CREATING HEALTH & WEALTH IN UNDERSERVED COMMUNITIES
Established in 2015
Serving 888 SNAP households, and 1,039 Seniors households
12 Full Time Equivalent jobs created
46 Clients served to date in our Workforce Development programs
More than 1,000 hours of on-the-job training provided
250+ K-8 Graders have participated in the Youth Store & Garden Tour
Over 34,000 Meals served to at-risk Seniors
Staff Demographics:
  > 82% at or below household Area Median Income
  > 50% People of Color
  > 64% Women
Co-creating the Best Store for Dudley Square

- Reviewed very detailed Market Study commissioned by Nuestra
- Visiting and talking with neighborhood groups (details on next slide)
- Continue to hold regular grocery meetings to provide updates and receive feedback on proposed operations
- This process will determine how the store is stocked and staffed, as well as how we serve the broader community
- Good Food Markets is a social enterprise of Oasis Community Partners, a nonprofit providing education, engagement, and research for Good Food, as well as other mission-driven retailers and food producers
- DC Programming consists of:
  > SNAP Employment and Training Program
  > Youth Store & Garden Tour
  > In-house Career Training Program
  > Fellowships (Public Health, Food Policy, and Social Enterprise
Good Food Markets - Bartlett Station
Good Food Markets – Bartlett Station

**Retail Area**
- Shelving: 445 LF
- Refrigerator/Freezer: 176 FT
- Impulse Displays: 1
- Produce Displays: 2
- Specialty/Seasonal: 4
- Hot Self-serve bar: 1
- Cold Self-serve bar: 1
Good Food Markets – Bartlett Station Equity & Inclusion Goals

> Assemble Community Advisory Board

> Develop Community Engagement Plan

> Develop Local Hiring Plan
   - Hire Community Engagement Manager, and Inventory Manager Manager
   - GFM has agreed to use commercially reasonable best efforts to fill:
     • 80% of jobs with residents of Roxbury and North Dorchester with family incomes at or below 80% of AMI
     • 50% of positions filled by people of color
     • 50% of positions filled by women, inclusive of the above
     • Public programming that is responsive to needs identified by the Community Advisory Board
     • Workforce and professional development opportunities for employees

> Employ an estimated 32 people (27 FTE – 40hr week)
DC Mayor Muriel Bowser announces DC’s $15 Minimum Wage at Good Food Markets

All staff at pilot store compensated above minimum wage at opening

GFM continues to support DC’s progress towards a $15.00/hour minimum wage

Average Wage above DC’s living wage ($13.65/hour)

All staff receives training and professional development opportunities
Fresh, Affordable Groceries

An independent benchmarking analysis conducted from February to April 2017 found Good Food Markets 2,000 square foot pilot location has achieved **below average competitor prices** on:

- Prepared Foods
- Fresh Produce
- Refrigerated Grocery Items
- Baked Goods
Community Engagement: Good Neighbor Rewards Program

Program Details

> SNAP Produce Discount has increased from 20 – 25% between 2015 and 2018
> Senior Produce Discount 10%
> Everyone receives 5% Off GFM’s “Core Values” Products
> Earn loyalty points on every dollar spent towards instant savings

Customer Composition

> Currently:
  - 6,672 Participants
> Including:
  - 1,039 Seniors
  - 888 SNAP Households
> In 2017:
  - Made over 10,000 sales to SNAP & Senior Households (19% of Total)
  - Provided over $5,000 in discounts (Avg 5% to SNAP, 2.3% to Seniors), plus Loyalty Points
Community Events

Creating Focused Awareness & Targeted Solutions

To Meet the Needs of Our Neighbors
Program Development: SNAP Employment & Training

FY 2017 (Oct ‘16 – Sep ‘17)

> 36 clients enrolled
> 29 of 36 (81%) successfully completed the educational components
> 19 participants secured work placement
> 12 clients earned nationally recognized credentials

FY 2018 (Oct ‘17 – present)

> 10 clients enrolled to date
> Partnerships with 5 organizations providing professional development opportunities
> 9 participants secured work placement
> New partnership with National Restaurant Association to provide Food Manager’s Licenses
SNAP Employment & Training

36 clients enrolled

SNAP ET Program Officer Shannon Williams (left) with participant, and DCCK graduate JoeAnn

Union Kitchen apprenticeship graduate Michelle, transitioned to a woman, and went from homeless to full time employment while participating

19 participants secured work placement
SNAP Employment & Training

29 of 36 (81%) successfully completed the educational components

Certified CPR / First Aid graduates

12 clients earned nationally recognized credentials

Food Handlers License Testing