

PHLP Webinar “Healthier Food for Sale: Finding the Funding”  
October 27, 2011

### **Participant follow-up questions**

#### What definition for “food desert” is used throughout the US?

Generally, the term “food desert” means a geographic area that lacks healthy and affordable food options. Some people use it to refer to a neighborhood that lacks supermarkets or full-service grocery stores. The definition of a “food desert” used in the USDA’s Food Desert Locator is more specific – defined as a low-income census tract where a substantial number of residents have low access to a supermarket or large grocery store:

- ▲ To qualify as a “low-income community,” a census tract must have either: 1) a poverty rate of 20 percent or higher, OR 2) a median family income at or below 80 percent of the area's median family income;
- ▲ To qualify as a “low-access community,” at least 500 people and/or at least 33 percent of the census tract's population must reside more than one mile from a supermarket or large grocery store (for rural census tracts, the distance is 10 miles or more).

Definition from: <http://www.ers.usda.gov/Data/FoodDesert/about.html#Defined>.

#### Where can we find data on job creation and healthy food retail?

The Food Trust is one good resource for learning more: (<http://www.thefoodtrust.org>). The organization was a partner in implementing the Pennsylvania Fresh Food Financing Initiative, which provided funding for 88 fresh food retail projects in 34 counties that have created or preserved an estimated 5,000 jobs.

### **For Julie Curti**

#### List of community/neighborhood partnerships you’re supporting in Texas?

We’d be happy to connect you with our relevant partners in the state. Please email <mailto:collaborate@usda.gov> with more details about your inquiry and project.

#### Will the Food Desert Locator be updated according to 2010 Census data?

USDA’s Economic Research Service is proposing an update to the Food Desert Locator that will use more recent data available from the American Community Survey.

Where can we find benchmark/comparison data for the Food Atlas elements?

Food Atlas users can download more detailed information by following the “Download the Data” link in the upper right-hand corner of the screen. For additional data and reports, please visit the Economic Research Service website at [www.ers.usda.gov](http://www.ers.usda.gov).

Why are HHS and Treasury grants restricted to CDFI's and CDC's, as opposed to government agencies or for-profit companies?

All federal programs are administered within statutory authorities. For more information on the Treasury’ Community Development Financial Institutions Fund, including the rules and regulations that govern the program and who is eligible to apply, please visit <http://www.cdfifund.gov/>.

For more information on the HHS Community Economic Development Program, please visit: <http://www.acf.hhs.gov/programs/ocs/ced/index.html>.

Does the USDA follow up with food vendors that deliver USDA approved childcare centers? How do we get vendors to serve healthier and more appealing foods to children age 2-5?

Please email [collaborate@usda.gov](mailto:collaborate@usda.gov) to further clarify this question. I currently do not have enough information to provide an answer to this question.

For John Fisk

What could a small, credible community collaborative do to advocate effectively for a local food hub?

- ⤴ Find who would benefit from a food hub and organize those people.
- ⤴ Find the farmers who would benefit and help them understand the food hub idea, show them models from our site, and ask them if this is a business they want to be part of. That is the supply.
- ⤴ Now you must find the buyers so that the opportunity you have offered the farmers is real. You have to develop the market.
- ⤴ Identify and find resources to make the hub a reality.
- ⤴ Advocate to those in the Food value chain who will participate.
- ⤴ If you need additional resources, seek out grant programs, economic development organizations, your local food policy council if you have one, local foundations, and at some point loans and credit may be available.

What's the anticipated publication date for Wallace's Food Hub resource materials?

December 15, 2012. It will be published by USDA –AMS as we have co-authored the doc. Look for it on our websites listed above.

What is the name of the 2.5 million dollar program discussed by John?

HUFED (Healthy Urban Food Enterprise Development): <http://www.hufed.org>.

### **For Leana Nakielski/Kristen Markley**

What are eligible uses of CFP grants (i.e. staff, land acquisition, etc.)?

See Community Food Projects FAQs for eligible costs:  
[http://www.nifa.usda.gov/funding/cfp/pdfs/09\\_cfp\\_faqs.pdf](http://www.nifa.usda.gov/funding/cfp/pdfs/09_cfp_faqs.pdf)

Can you also send out links to some of the successfully funded programs, such as the youth-community garden initiative and the indigenous healthy food awareness program?

The CFSC website has profiles of past grantees: <http://www.foodsecurity.org/funding.html>

### **For All**

Leana mentioned GP's program supporting business initiatives within nonprofits. Our org is exploring perhaps creating revenue generating activities as separate profit business models. What are your opinions and experience with social enterprises? How are funding orgs looking at this mixed model when they review grant proposals?

Mixed models are looked at very positively, and most funders want to see revenue generation plans for projects to sustain themselves beyond the life of the grant.

Do you have an opinion on non- vs. for-profit models for urban farm stand projects?

From John: I have a hard time seeing how an urban farm stand will be profitable so I would set it up as a non-profit or operate under an existing one.

What is the role of universities, specifically student-run organizations, in advocating for healthy food retail in terms of funds and ongoing projects?

This is a really interesting question, and raises other questions about the relationship with universities and their surrounding communities more generally.

There have been numerous positive examples of community-based participatory research on the food retail environment (generally led by university researchers, rather than student groups) in which researchers have worked with existing store owners to increase access to fresh produce, and then evaluated the impact on the community. The difficulty with this model is ensuring sustainability over the long run, and so we recommend working with stakeholders to ensure that there is a plan for a longer-term programmatic or policy solution in place.

There can definitely be a role for such organizations in supporting and advocating for funds and projects – our main takeaways would be that long-term community engagement and frank discussions on sustainability need to be at the forefront.

Regarding current Farm Bill 2012 discussions, what is the biggest concern for public funding that has been described on this call?

Details on the priorities laid out for the 2012 Farm Bill by Agriculture Secretary Tom Vilsack can be found here: <http://www.usda.gov/wps/portal/usda/usdahome?contentid=2011/10/0458.xml>

### Specific Funding Qs

Where can I find funding for a large aquaponics project?

Check out Rural Development at USDA, various programs: <http://www.rurdev.usda.gov>.

Where can I find resources for urban farms in South LA?

Check out the following websites for links to available funding to support urban agriculture and community garden projects:

American Community Garden Association:

<http://www.communitygarden.org/learn/resources/funding-opportunities.php>

National Gardening Association, Kids Gardening Program (for gardens involving youth):

<http://www.kidsgardening.org/grants-and-awards>

USDA recently released a memo on funding sources for urban agriculture:

[http://kyf.blogs.usda.gov/files/2011/10/USDA Urban Ag Memo-Final.pdf](http://kyf.blogs.usda.gov/files/2011/10/USDA_Urban_Ag_Memo-Final.pdf)

EPA also offers guidance on starting urban agriculture projects:

<http://www.epa.gov/brownfields/urbanag/>

Where can I find resources for funding projects associated with low-income housing?

Check out HUD Office of Sustainable Housing and Communities:

[http://portal.hud.gov/hudportal/HUD?  
src=/program\\_offices/sustainable\\_housing\\_communities](http://portal.hud.gov/hudportal/HUD?src=/program_offices/sustainable_housing_communities)

Are there any grant programs that help people who just want to grow enough food to sustain their own home?

SNAP recipients can use their benefits to purchase seeds and plants which produce food for households to eat. For more information, please visit: <http://www.snapgardens.org/>.