund's competitive application process allowed eligible not-for-profit or for-profit corporations, municipalities and other entities to apply for grants and loans for the development, expansion, or renovation of supermarkets, grocery stores, farmers markets, mobile markets and other healthy food retailers in underserved, lower-income communities across the state.

This program supported the direct development of jobs in these communities and created new markets for New York State farmers. And projects had to accept SNAP benefits and WIC (with some exceptions) and meet minimum healthy food retail square footage criteria.

HFHC Fund's Accomplishments — Health, Jobs and Economic Development

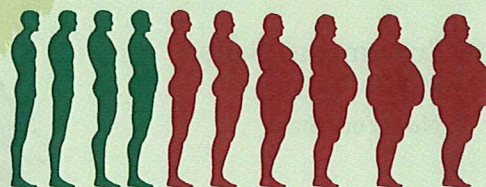
- To date, the nearly-depleted HFHC Fund has **provided loans or grants for 20 healthy food retail projects** in communities, large and small, urban and rural, across the state including Buffalo, Rochester, Syracuse, Broome County, the Hudson Valley and New York City.
- Beyond the \$30 million HFHC funding, the 20 projects actually **leveraged \$155 million** in private and public capital from the local communities where the projects were developed.
- When all 20 projects have opened, they will have brought healthy, affordable food to **tens of thousands of** New Yorkers, whose communities had limited access to healthy food.
- The 20 healthy food retail projects **created 441 permanent FTE jobs and 622 construction jobs** collectively.
- Nine of the 20 projects **benefit New York's farming community** by participating in Pride of New York or sourcing goods from local farmers.



THE HEALTH OF NEW YORK IS AT STAKE



In New York State, **8.9 million** (six out of ten) adults are considered overweight or obese, along with **one-third** of our state's students.



Total obesity-related costs in New York State are estimated at more than **\$11.8 billion** annually.



32 of New York's **62** counties struggle with access to healthy food.

Low-income neighborhoods have **50% fewer** supermarkets than the wealthiest neighborhoods.



Eating more fruits and vegetables can **decrease the risk** of high blood pressure, stroke and heart disease.



Limited access to fresh, healthy food has been linked to chronic disease and poor health, including high rates of obesity, heart disease, certain types of cancer, Type 2 diabetes, high blood pressure and high cholesterol.



Residents in neighborhoods with at least one supermarket eat up to **32% more** fruit and vegetables.

⁷<http://www.ers.usda.gov/data-products/food-access-research-atlas/go-to-the-atlas.aspx>

⁸<http://esd.ny.gov/businessprograms/healthyfoodhealthycommunities.html>

⁹Moore LV, Diez Roux AV. Associations of Neighborhood Characteristics with the Location and Type of Food Stores. American Journal of Public Health. 2006;96(2):325-331. doi:10.2105/AJPH.2004.058040.

¹⁰U.S. Department of Health and Human Services, Office of the Surgeon General. The Surgeon General's Call to Action to Prevent and Decrease Overweight and Obesity. Rockville, MD: U.S. Department of Health and Human Services, Public Health Service, Office of the Surgeon General, 2007. Available at: http://www.surgeongeneral.gov/library/calls/obesity/fact_adolescents.html

¹¹https://www.health.ny.gov/statistics/brfss/reports/docs/1502_brfss_overweight_and_obesity.pdf

¹²2010-2012 Student Weight Status Category Reporting System Data as of July, 2013 <http://www.health.ny.gov/statistics/chac/general/pdf/g65.pdf>

¹³http://osc.state.ny.us/reports/obesity_and_child_obesity_10_23_12.pdf

¹⁴Boeing H.A. et al. (2012). Critical review: Vegetables and fruit in the prevention of chronic disease. European Journal of Nutrition 51:637-663

¹⁵Mello, J. A., Gans, K. M., Risica, P. M., Kirtania, U., Strolla, L. O., & Fournier, L. (2010). How is food insecurity associated with dietary behaviors? An analysis with low-income, ethnically diverse participants in a nutrition intervention study. Journal of the American Dietetic Association, 110, 1906-1911

Low Supermarket Sales and Low Income areas, highlighted in red on the maps, display lower-income communities with low supermarket sales because there are few or no supermarkets located there. Since income is also lower in these areas, families face more difficulty traveling to the areas where supermarkets are concentrated, especially when public transit is not accessible or convenient. This issue impacts residents in both rural and urban communities throughout the state.

This issue impacts residents in both rural and urban communities throughout the state.

