

Prince George's County Economic Development Corporation Food Desert Relief Plan Update



February 7, 2018

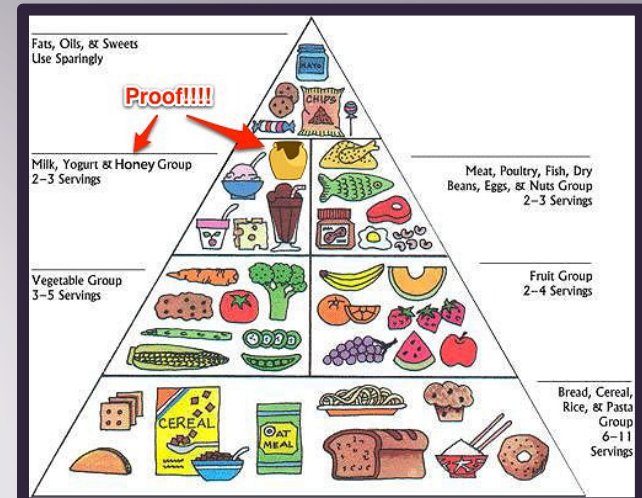


PRINCE GEORGE'S COUNTY
**ECONOMIC
DEVELOPMENT
CORPORATION**

PRIMED *for* BUSINESS

What is a Food Deserts?

Food deserts can be described as geographic areas where residents' access to affordable, healthy food options (especially fresh fruits and vegetables) is restricted or nonexistent due to the absence of grocery stores within convenient travelling distance.



Prince George's County Food Desert Issues

- Economic forces have driven grocery stores out of many areas
- Supermarkets are too far away from people's homes
- Choices about what to eat are limited by the options available
- Areas have overabundance of foods high in fat, sugar and salt
- Areas suffer from statistically higher rates of obesity, type 2 diabetes, cardiovascular disease, and other diet-related conditions

Targeted Food Desert Locations

- **Capital Heights, Central Avenue**
- **Cheverly / Fairmount Heights**
- **Forestville**
- **Glenarden**
- **Oxon Hill / Glassmanor**
- **Wheeler / St. Barnabas**



Food Desert Relief Plan

Food Desert Relief Action Plan:

- Target Locations in Food Deserts to place Emerging Grocers
- Develop List of Emerging Grocers
- Assess Emerging Grocers for Relief Criteria
- Develop “Emerging Grocer Selling Story”
- Complete Emerging Grocer test case
- Meet with Principals of targeted Emerging Grocers
- Close Deals with Emerging Grocers



Prince George's County Food Desert Relief Action Plan Update

Key Strategy / Tactic	Description	Owner	Deadline	Status
Identify approved zoned spaces inside of the beltway for Grocery Stores.	Work with Park & Planning to secure a list of approved sites by address where Grocer's can build a store.	Larry Hentz	Friday, November 25, 2016	Completed
Identify targeted list of Grocers who would be good candidates to fill vacant spaces	Established standards for assessment of current grocer outlets. Begin assessment of targeted grocer outlets and stores.	Larry Hentz	Friday, February 03, 2017	Completed
Develop official proposal and selling story to secure commitments from targeted grocery chains to invest in the inner beltway market through the construction of new grocery stores	Develop presentation, incentives, workforce support and fast forwarding of permitting and approvals.	Larry Hentz.	Friday, June 16,2017	Complete
Conduct market tour with targeted grocers to assess available sites.	Visit local grocery outlets, assess viability to participate in our expansion plans.	Larry Hentz	July 24,2017,	Completed
Develop , execute and evaluate test case with targeted grocery store	Arrange to meet with the decision makers of the stores that meet our high standards from the Assessment Tour.	Larry Hentz	October 2018	In process Stage
Meet and convince targeted grocery stores to either buy or lease space in Targeted areas	Sell decision makers on locations and market opportunity.	Larry Hentz, Dr. Ganguly, Paul Rowe, Jim Coleman	January 2019	Planning Stages

Grocer Visit Lists

Prince George's

- Lidl
- Jumbo Food International Supermarket
- Grand Mart International Food
- La Grande Supermarket
- New Grand Mart
- Best Way
- Mega Super Market
- Atlantic Supermarket International Foods

Washington, DC

- Mom's
- Good Food Markets
- Each Peach Market
- Capitol Supermarket
- Glen's Garden Market
- A & S Grocery
- Metro Supermarket
- Eastern Market
- J & F Grocery Store Inc.
- Jones Grocery Store
- Brookville Supermarket
- Morazan Grocery Store
- Elmira Grocery Inc.
- Geranium Market
- Magruder's
- Fourth Street Market
- Asian & Oriental Food Store

Good Foods Market Test Case



Good Food Market Interior



“Good Foods Market” Test Case

- **They offer a full-service grocery selection in a fraction of the space for food desert communities**
- **Good Foods focuses on providing the surrounding community with fresh quality produce, essential grocery items, and healthy grab and go meals**
- **Good Food manages urban agriculture production and education sites in the communities where they operate**

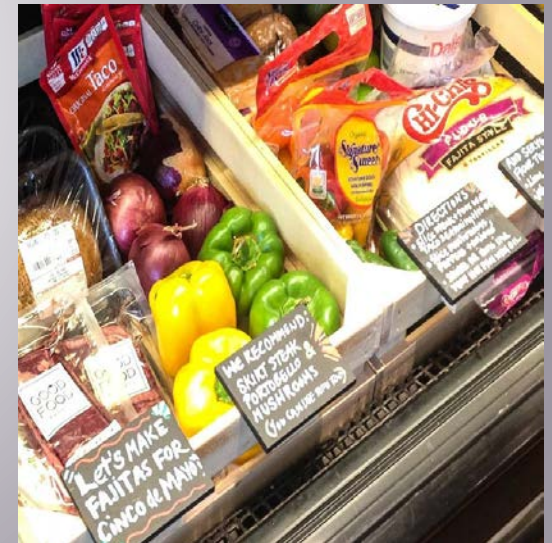
Good Food Market Interior



“Good Foods Market” Test Case

Current Status

- They have completed their market feasibility study of the surrounding area near the proposed Addison Plaza site
- Reviewing lease offer agreement
- Reviewing an offer of financial support from the City of Seat Pleasant
- Completing an EDI Fund application



County-based Suggested Solutions

- Increase tax credits for grocery stores inside the beltway
- Provide incentives to local farmers who produce sustainably grown food for local consumption
- Increase partnership opportunities with local farmers, farmers markets and food truck vendors
- Establish a food hubs to support local and regional food distribution and marketing
- Allow and promote mobile healthy food markets particularly in underserved communities at bus stops and metro stops



Other Suggested Solutions

- Establish a community kitchen incubators and commercial kitchens
- Board of health launch an integrated healthy eating and food-health connection awareness campaign
- Develop stronger partnerships with faith-based organizations
- Develop stronger partnerships with food desert focused non-profits
- Continue to accelerate the permitting process for grocery stores
- Allow each grocery store chain with four or more stores in the County to have 3 locations which offer beer an wine



Activating Prosperity!

The Prince George's County Economic Development Corporation

1801 McCormick Drive, Suite 350
Largo, MD 20774

Contact us today:
301-583-4650

www.pgcedc.com

info@pgcedc.com



PRINCE GEORGE'S COUNTY
**ECONOMIC
DEVELOPMENT
CORPORATION**

PRIMED for BUSINESS