

# Getting to Grocery

Tools for Attracting Healthy Food Retail  
to Underserved Neighborhoods

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Program Director



# OVERVIEW



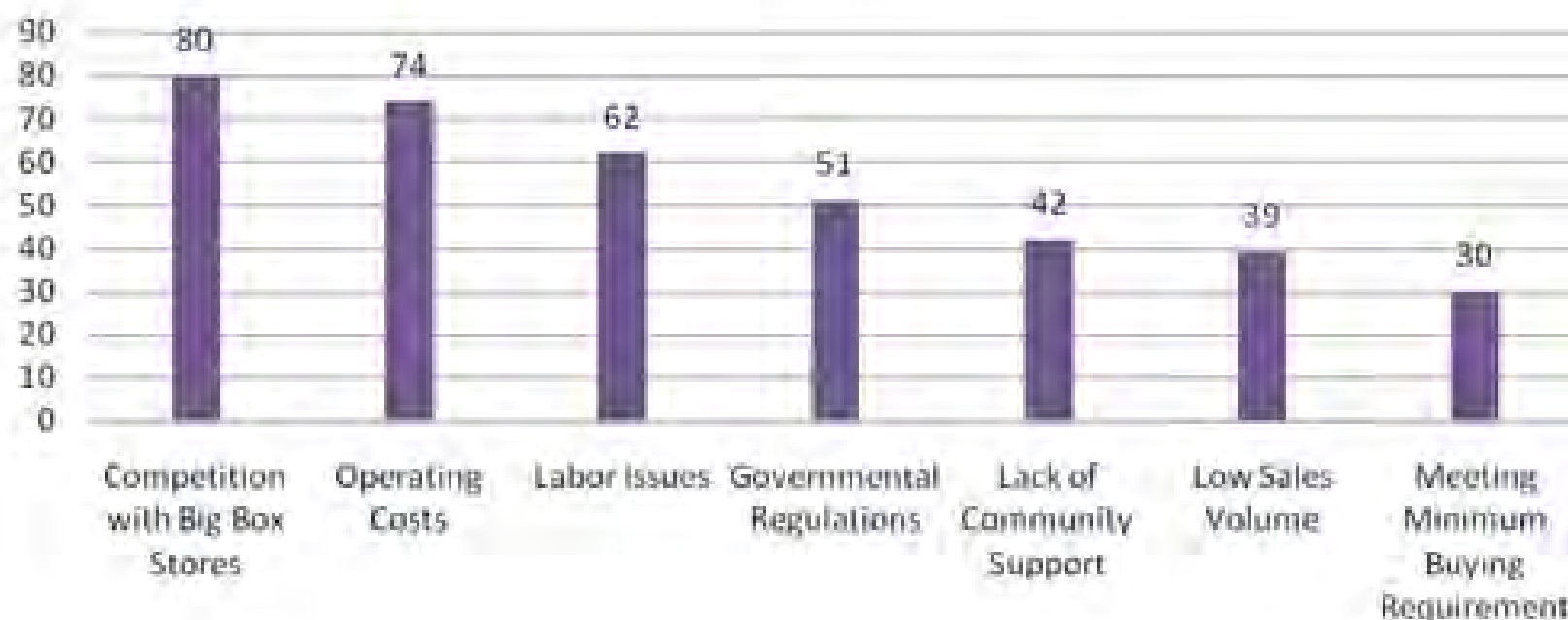
1. Opportunities and challenges
2. Policy Strategies to Support Grocery Stores
3. Discussion

**What are the  
biggest challenges  
to attracting  
grocery stores?**

# OPPORTUNITIES AND CHALLENGES : URBAN GROCERS

- Lack of viable sites
- Cost of land and development
- Lengthy approval process
- Perceived lack of spending power
- Negative perceptions of neighborhood
- Lack of political will