**Low Supermarket Sales and Low Income
New York State**

Low Supermarket Sales and Low Income

- Low Sales & Low Income
- Not Low Sales & Low Income

Legend:

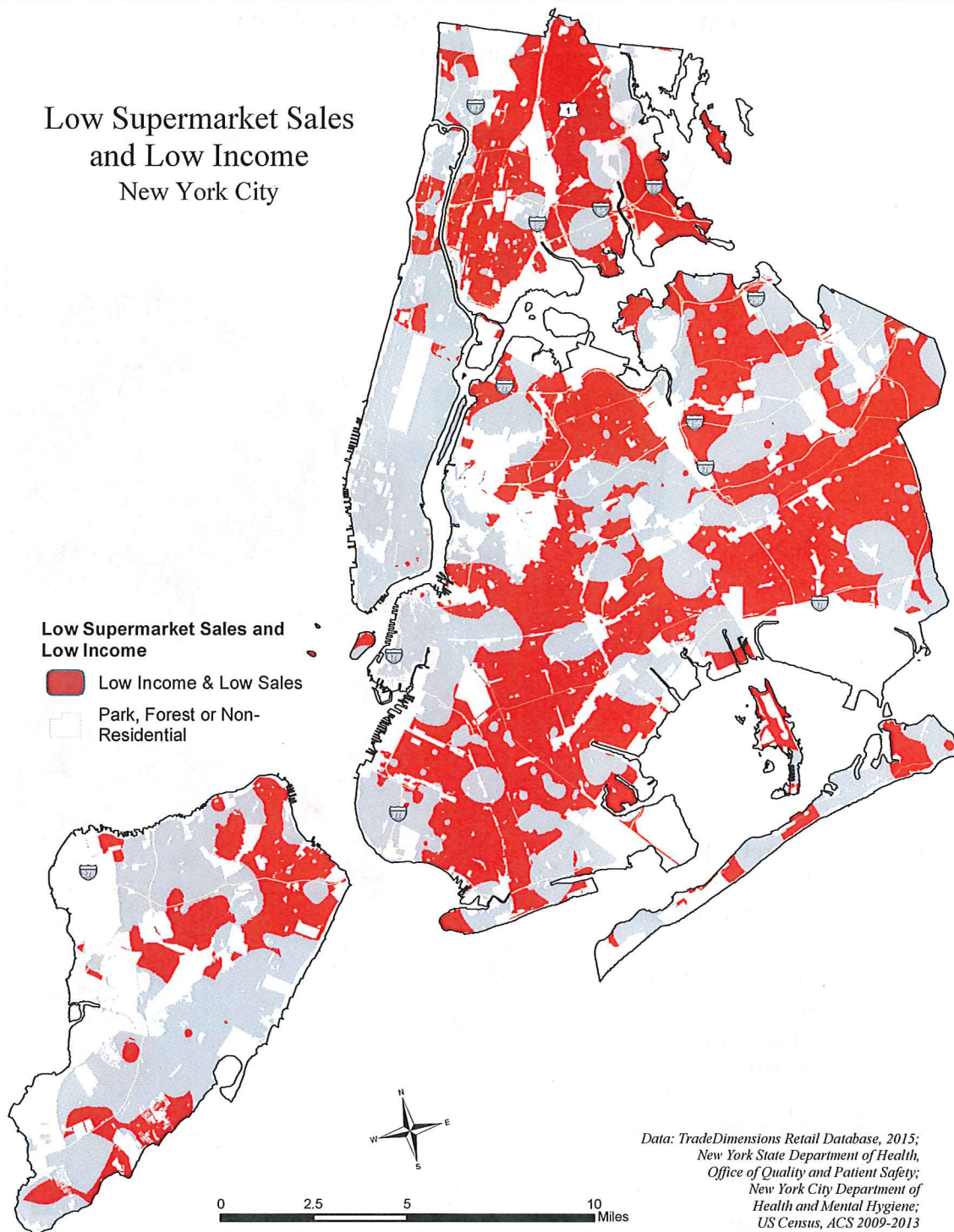
- Cities
- Interstate Highway
- Park, Forest or Non-Residential

