Healthy Food Financing Initiative

Program Overview & Performance Metrics

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Presentation Overview

Healthy Food Financing Initiative (HFFI)

- HFFI History
- Farm Bill & "New" HFFI
- Performance Metrics
- Data and Mapping Tools







Healthy Food Access

White House Task Force on Childhood Obesity

- Significant national challenge ----
 - Limited access to affordable healthy foods
 - 15 million children live in "food-insecure" households
 - 29 million live in food deserts







Healthy Food Financing Initiative

Healthy Food Financing Initiative

- Launched in 2010 to support public and private partnerships to bring healthy food to underserved areas, expanding opportunities for better health and stronger local economies in underserved urban and rural areas.
- Cross-agency program between U.S.
 Department of Treasury (Treasury),
 Health and Human Services (HHS), and
 U.S. Department of Agriculture (USDA).













HFFI Investments (2010-2016)

HHS Community Economic Development Program

77 projects – over \$42 million

Treasury's CDFI Fund

68 projects – over \$135 million

USDA – 22 program areas, like CFP, FINI, FMPP

1,579 projects – over \$266 million





HFFI – not just retail

Table 6: Summary of FY 2013 CED-HFFI Project Strategies

Strategy	Number of Grants Awarded	Grant Funds Awarded	Average Grant Amount	States
Grocery Stores	5	\$3,250,363	\$650,073	CA, IL, KS, MN, NY
Urban Farmers	1	\$800,000	\$800,000	MD
Food Distribution	2	\$1,100,000	\$550,000	AZ, MA
Revolving Loan Fund/Food Business Entrepreneurs	6	\$3,948,003	\$658,001	CA, KY, NY, OR, PA, MA
Total	14	\$9,098,366	\$649,883	









"New" HFFI

Under Farm Bill 2014

The purpose of the Healthy Food Financing Initiative (HFFI), as found in Section 4206 of the 2014 Farm Bill, is to support efforts:

"to improve access to healthy foods in underserved areas, to create and preserve quality jobs, and to revitalize low-income communities by providing loans and grants to eligible fresh, healthy food retailers to overcome the higher costs and initial barriers to entry in underserved areas."







HFFI National Fund Manager

National Fund Manager

- 2014 Farm Bill authorizes Rural Development to designate a National Fund Manager (NFM) for the purposes of implementing HFFI. NFM must be a Treasury-certified Community Development Financial Institution (CDFI).
- In general, the roles of the NFM are to:
 - 1. Raise private capital and leverage public funds
 - 2. Provide technical assistance to projects and partnerships
 - 3. Provide financial assistance (grants and loans) to projects and partnerships
 - 4. Track performance, collect and compile data, and report to USDA







HFFI under USDA Rural Development

Current Status

- HFFI at Rural Development was <u>officially</u> <u>launched</u> in January 2017, with the designation of **Reinvestment Fund** as USDA's National Fund Manager.
- 2014 Farm Bill authorized \$125 million but no funds were mandated. Congress appropriated \$1 million in FY17, and Congressional budget proposal for FY18 includes another \$1 million.
- Currently working with Reinvestment Fund to establish program guidelines for uses of funds.



Priority on Rural Areas - at least 50% of projects and partnerships awarded HFFI funds and/or technical assistance must be located in rural areas







HFFI Project-Level Metrics

- Loan Size the dollar amount of HFFI funding that went into the project
- <u>Project Leverage</u> the dollar amount of other capital supporting the project. This measure provides a way to track the amount of leverage HFFI beneficiaries can generate to support their projects
- <u>Square Footage Created</u> the amount of space created in support of fresh food access (for capital projects supporting retail, storage, and distribution of fresh food)
- <u>Square Footage Rehabilitated</u> the amount of space substantially rehabilitated in support of fresh food access (for capital projects supporting retail, storage, and distribution of fresh food)

- Jobs Created the number of full- and parttime jobs created to staff HFFI-assisted projects
- Jobs Supported the total number of jobs at HFFI-assisted businesses
- <u>Construction Jobs</u> the number of temporary construction jobs (annualized FTE) created for HFFI-assisted construction projects
- <u>Total Sales Revenue</u> the annual amount of sales revenue generated by HFFI-funded facilities
- <u>SNAP Participation</u> the percentage of total sales revenue generated from SNAP purchases (retail projects only)
- <u>Disadvantaged Customers Served</u> the estimated percentage of customers likely to be served by HFFI-assisted projects who are lowincome and/or minorities (retail projects only)





HFFI Program-Level Metrics

- Application Volume the number of applications requesting HFFI assistance and number approved
- <u>Program Leverage</u> the total dollar amount of capital from other sources (private, foundation, other public, etc.) supporting the program
- Project Types the number and amount of different types of assistance (such as: predevelopment, construction, working capital, equipment, and/or mortgage financing) provided
- Geographic Diversity the percentage of HFFI-assisted projects in rural areas, tribal communities, and across the states
- Income Levels Served the percentage of HFFI-assisted projects located in very low-, low- or moderate- income areas

- Types of Businesses Assisted the percentages of HFFI-assisted businesses that are healthy food retailers or supply chain businesses that support local and regional food systems; the percentages that are start-ups and existing businesses; the percentages that are non-profit, for-profit, or cooperativelyowned
- Owner Diversity the percentage of HFFI-assisted projects owned or controlled by racial and ethnic minorities, by women, by people with disabilities, by low-income people, and by veterans
- <u>Business Resiliency</u> the number of HFFI-assisted projects that remain in operation within five years of financing;





HFFI Food Systems-Level Metrics

- Limited Supermarket Access (LSA) Analysis the LSA analysis will be used to assess the impact of HFFI funding activities at the national and local levels:
 - National impacts: At the national level, Reinvestment Fund will use the LSA to measure changes in the number of LSA areas and in the number of people and families, particularly those who are low-income and/or racial and ethnic minorities living in those areas.
 - Local impacts: At the local level, Reinvestment Fund will use the LSA to assess changes in the extent of individual LSA areas, changes in the number of "LSA block groups" (i.e., block groups with significantly worse food access that nevertheless do not meet the market potential criteria to be classified as full LSA areas), and changes in block groups' LSA Access Scores.
- USDA's Low-Income and Low-Supermarket-Access Census Tracts —
 Reinvestment Fund will assess the correspondence between changes in
 USDA Low-Income and Low-Supermarket-Access Census Tracts and LSA
 areas because of HFFI investments—both nationally and locally.





