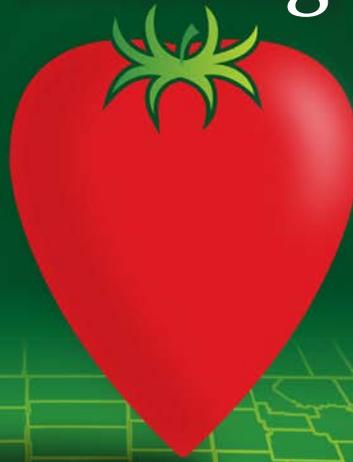


Healthy Food Financing in Kansas

The Healthy Food Financing Initiative (HFFI) provides one-time grants and loans to projects like grocery stores, farmers markets, food hubs, co-ops and other food access businesses in urban or rural areas of need, many of which face barriers in accessing traditional loans and resources.

Currently numerous states across the country have allocated funds for these types of initiatives with incredible success.



Benefits of a HFFI

Healthy food financing works for communities by:

- Bringing fresh, affordable food to underserved communities in both urban and rural environments: *Research from the Kansas Health Foundation has found that more than 800,000 Kansas residents do not have access to healthy food sources within a reasonable distance from their home. Thirty percent of Kansas counties are considered food deserts according to the US Department of Agriculture.*¹
- Creating and retaining jobs: *It is estimated that 24 new jobs are created for every 10,000 square feet of retail grocery space.*²
- Generating tax revenues and capturing local spending: *A team of researchers gathered data on a new grocery store being built in a food desert in Mississippi. That single store in Mississippi is estimated to amount to a \$210,000 fiscal impact in sales tax revenues and property tax revenues.*³
- Expanding market opportunities for local farmers, grocers and health food entrepreneurs
- Serving as an economic anchor to support other retail development

Leveraging Private Investment

Currently the Kansas Healthy Foundation has provided a limited amount of seed funding to help set up the infrastructure necessary to establish a Healthy Food Financing program in Kansas. This seed funding has enabled processes and public-private partnerships to form in which subsequent public investments can be maximized. Additional investment is needed to sustain a program at the level necessary to meet the needs of Kansas food-related business owners. For more information of the Kansas

Healthy Food Initiative visit: www.kansashealthyfood.org

Public investment in Health Food Financing can improve health, quality of life, and economic opportunity.

Learn more at KansasAllianceforWellness.com

For more information on Healthy Food Financing contact Missty Lechner at missty.lechner@heart.org or (785)228-3419

¹Kansas Healthy Food Initiative Guidebook. Retrieved January 3, 2018, from <http://kansashealthyfood.org/documents/2017KHFIBooklet.pdf>

²Hagan, Erin and Rubin, Victor. Economic and Community Development Outcomes of Healthy Food Retail. s.l.: PolicyLink, 2013.

³Wiseman, Ph.D., W. Martin et al. "The Economic Impact of Vowell's Market Place." (December 2013). The Stennis Institute of Government at Mississippi State University.



What can your community do to support Kansas Healthy Food Financing (HFFI) Advocacy?

Kansas Alliance for Wellness and American Heart Association is leading advocacy efforts for Kansas Healthy Food Financing (HFFI) to advocate for state funds to build and sustain the Kansas Healthy Food Initiative. Because the legislature isn't in session, local organizations and Food and Farm Councils have more freedom to support HFFI and other state legislative priorities over the summer months with less worry about lobbying restrictions. Here are some activities your community partners can do this summer:

1) Media Stories and Case Studies

While you and other members of your council are enjoying your Summer, look for opportunities to support HFFI in media stories and case studies. Examples of the types of stories you should consider are:

- Grocery stores that could benefit for HFFI that are struggling to get the capital they need to build, renovate, expand, or update
- A store that hasn't updated their point of sale system, coolers, or produce displays because they can't afford it
- A store who has accessed Kansas Healthy Food Initiative funds that is now doing better than ever

If you think there is a story worth sharing with the media or the legislature, send them to Missty Lechner at missty.lechner@heart.org to be crafted into supportive narratives for advocates and partners.

2) Attend Candidate Forums

Because no one knows who will win primary elections and ultimately the elections in November, the easiest way to give all candidates the ability to speak to food access and HFFI issues is to attend local candidate forums. When given the opportunity to ask questions you can ask the candidates one of the following questions:

- More than 1 in 5 rural grocery stores have closed in Kansas between 2008 and 2016. What is your plan for maintaining access to basic services in small towns? Would you consider incentives such as grants and loans to establish and support grocery stores?
- More than 1 in 5 rural grocery stores have closed in Kansas between 2008 and 2016. What is your plan for improving the business environment for struggling grocery stores in Kansas? Have you considered incentives to establish and support grocery and convenience stores?

3) Get HFFI on Legislative Agendas of local organizations

Identify and determine which local organizations have legislative agendas, and how you can advocate for HFFI inclusion on those agendas. Often places like local chambers of commerce, city and county governments, membership organizations like Farm Bureau and other clubs, and sometimes even hospitals have legislative agendas that are drafted and approved each year. Sample agenda language may include:

Access to healthy foods is a key factor to build a healthy community, but accessing capital can often be difficult for grocery stores because traditional lending models are ill-suited to the margins and business models in the grocery sector. In order to maintain and grow partnerships with private investors, \$4 million of state funding should be allocated to build and sustain the Kansas Healthy Food Initiative to assist Kansas communities with building, renovating, or expanding food retail outlets.

Once organizations have taken official action to support Kansas HFFI efforts, please forward their contact information to Missty Lechner at missty.lechner@heart.org so they can keep up-to-date on legislative action.