Scale: 0 15 30 60 Miles

North Arrow: N, S, E, W

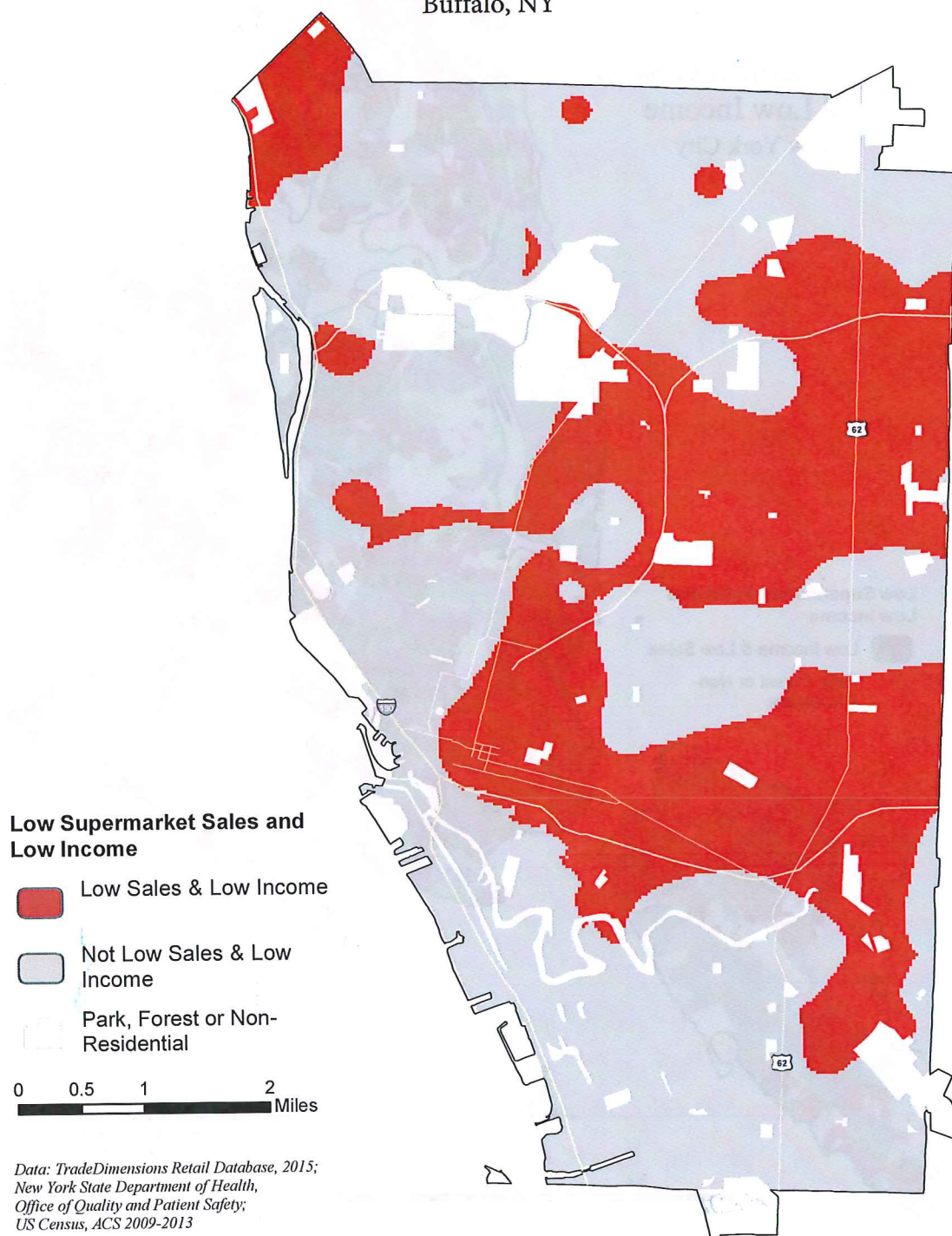
New York State: Nearly **3 million New Yorkers** (16 percent of the state's population) live in lower-income communities with limited access to healthy food retail. More than 800,000 children and youth 19 and under live in these underserved communities; nearly 350,000 residents age 65 and older live in these communities.

Low Supermarket Sales and Low Income New York City



Nearly **1.9 million residents** of New York City (nearly a quarter of the city's population) live in lower-income communities with limited access to healthy food retail. Well over half a million children and youth age 19 and younger live in these underserved communities; more than 200,000 residents age 65 and older live in these communities.

Low Supermarket Sales and Low Income Buffalo, NY



Nearly **130,000 residents** of Erie County, home to the City of Buffalo, live in lower-income communities with limited access to healthy food retail. More than 34,000 children and youth age 19 and younger live in these underserved communities; nearly 17,000 residents age 65 and older live in these communities.



