



New Jersey
Innovative Healthy
Food Retail Initiative

IMAGINING A BETTER FOOD SYSTEM:

Grants for innovative, community-focused healthy food retailers striving to improve access to affordable, fresh, and healthy food in underserved areas of New Jersey.

The New Jersey Innovative Healthy Food Retail Initiative aims to bolster creative ideas for improving the way New Jersey does healthy food retail in communities with historically limited access to affordable, fresh, and healthy foods. Through this Initiative, eligible community-based healthy food retailers and food enterprises working to improve access to fresh, healthy foods may apply for grant funding to support their innovative food retail projects.

Grants will support the predevelopment activities, implementation of new, or expansion of existing projects designed to process, distribute, aggregate, market, or sell healthy, fresh, and affordable foods in communities and markets with limited healthy food access in New Jersey. Projects should seek to implement innovative and community centered ideas that are beyond the traditional, full-service grocery store and demonstrate long-term sustainability if awarded.



GRANT AWARDS

\$1,500,000 in total is available for financial and technical assistance grants. Grant requests may be up to **\$200,000** each.

ELIGIBILITY

To be eligible for the Initiative, a project must:

- Be a healthy food retail project that will expand or preserve the availability of staple and perishable foods or if a distributor or aggregator, clients must be healthy food retailers that will expand or preserve the availability of staple and perishable foods
- Serve a low to moderate (LMI) income area with a median family income equal to or below 80% of median local income levels
- Serve a Low Supermarket Access (LSA) area or be in a New Jersey Economic Development Authority (NJEDA) designated Food Desert Community
- Accept SNAP or plan to accept SNAP or if a food enterprise project, must serve clients that accept or plan to accept SNAP

LOI Submission Periods ● ○ ○

Round 1 May – June 14, 2024

***Round 2** August – September 30, 2024

Full Application Due ● ● ○ (if invited to apply)

Round 1 July 15, 2024

***Round 2** October 31, 2024

Award Announcement

Round 1 September 2024

***Round 2** December 2024

* Pending available funding.

IMPORTANT DATES

Application Deadlines: Applying for grant funding is a two-step process.

Applicants will submit a Letter of Interest (LOI) and if determined to be eligible, will be invited to submit a full application for competitive review.

Applications will be accepted on a rolling basis. For more information on eligibility and the application process, read the full Request for Applications (RFA) at:

<https://www.reinvestment.com/grants/nj-innovative-healthy-food-retail-initiative/>



CONTACT US

Please email questions to: **NJ-innovativehealthyfoodretail@reinvestment.com**



REINVESTMENT
FUND



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