

**BUILDING SUPERMARKET  
COMMUNITY HUBS TO  
TACKLE SOCIAL PROBLEMS**



# FOOD DESERTS



- Low/No Access to Healthy Food
- Lack of Access to Health Care
- Challenges to Public Benefits Access
- Lack of Access to Financial Services



**24.6 MILLION AMERICANS LIVE IN FOOD  
DESERTS WITHOUT ACCESS TO HEALTHY FOODS**



# WHY IT MATTERS



- Nutrition Related Diseases
  - Heart Disease
  - Cancer
  - Stroke
  - Diabetes



# WHY THE SUPERMARKET



- High Traffic Retail Environment
- Relevance
- Accessibility



# FOCUS ON FRESH



- Aesthetically Pleasing
- Wide Selection
- Respect for the Individual



# ENGAGING LOCAL FARMERS

- Support Local Farmers
- Reduce Carbon Footprint





# A FOCUS ON CULTURE



- Religious Sensitivity
- Respect for Culture



# GOOD FOOD THAT IMPACTS HEALTH OUTCOMES



- Create Food Theater
- Change Behavior
- Positive Financial Impact



# HEALTH CARE



- Federally Qualified Health Center
- Urgent + Primary Care
- Medicaid
- Uninsured



# HEALTH AND NUTRITION EDUCATION

- Behavioral Change
- Appropriate Environment
- No cost to the participant





# FINANCIAL SERVICES



- Developing a Financial Relationship
- No Minimum Balances
- No Monthly Fees
- All Consumer Products



# ENGAGING LOCAL ENTREPRENEURS

- Build Capacity
- Create Access
- Ongoing Support





# SECOND CHANCES ARE IMPORTANT



- Focusing on Skills
- Engaging the Person
- Providing a Positive Alternative



**WHAT ARE THE BARRIERS?**



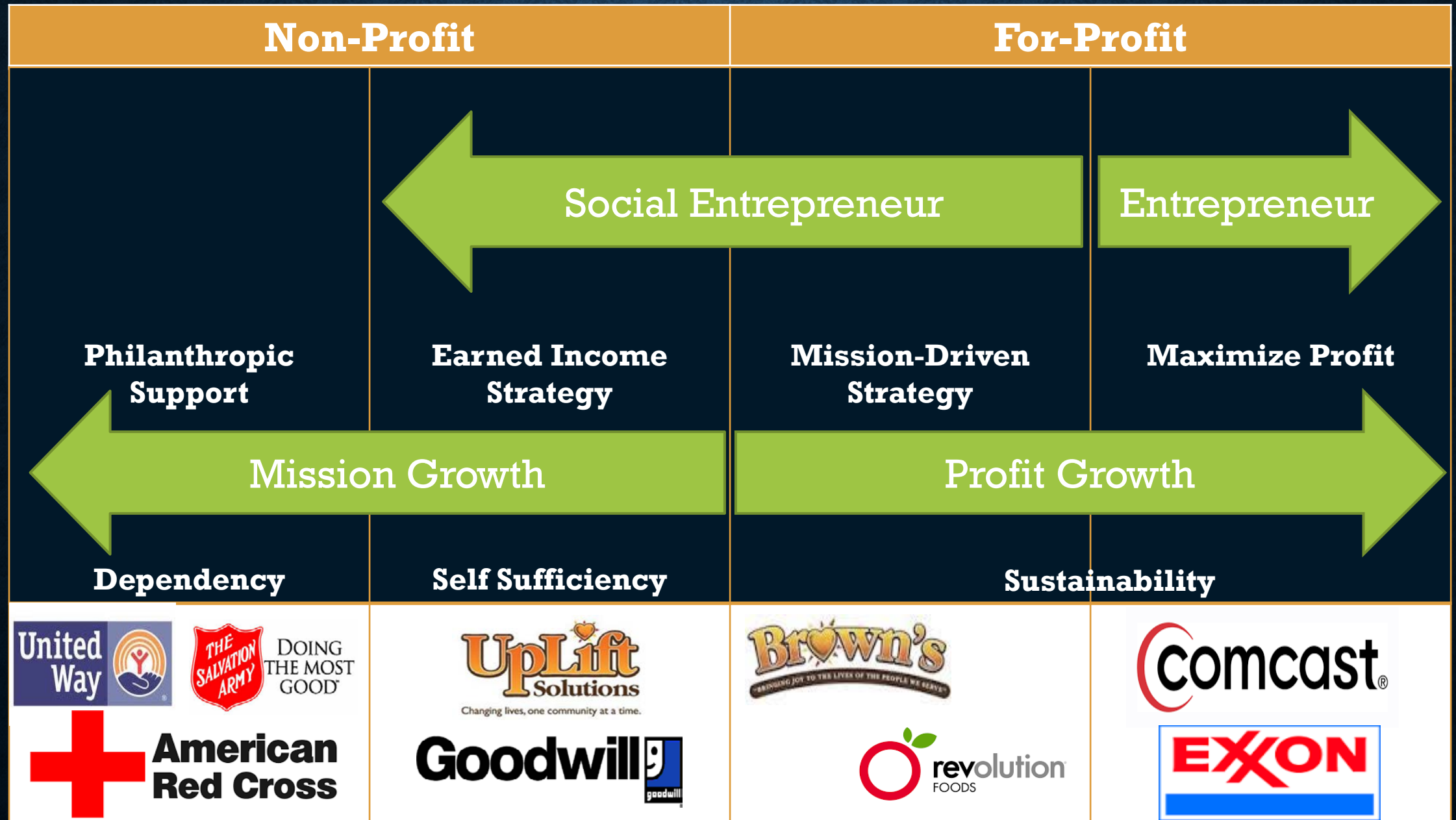
# HIGH FAILURE RATE



- Consolidation
- Access to Capital
- Access to Sustainable Operating Strategies
- Workforce and Training Issues
- Community Adoption/Support



# SOCIAL ENTREPRENEUR





# THE GROCERS GAP

## Average Grocery Store

Average Profit      1%

## Food Desert Grocery Store

Average Profit      1%

Average Loss      4%

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Financial Gap      5%

*\* % of sales*



# CLOSING THE GAP



Leverage Smart Public Incentives  
Entrepreneurial Solutions