NYS HFHC Fund Projects To Date

A&D Market

Red Creek, NY

4,000 S.F. — new equipment for new food retail in an existing building

Completed Spring 2011

Binghamton Mobile Farm Market Stand Market (CHOWbus)

Locations throughout Broome County including Binghamton, Johnson City, and Endicott, NY

2 new vans

Project completion estimated at Q4 2015

Broome County Farmers' Market

Town of Dickinson, NY

10,500 S.F. of new farmer's market constructed

Project completion estimated at Q4 2015

Buffalo Grown Mobile Market

Buffalo, NY

1 mobile market vehicle

Completed Spring 2012

Casey's Grab N' Go

Auburn, NY

1,111 S.F. expansion/new equipment purchase for corner store

Project completion estimated at Q4 2015

Conklin Reliable Market

Conklin, NY

11,000 S.F. relocation/expansion of existing store

Completed in 2012

Fine Fare Supermarket at Triangle Plaza Hub

South Bronx, NY

14,500 S.F. supermarket

Project completion estimated at Summer 2016

Foodlink Convenience Store Grants

Rochester, NY

3,500 S.F. corner store renovated — Stop One Meat Market

1,329 S.F. corner store renovated — T & K Deli Mini Mart

Completed Q2 2015

Foodtown

Mt. Vernon, NY

18,000 S.F. of improved/expanded healthy food retail space

Completed Summer 2012

GW Bridge/Key Food (NMTC)

New York, NY

15,179 S.F. of newly constructed grocery store

Project completion estimated at February 2016

Hudson Anchor Market

Hudson, NY

5,500 S.F. of new indoor farmers' market in existing building

Projection completion estimated at Q4 2015

Key Food Market

Staten Island, NY

9,000 S.F. of new healthy food retail space

Completed Summer 2013

The Local Food Market

Cortland, NY

6,000 S.F. of new food market in existing building

Completed August 2015

Mohawk Harvest Cooperative Market, Inc.

Gloversville, NY

3,200 S.F. — equipment refresh for healthy food retail co-op

Project completion estimated at Q4 2015

Moisha's Discount Supermarket

Brooklyn, NY

15,000 S.F. — equipment refresh for healthy food retail space

Completed Spring 2012

MyTown Marketplace

Highland Falls, NY

16,000 S.F. of improved/expanded healthy food retail space

Completed Fall 2011

Nojaim Brothers Supermarket

Syracuse, NY

24,300 S.F. of healthy food space preserved

Completed Fall 2014

Poughkeepsie Mobile Market

Poughkeepsie, NY

1 mobile market vehicle

Project completion estimated at Q4 2015

Spencer Shurfine Grocery

Spencer, NY

11,000 S.F. — new equipment/equipment refresh for healthy food retail space

Project completion estimated at September 2015

Urban Market of Williamsburg

Brooklyn, NY

15,900 S.F. of newly constructed grocery store

Completed December 2013

In-depth Profiles of HFHC Projects



revitalized neighborhood

NOJAIM BROTHERS SUPERMARKET — *Syracuse, NY*
Serving Syracuse's Near Westside neighborhood for over 90 years, Nojaim Brothers Supermarket is owned and operated by the third generation of the Nojaim family. The store is an anchor in a severely distressed community, where residents have limited access to healthy food. As the neighborhood population declined, the store struggled and was faced with possible closure. LIIF stepped up to provide a \$2.23 million loan and \$400,000 grant through the New York Healthy Food and Healthy Communities (HFHC) Fund to support a complete renovation of the 50-year-old building including new equipment and a 3,000 S.F. expansion. The store owner, Paul Nojaim, is a leading advocate for the revitalization of the neighborhood. Through his efforts, the supermarket has collaborated with St. Joseph's Hospital, Syracuse University and the Onondaga Department of Health on several initiatives to help link primary care with nutrition and healthy food access. The project will support 17 construction jobs and preserve 51 permanent jobs in the local community.



onsite nutrition education

BUFFALO GROWN MOBILE MARKET — *Buffalo, NY*
Massachusetts Avenue Project's (MAP's) Buffalo Grown Mobile Market delivers organic, locally-grown, affordable produce to Buffalo's low-income, food insecure neighborhoods. Buffalo Grown Mobile Market travels regularly to drop-off sites where it sells fresh fruits and vegetables and bulk items, like rice and beans. MAP works with local community partners to identify drop-off sites that serve people most in need, such as health and senior centers. The group grows the majority of the produce it sells on its own urban farm and offers onsite nutrition education for market patrons. In 2010, MAP's Mobile Market vehicle became inoperable. Financing from the HFHC Fund has allowed MAP to purchase and retrofit a new vehicle so that it may continue to bring healthy, local food to at least 1,500 residents of Buffalo's most underserved communities.