HFFI Qualitative-Level Data

Reinvestment Fund will inform its food systems-level analyses by conducting **in-depth case study evaluations** of HFFI-assisted projects with one or more of the following:

- Participation in healthy food incentive programs, nutritional education programs, and/or outreach programs to SNAP and WIC recipients and low-income people generally
- Agreements to sell or donate healthy food items to institutions like hospitals, schools, food banks or food pantries, social service agencies, community centers, and/or religious organizations that serve lowincome communities and communities of color
- Partnership with job training and workforce development programs for low-income people
- Evidence of civic and public sector partnerships and support
- Changing levels of employment, economic activity, and tax revenue generated because of the HFFI assistance.



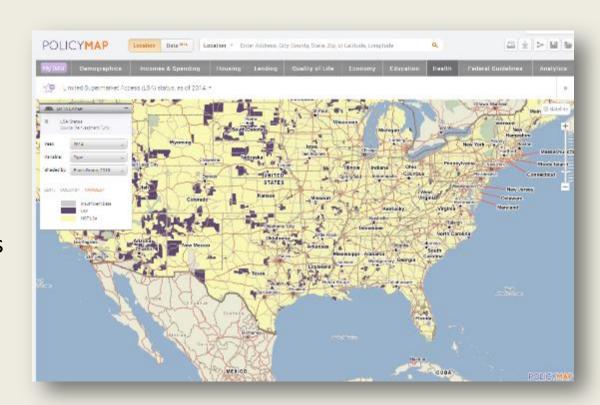


Data and Mapping Tools

PolicyMap

includes:

- Limited Supermarket Access (LSA) Analysis
- USDA ERS Food Access Research Atlas
- USDA ERS Food Environment Atlas





Local Food Compass Map

Includes data on:

- USDA-funded local food projects
- Farmers markets, food hubs, meat processors, and other "context data" gathered by USDA agencies
- Projects and resources from
 9 other Federal Departments





www.ams.usda.gov/local-food-sector/compass-map

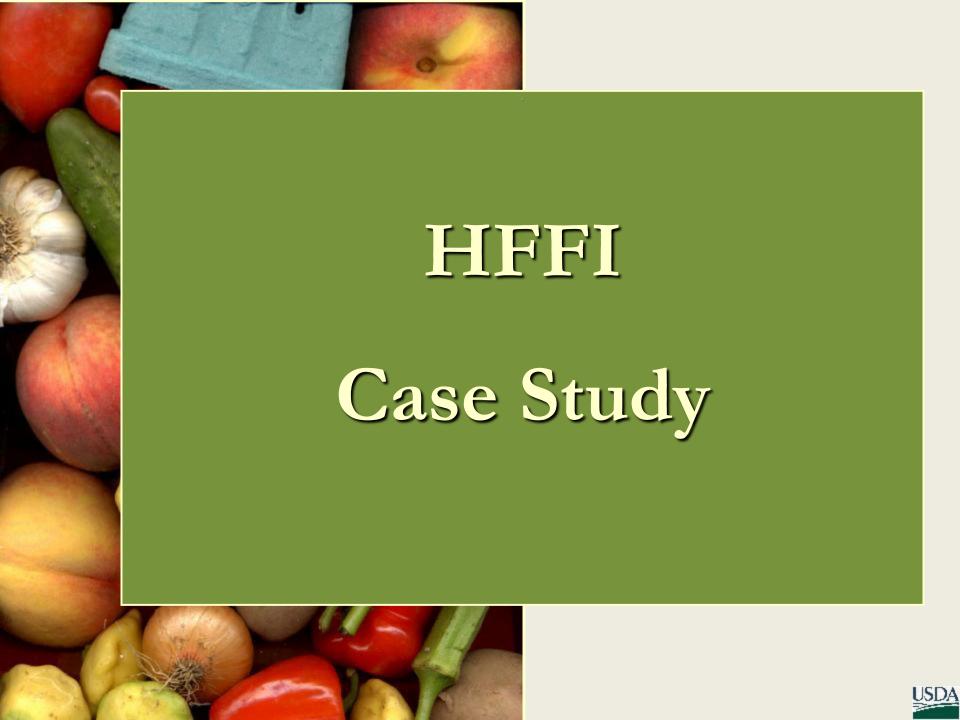


That's It!

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Coalition of Healthier Eating - Bethel, NC





Community Food Hub









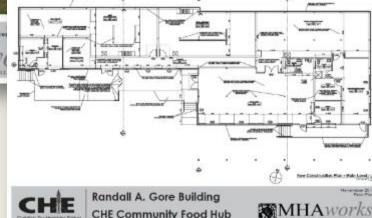
Community Food Hub

MHAW





Randall A. Gore Building **CHE Community Food Hub**



CHE Community Food Hub



Community Food Hub











Rural-based Food Innovation Cluster

Aggregation



Retail Grocery













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