The New York Healthy Food & Healthy Communities (HFHC) Fund is a $30 million innovative public-private partnership that provides financing for capital projects to food markets located in underserved communities statewide. As part of the state’s broader Healthy Food / Healthy Communities Initiative, the HFHC Fund was created to increase access to fresh, healthy food and spur economic development. The project stories below highlight projects supported by the HFHC Fund and are providing affordable, healthy food, creating jobs and revitalizing communities.

**Project Success Stories**

**Nourishing the People and Communities of New York**

Funding for this program is provided by a grant from Empire State Development and support from the Goldman Sachs Group and the New York State Health Foundation.

**Foodtown – Mount Vernon, NY**

Husband and wife Albert Rodriguez and Lisa Berrios recently reopened a vacant supermarket in the village of Highland Falls in New York’s Mid-Hudson region. The area is home to a large population of seniors and families. After the local supermarket closed last year, the mayor provided residents with weekly bus service to the nearest grocery store, 11 miles away.

Financing from the New York HFHC Fund to MyTown Marketplace enabled Mr. Rodriguez and Ms. Berrios to reestablish a grocery store in their community. The funds allowed the owners to make improvements to the store and expand the perishable departments so that they could offer more produce, fish and meats. The owners plan to hire eight full-time and 19 part-time employees. In addition, they will work with the local high school to offer job training to students and plan to offer part-time employment to senior citizens. The store is registered to participate in the “Pride of New York” local agriculture promotion program.

**Key Food Market – Staten Island, NY**

Amy and Joe Doleh, experienced operators of three successful supermarkets in New York City, plan to open a fourth store in the South Beach neighborhood of Staten Island. The store is located on the border between low- and moderate-income neighborhoods and will serve residents of both areas, who have limited access to fresh, healthy food retail nearby.

A loan from the HFHC Fund is enabling the Dolehs to acquire a vacant building, construct a 3,000-square-foot addition, renovate and equip the space as a Key Food store with approximately 9,000 square feet of retail space. In addition, the project will receive tax incentives from the New York City Industrial Development Agency as part of New York City’s Food Retail Expansion to Support Health (FRESH) program. The project is expected to create 33 new permanent jobs over the next three years.
Project Success Stories

Moisha’s Discount Supermarket – Brooklyn, NY

Moisha’s Discount Supermarket is a full-service supermarket offering quality, low-cost food to a low-income, underserved neighborhood in the heart of Brooklyn. Founded by Marvin Binik in 1998, Moisha’s tailors its products to its community by catering to the large populations of Orthodox Jewish and Muslim residents in the surrounding neighborhood with a wide assortment of both kosher and halal products.

Mr. Binik plans to renovate the current 50-year-old, overcrowded facility and double its size by constructing a major addition on adjacent lots. Financing from the New York HFHC Fund will go toward the purchase of refrigeration equipment for the significantly expanded perishable departments in the new store. The project will create 20 new full-time and 25 new part-time jobs while retaining its existing 40 full-time and 30 part-time employees. Moisha’s is also seeking a combination of tax incentives through the New York City Industrial Development Agency as part of New York City’s Food Retail Expansion to Support Health (FRESH) program.

Buffalo Grown Mobile Market – Buffalo, NY

Massachusetts Avenue Project’s (MAP’s) Buffalo Grown Mobile Market delivers organic, locally-grown, affordable produce to Buffalo’s low-income, food insecure neighborhoods. Buffalo Grown Mobile Market travels regularly to drop-off sites where it sells fresh fruits and vegetables and bulk items, like rice and beans. MAP works with local community partners to identify drop-off sites that serve people most in need, such as health and senior centers. MAP grows the majority of the produce it sells on its own urban farm and offers on-site nutrition education for market patrons. The Mobile Market is equipped with an EBT machine and accepts SNAP benefits.

In 2010, MAP’s Mobile Market vehicle became inoperable. Financing from the HFHC Fund will allow MAP to purchase and retrofit a new vehicle so that it may continue to bring healthy, local food to the residents of Buffalo’s most underserved communities.

A & D Market – Red Creek, NY

April Palmer and Diana Sellmann opened A & D Market in a former auto repair shop in the center of the village of Red Creek, New York. Before A & D Market opened, this low-income, rural community had no full-service grocery store. The owners have put a great deal of equity – both cash and “sweat” – into this project. Seeing a need in their community, Ms. Palmer and Ms. Sellmann purchased a building, scoured auctions for used shelving, coolers and other interior fixtures and proceeded to complete preliminary renovations to open their store for business. In addition to purchasing the property and fixtures, the women have done substantially all of the rehabilitation work themselves. They both work full-time in the store now.

Financing from the HFHC Fund will allow Ms. Palmer and Ms. Sellman to purchase equipment to expand the selection of perishable items offered at the store. Their future plans for A & D include hiring a local butcher and opening a creamery operated by a local dairy.

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