reestablished local grocery store

MYTOWN MARKETPLACE — *Highland Falls, NY*
Husband and wife Albert Rodriguez and Lisa Berrios reopened a vacant supermarket in the village of Highland Falls in New York's Mid-Hudson region. The area is home to a large population of seniors and families. When the local supermarket closed last year, the mayor and town supervisor provided residents with weekly bus service to the nearest grocery store, 11 miles away. Financing approved by the New York HFHC Fund, enabled Mr. Rodriguez and Ms. Berrios to reestablish a grocery store in their community. The owners have hired eight full-time and 19 part-time employees to serve approximately 5,300 customers. The store is registered to participate in the "Pride of New York" local agriculture promotion program.



expanded healthy food retail

MOISHA'S DISCOUNT SUPERMARKET — *Brooklyn, NY*
Moisha's Discount Supermarket is a full-service supermarket offering quality, low-cost food to a low-income, underserved neighborhood in the heart of Brooklyn. Moisha's tailors its products to its community by catering to the residents in the surrounding neighborhood. The owner renovated the 50-year-old facility which had been over-crowded to double its size. Financing from the New York Healthy Food & Healthy Communities Fund enabled the purchase of equipment for the store's significantly expanded perishable departments. The project created 20 new full-time and 25 new part-time jobs while retaining its existing 40 full-time and 30 part-time employees. This expanded store is estimated to serve about 5,000 local residents.



Strategies to Improve Healthy Food Access in the State of New York

Prioritize Investment in Healthy Food Retail

New Yorkers are struggling with poor access to healthy foods in all corners of our state. There is an alarming rate of diet-related diseases in lower-income communities. Our state must address the critical need for healthy food retail in underserved neighborhoods. Improving access to supermarkets, while enhancing the ability for smaller, corner stores to provide healthy food retail is a responsible approach for New York.

However, our state's investment in healthy food access could have a greater impact beyond simply protecting us from chronic diseases. These initiatives also support a healthy bottom line for New York's economy. Supporting business owners and bringing more sustainable jobs to communities that need them the most — these are proven strategies to improve New York's fiscal health.

By investing in statewide healthy food retail, in the form of reinstating the successful healthy food financing program and creating a new healthy corner store initiative, New York can demonstrate its commitment to our health and our economy.

This is why community partners from all corners of the state have coalesced in support of these proposals. Leaders from New York's business, medical, public health and low-income advocacy groups are unified in the need for healthy food retail.

This is a pivotal opportunity for New York to once again demonstrate its leadership in the movement to improve access to healthy food. Public investment in healthy food retail initiatives can support underserved communities by increasing the availability of nutritious food and much-needed jobs.

HFHC Partners

Public Partners

Empire State Development
New York State Department of
Agriculture and Markets

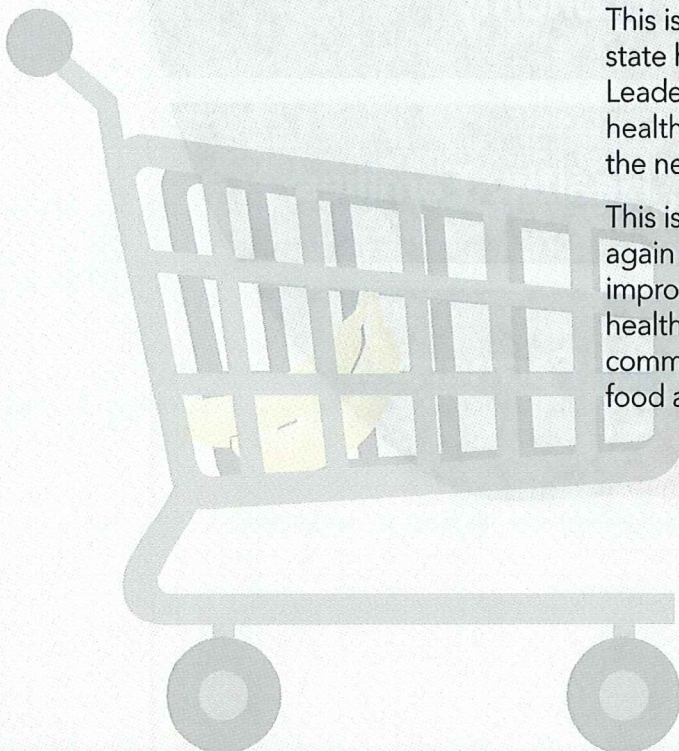
Capital Partners

Goldman Sachs Group, Inc.
New York State Health Foundation

Fund Administrators

Financing Administrators
Low Income Investment Fund
The Reinvestment Fund

Food Access Administrator
The Food Trust



Healthy Food Access

