



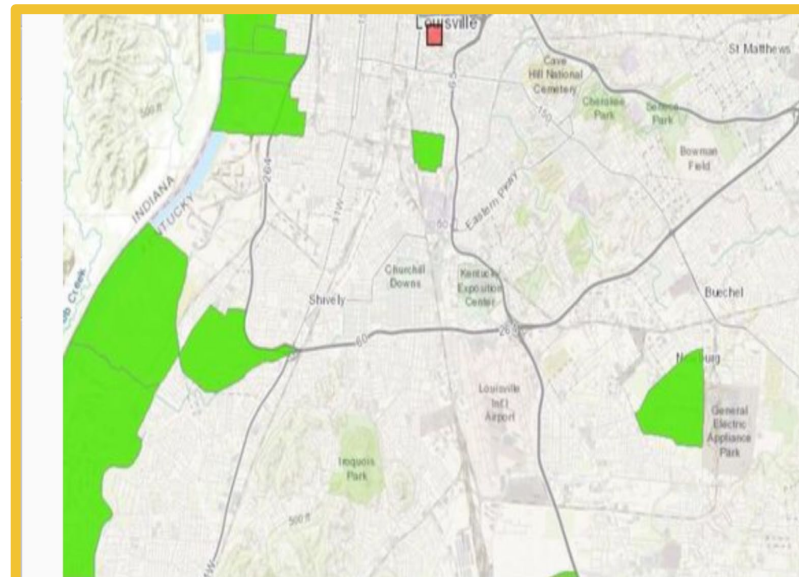
Food Sanctuary Program:

A study of Food Scarcity in Louisville, KY
and what can be done to create change

J. Graham Brown School Sixth Grade Class

What is a food desert?

- Low income communities
- Difficult to find healthy food
- Fast food restaurants
- Diabetes, heart disease, obesity
- Lack of transportation



A map of food deserts located within Metro Louisville. Green areas indicate low-income neighborhoods where a large portion of residents live more than a mile from a full-service grocery store. (Photo: Screenshot of USDA Food Access Research Atlas)

Why are we doing this?

Where it started:

- Student came to school without his project materials
- Teacher asks why he didn't buy materials at a grocer or a Walmart
- Student responds, because they don't have those where he lives.

We truly believe that if we can find a willing private corporation and combine that with incentives from Metro council, this dream for West Louisville can become a reality.



How did the problem start?

- Blockbusting in the 1950's
- Super stores replaced the corner store
- Liquor stores moved into the old corner stores



Public Private Partnership

What is needed to turn a four cent loss into a profit

- Beautiful place
- Smart loss prevention
- Full service both public and private
- A sales plan that meets the need of the people (ethnic food selections)



For about \$20, you could buy...

X



- 8-piece KFC chicken meal
 - 4 biscuits
 - 2 sides
- Total: \$19.61**

OR

✓



- 2 pounds chicken breasts (\$1.96)
- 10 pounds potatoes (\$2.97)
- 8 ears corn (\$2)
- 1 pound peaches (98 cents)
- 1 gallon skim milk (\$2)
- 1 pound 96% lean ground beef (\$2.98)
- 32-ounce tub of 99% fat-free Yoplait yogurt (\$2.27)
- 18-ounce canister of oats (\$1.18)
- 2 pounds frozen sweet peas (\$1.98)
- 1 pound of dried kidney beans (\$1.22)

Total: \$19.54

SPARKPEOPLE.com

What are we planning to do?

We plan to go from this

What is available in West Louisville?

- Lots of fast food
- Lots of obesity
- Lots of diabetes
- Lots of heart disease

What is needed?

- Healthy foods
- Health and human services
- Healthy zip code

A zip code should not determine one's lifespan in America.

Start -up Costs

Capital needed to start a food sanctuary:

- Depending on the company, the conditions of the lease, etc.
- Range from \$750K - 1.5 M.
- Example here is from the Save-a-lot website.

STARTUP COSTS	LOW	HIGH
LEASEHOLD IMPROVEMENTS	\$100K	\$350K
REFRIGERATION	\$225K	\$550K
STORE EQUIPMENT	\$75K	\$150K
FRONT END SYSTEM (POS)	\$40K	\$60K
INITIAL INVENTORY	\$170K	\$200K
PRE-OPENING EXPENSES	\$10K	\$50K
GRAND OPENING ADVERTISING	\$25K	\$40K
WORKING CAPITAL	\$20K	\$50K
SECURITY DEPOSIT	\$55K	\$65K
TOTAL	\$740K	\$1.515M

Public Contribution

In exchange for incentives, the store would provide office space for

- Nutritionist
- Social Worker
- Employment Services
- Daycare
- Public Library



Public Requirement

Store

- Healthy and some not so healthy foods
- Prepared foods - Bakery, Coffee Shop

Bank

- Ordinary services
- Check cashing at a reasonable rate

Pharmacy and Clinic



Transportation

What good is it to have a place if no one can get there?

- TARC stops in the parking lot
- BIRD station
- LOUVELO station
- Gas station

