



# Addressing the Need for Healthy Food Access in Kansas

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Kansas Healthy Food Initiative

June 21, 2022

# Kansas Healthy Food Initiative

## Mission:

Increase access to affordable, healthy food to improve the health and economic development of Kansans and their communities.

KHFI provides **technical assistance** and **financing** to bring healthy foods to underserved Kansas communities.



*Partners:*



KANSAS HEALTH  
FOUNDATION

**K-STATE**  
Research and Extension



**NetWork  
Kansas**



Strengthening  
nonprofits and  
the communities  
they serve.



The Food Trust



## THE PROCESS

Submit your intake form at [kansashealthyfood.org/](https://kansashealthyfood.org/).

### STEP 1: ELIGIBILITY REVIEW [2 weeks]

To find out if your project is a good candidate for the Kansas Healthy Food Initiative, visit [kansashealthyfood.org](https://kansashealthyfood.org/) and click on the Program Details tab. KHF I staff will contact you to discuss the eligibility of your project. An eligibility determination will be shared with you within two weeks. Eligible projects are:

- Committed to healthy foods
- Carried out in low-resource areas
- Carried out in underserved areas
- Led by experienced operators
- Integrated with community needs

**Eligibility does not guarantee funding.**

**If eligible,**

### STEP 2: FINANCING [at least 90 days]

Compile and submit your KHF I financial application:

- NetWork Kansas will connect the applicant to a local resource partner, such as a regional Certified Development Company (CDC).
- The resource partner will provide the applicant with the KHF I financial application and submit it to KHF I on behalf of the applicant.

Financial Review:

- After underwriting, the financial package offer will be developed.
- The amount of time required to disperse funds depends on completeness of application, submission of all funding documents, and readiness of project.
- Funding decisions are made by the KHF I Investment Committee.

Eligibility Review

[2 weeks]

Funding Process

[at least 90 days]

## Eligibility Review:

Does the project meet programmatic goals?

## Financial Review:

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## **Examples of funding uses:**

- Building renovation, expansion, or construction of grocery stores, farm stands, processing/packing sheds, and other healthy food retail outlets
- Purchase or upgrade of equipment, including coolers, point of sale systems, farm machinery, vehicles, etc.
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## Types of funding available:

- Grants (*available again starting July 1, 2022*)
  - Up to \$15,000
- Loan/grant funding packages
  - Comprised of 15% grant funding, with grant caps dependent on total request.
- Expanded parameters for BIPOC-led projects
  - Up to \$20,000 grants available
  - Up to 20% of loan/grant mixes can be a grant









About

Program Details

Funded Projects

Events

### Kansas Healthy Food Initiative

116 Umberger  
1612 Claflin Road  
Manhattan, KS 66506  
785-532-6868  
khfi@k-state.edu

## Apply for Funding

Technical Assistance

[Apply for Funding](#)

The Kansas Healthy Food Initiative (KHFI) is a healthy food financing program that aims to increase access to healthy food in low-resource and underserved areas of Kansas at the retail level. KHFI offers funding packages that are composed of 15% grant funding and 85% loan financing.

**Note: Due to overwhelming interest in the program, grant-only funds reached capacity in 2021 and are not currently available. However, grant-only funding is scheduled to become available again starting July 1, 2022.**

*Updated June 18, 2022*

### Racial Equity Policy

The Kansas Healthy Food Initiative is expanding program support for Black, Indigenous, and People of Color (BIPOC) entrepreneurs by increasing the grant to loan ratio for BIPOC-led projects.

**Expanded Parameters for BIPOC-led projects:** For BIPOC-led KHFI projects using the loan/grant funding hybrid, up to 20% of the total KHFI funding package can be a grant.

These policy changes reflect our commitment to serving communities that have been systematically disinvested in by traditional financing in the past, particularly in the food retail landscape, as well as our acknowledgment that the COVID-19 pandemic has had disproportionate impacts on BIPOC communities. BIPOC may include, but is not limited to, people identifying as Black, Indigenous, Hispanic, Latinx, East Asian, South Asian, Southeast Asian, Pacific Islander, Arab, Middle Eastern, and North African.

## Farm to Grocery Best Practices

*Producers have several options for selling products: direct sales, farmers' markets, farm stands, food hubs, restaurants, schools, and more. Adding a grocery store to the mix further diversifies markets and builds resilience.*

*Locally grown items are in high demand in grocery aisles, and rural grocers are often looking to provide new offerings. Why not make the connection between the farm and the local grocery store? This fact sheet offers several considerations and recommendations for partnering with rural grocery stores to sell locally produced food.*



### Identifying Buyers

First, look for grocers in your area who are already sourcing locally as a sign of potential interest. If they already participate in Double Up Food Bucks, they are highly encouraged to source fruits and vegetables from local producers. Shop Kansas Farms also has an interactive map where rural grocers can indicate their interest in selling local product. Next, reach out! Grocers are early risers, so call earlier in the day and ask for the owner or manager. Offer to stop by the store and talk in more detail.

### Ordering and Delivering

Grocers need consistency in what they supply to their customers, so establish a protocol for sharing what is available at the farm. Initially, this may require back and forth with the grocer to identify what products and amounts are delivered at what intervals. Aim to establish a standing order with the grocer and identify the frequency of delivery (weekly, biweekly, monthly). For example, 10 pounds of tomatoes per week from July to September.

### Billing

Discuss with the grocer payment expectations – how soon you expect payment after receipt and acceptable forms of payment. Invoices are most common when working with grocery stores. Include items delivered (number and unit cost), total amount, and payment due date. Be sure to specify whether delivery or freight costs are included (grocers may be paying delivery cost as a lump sum per order from their main distributor).

### Pricing

When setting prices with the grocer, you will want to offer a wholesale rate. At the farmers' market or farm stand, you're able to charge a premium. Wholesale accounts like grocery stores are typically able to move a greater volume of product, resulting in a lower unit price.

This doesn't mean a local producer must match the wholesale distributor's price. Customers will still pay a premium for local produce. Depending on the amount of processing, packaging, shipping and handling costs, pricing for wholesale will be different for each producer and buyer relationship.

**Buy Local Foods Pricing and Invoicing Guide:**  
<https://www.buylocalfood.org/upload/resource/PricingAndInvoicing.pdf>

**Setting Your Price Guide:** [www.agmrc.org/business-development/business-management/feasibility-development-business-financials/setting-your-price](http://www.agmrc.org/business-development/business-management/feasibility-development-business-financials/setting-your-price)

**Meat Price and Yield Calculator, Cornell Cooperative Extension:** <http://calculator.meatsuite.com>

**USDA Agricultural Marketing Service Specialty Crops Terminal Markets Standard Reports:**

<https://www.ams.usda.gov/market-news/fruit-and-vegetable-terminal-markets-standard-reports>

**USDA Agricultural Marketing Service National Weekly Retail Activity Reports:**

[www.ams.usda.gov/market-news/retail](http://www.ams.usda.gov/market-news/retail)



Email: [khfi@ksu.edu](mailto:khfi@ksu.edu)

Website: [www.kansashealthyfood.org](http://www.kansashealthyfood.org)