## Rural Grocer Challenges: Percent of Owners Identifying Each Challenge



**How can policy  
support small-town  
grocery stores?**



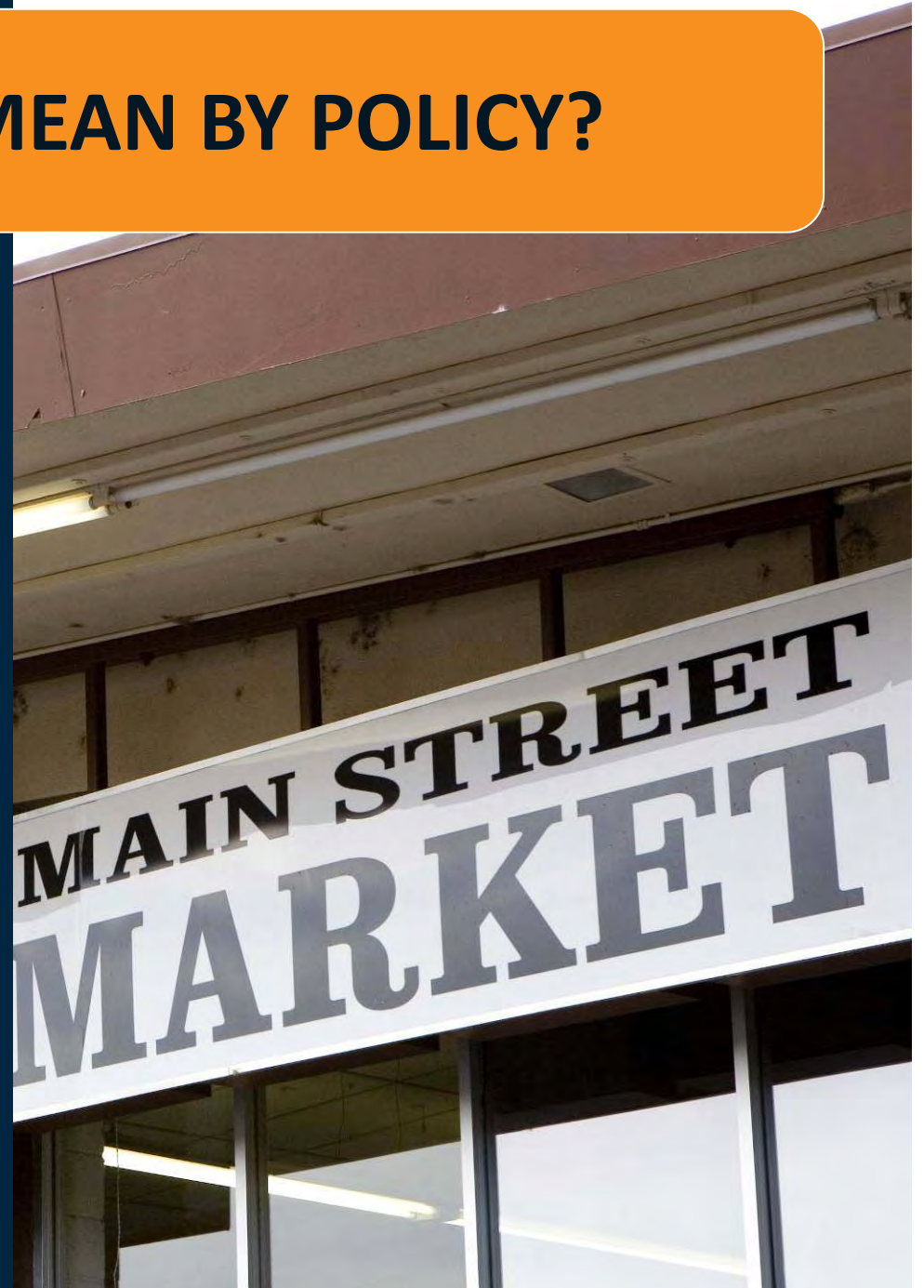
# WHAT DO WE MEAN BY POLICY?

## Local

- ✓ Zoning & licensing
- ✓ Economic Development
- ✓ Transportation

## State and Federal

- ✓ Grants
- ✓ Loans
- ✓ Nutrition Assistance Programs





# Local Policy Tools



# LAND ASSEMBLY

Burlington, VT

Photo Credit: Churchstreetmarket Flickr Creative Commons







# ZONING

Watsonville, CA

Photo Credit: Michael Patrick Flickr Creative Commons





# TRANSPORTATION

Photo Credit: Taberandrew through Flickr Creative Commons





# State Policy Tools

A photograph of the exterior of Kennie's Market, a brick building with a tan upper section. The store's name is displayed in red script above the entrance. Several windows with blue awnings are visible. A parking lot in the foreground contains a red sedan, a teal sedan, and a white car. A person is walking across the parking lot. In the background, a semi-truck with an Oreo advertisement is parked. A tall light pole stands on the right side of the building.

