




Taking on Food Deserts and Obesity: The Role of USDA

USDA's Place at the Table


- As the department that houses the nation's nutrition programs, funds projects that provide underserved areas with greater access to fresh produce, and conducts research on how food systems impact consumers, USDA is an key partner in tackling obesity and food deserts.

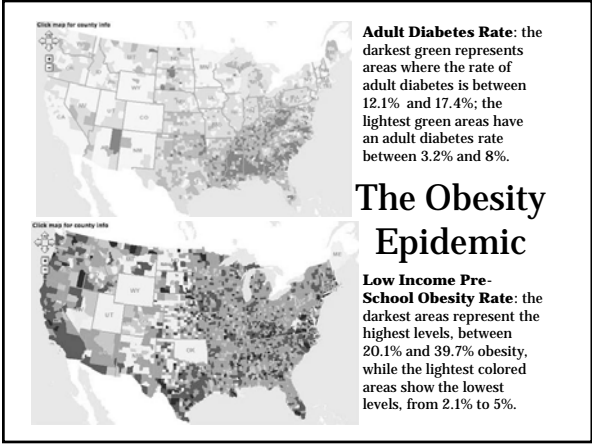
<http://www.fns.usda.gov/fns/>



Why Access Matters



Studies suggest that residents with greater access to supermarkets or a greater abundance of healthy foods in neighborhood food stores consume more fresh produce and other healthful items.



Taking Action: From Food Desert to Food System



Ensuring Access to Healthy, Affordable Food Requires Four Environmental Elements:



1. PHYSICAL ACCESS
2. PRICES

3. RANGE OF PRODUCTS
AVAILABLE IN THE
MARKETPLACE

4. ADEQUATE
RESOURCES FOR
CONSUMERS



Existing USDA Programs

- Farmers Market Promotion Program
- Specialty Crop Block Grants



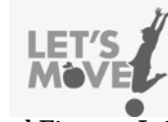
- Community Food Projects Grant Program
- Healthy Urban Food Enterprise Development Center
- SNAP Authorized Farmers Markets

Inter-Agency Solutions

- Childhood Obesity Task Force



- Let's Move



- Healthy Food Finance Initiative



Childhood Obesity Task Force: The 4 Pillars

1. Ensuring **access** to healthy, affordable food.
2. Increasing **physical activity** in schools and communities.
3. Providing **healthier food in schools**.
4. **Empowering parents** with information and tools to make good choices for themselves and their families.



Let's Move

- The First Lady is leading this national public awareness effort that tracks the work of the Task Force in reducing childhood obesity.
- Administration and public and private efforts are already moving to combat obesity and reach the First Lady's national goal by:
 - Helping Parents Make Healthy Family Choices
 - Serving Healthier Food in Schools
 - Accessing Healthy, Affordable Food
 - Increasing Physical Activity



HFFI:
Healthy Food Finance Initiative

"Our effort to improve access to healthy and affordable food is a critically important step toward First Lady Michelle Obama's goal to solve the challenge of childhood obesity within a generation. The Healthy Food Financing Initiative will enhance access to healthy and affordable choices in struggling urban and rural communities, create jobs and economic development, and establish market opportunities for farmers and ranchers."



**USDA Secretary
Tom Vilsack**

Funding Healthy Communities:
HFFI in the President's Budget

- Treasury, USDA, and HHS would make available more than **\$400 million in financial and technical assistance to community development financial institutions, other nonprofits, and businesses** with sound strategies for addressing the healthy food needs of communities.
- HFFI will **make available a mix of federal tax credits, below-market rate loans, loan guarantees, and grants** to attract private sector capital that will more than double the total investment.

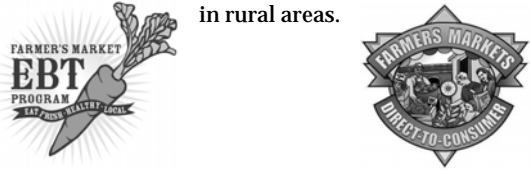
**Healthy Communities,
Healthy Economies**



- HFFI will not only improve food options, but it will also create jobs, help revitalize distressed communities, and, importantly, open up new markets for farmers to sell their products, which can provide an economic boost to rural America.

USDA Expertise and Resources


- USDA specializes in improving access to healthy foods through nutrition assistance programs, creating business opportunities for America's farmers, and promoting economic development in rural areas.



Building on Successful Models

**Pennsylvania Fresh Food
Financing Initiative: FFFI**

Since 2004, FFFI has helped finance 78 grocery stores and other healthy food retailers in 34 Pennsylvania counties. In total these projects have led to 4,860 full and part-time jobs, 1.5 million square feet of grocery retail space, and expanded food access for more than 400,000 residents of Pennsylvania.



Greenmarket: New York City

USDA has a solid track record of supporting successful farmers markets and has also invested in grocery stores and creating Agricultural supply chains for them. One success story is Greenmarket in New York City.