*Kennie's Market*

**GRANTS**

**Gettysburg, PA**





**LOW COST LOANS**

**Norman, OK**

Photo Credit: unsure shot through Flickr Creative Commons





# Federal Policy Tools





# Rural Business Enterprise Grant

Sanderson, TX

Photo Credit: USDA Rural  
Development





# Rural Energy for America Program

Elkton, SD

Photo Credit: Farmenergy.org



# Rural Innovation Fund

Pendleton, Ore

Photo Credit: Santa Fe New Mexican



# DISCUSS

- How can you engage policymakers, local residents, and retailers in supporting rural grocers?
- What would work in your community?



# Web Resource for Rural Grocers

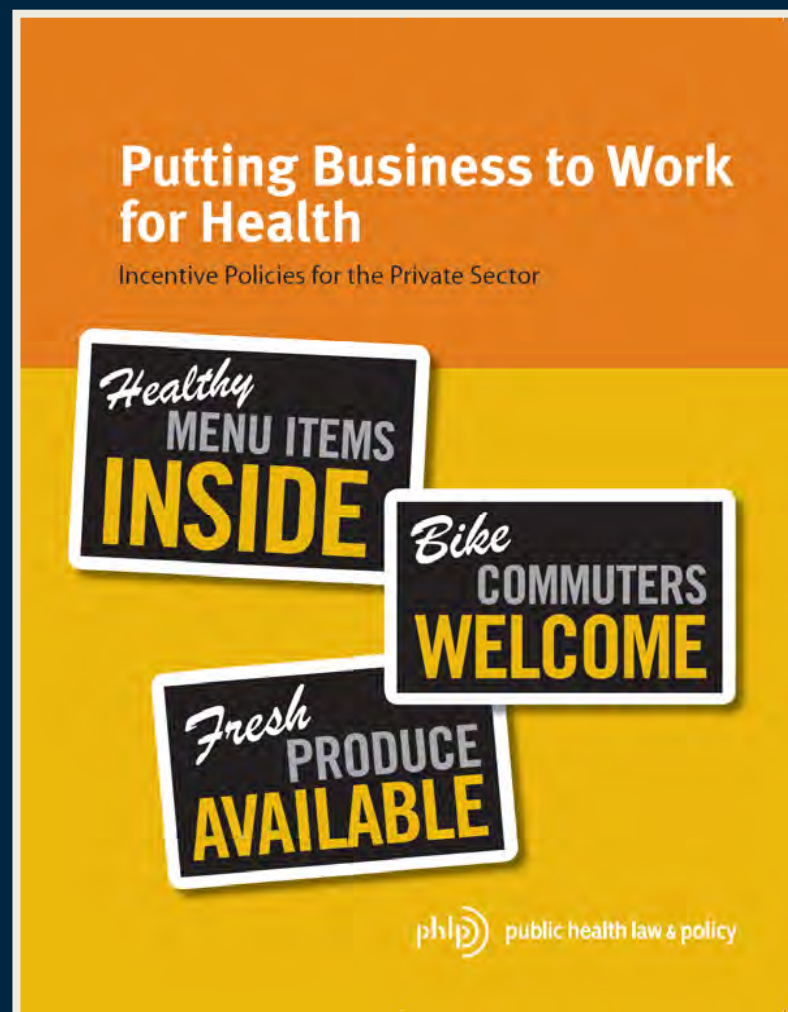
[www.ruralgrocery.org](http://www.ruralgrocery.org)

- Best practices
- Food suppliers / food networks
- Key research
- Rural grocery news & videos
- Funding opportunities
- Facebook: Rural Grocery Initiative 
- Rural grocery blog: <https://blogs.k-state.edu/ruralgrocery/>



# ChangeLab Solutions

## TOOLKITS & FACT SHEETS





# ChangeLab Solutions

## Getting to Grocery

Tools for Attracting Healthy Food Retail  
to Underserved Neighborhoods



ChangeLab Solutions  
Law & policy innovation for the common good.

## Green for Greens

Finding Public Funding for Healthy Food Retail



NATIONAL POLICY & LEGAL ANALYSIS NETWORK  
TO PROMOTE HEALTHY-10 EVIDENCE



ChangeLab Solutions  
Law & policy innovation for the common good.

[www.changelabsolutions.org](http://www.changelabsolutions.org)



# ChangeLab Solutions

## *THANK YOU!*

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