

**New York City Economic Development Corporation**  
**Subcommittee on Zoning and Franchises**  
**Testimony for Oversight Hearing on FRESH Program and Supermarket Closures**  
**Krishna Omolade, Deputy Executive Director, Build NYC and NYCIDA**  
**Thursday, June 21, 2018**

Good afternoon Chairs Vallone and Moya, and the Committees on Economic Development and Zoning and Franchises. My name is Krishna Omolade, and I am an assistant vice president in the Strategic Investments Group with the New York City Economic Development Corporation, as well as Deputy Executive Director of the New York City Industrial Development Agency, also known as the IDA. I appreciate this opportunity to provide an overview of the financial incentives provided through the Food Retail Expansion to Support Health or FRESH program.

FRESH financial incentives are administered by the IDA, a public benefit corporation formed under the New York State General Municipal Law and Public Authorities Law. The IDA is staffed by employees from the New York City Economic Development Corporation, but has a separate legal existence and independent board.

The mission of the IDA is to encourage economic development throughout the five boroughs, preserve existing jobs, and create and attract new, well-paying ones. IDA programs provide companies with tax benefits that enable the businesses to purchase real estate, construct or renovate facilities, and acquire equipment. All applicants must satisfy eligibility requirements and demonstrate a need for assistance. We conduct due diligence on all projects seeking assistance; this due diligence includes an analysis of the economic impact to the City of providing incentives for the project, a review of the applicants employment practices, a background check of company principals, and a review of the environmental impact of the project. FRESH projects seeking financial assistance are legally required to be presented during a public hearing. A notice of the hearing is published at least 30 days prior, and the economic impact analysis, application, and environmental assessment form are posted to the IDA website at least 2 weeks before the hearing. After the hearing is complete projects are presented to the IDA board of directors for their review. Approval by the IDA board is necessary to provide FRESH financial incentives.

FRESH benefits are discretionary; they seek to address the challenges related to financing the costs of acquiring property for new and existing supermarkets and the operational expenses of

running a supermarket. These benefits are designed to influence where grocery store operators put their stores, and encourage developers to choose to locate in underserved, low-income neighborhoods.

Recipients of FRESH incentives benefit by saving on property taxes through stabilizing the assessed value of their building at a pre-improvement level and abating the property taxes attributed to the value of their land. In addition, the City and State sales tax of 8.875% on materials used to construct, renovate or equip facilities is waived. Finally, recipients are able to reduce their mortgage recording tax from 2.8 percent to .3 percent, which saves on upfront closing costs.

In order to be eligible for FRESH benefits, a project must take place in a census tract with a poverty rate above 20 percent and an unemployment rate that is at least 25 percent more than the state average. Through the use of a FRESH eligibility map, decisions about supermarket projects in a census track are informed by economic data, as well as the current number of existing supermarkets in areas with inadequate supermarket space. In addition to being located in an eligible area, stores must provide a minimum of 5,000 square feet of retail space for food and nonfood grocery items intended for home preparation, consumption, and utilization. At least 50 percent of the retail space must be dedicated toward those food items, and at least 30 percent of the space must be used for perishable goods such as dairy, fresh produce, meats, poultry and fish. Finally, at least 500 square feet must be set aside for the sale of fresh produce.

In 2017, the IDA reevaluated the eligibility criteria for the FRESH program in order to include more stores. The store size was reduced from 6,000 square feet to 5,000 square feet. FRESH program recipients are now eligible for a full land tax abatement, and developers can apply for the benefit, in addition to the supermarket operator. Overall, in this current fiscal year when the changes were officially adopted, the IDA has closed on five supermarkets. These five projects are a significant increase from 1 project which closed in the previous two fiscal years.

Since 2009, the FRESH program has provided incentives to 22 stores throughout New York City, 15 of which are now completed and open to the public. Those 22 projects translate to the retention of 600 jobs and the creation of over 1,100 new ones. It has spurred more than \$128 million in private investment and created or renovated more than 680,000 square feet of space. One of our most successful projects is SuperFi Emporium in East Harlem. This supermarket has

used FRESH benefits to build two stores in the neighborhood. These locally owned and immigrant founded supermarkets will bring 25,000 square feet of fresh produce and high quality food to a historically underserved area and will create and retain 80 full time equivalent jobs.

The FRESH program has also enabled the construction of a 19,000 square foot Cherry Valley supermarket in the Williamsbridge section of the Bronx. The Cherry Valley, which is scheduled to open in the next two weeks, will bring a supermarket to an area severely lacking in supermarket space and will create 80 new full time equivalent jobs.

We are proud of the impact the FRESH program has on local communities. We look forward to continuing our working relationship with the grocery industry and the City Council, and bringing more grocery stores to underserved areas.

Thank you for the opportunity to testify before you today. I am now happy to answer any questions you may have.

**New York City Council Economic Development Committee**  
**Oversight Hearing: FRESH Program and Supermarket Closures**  
**New York City Economic Development Committee and Zoning and Franchises Sub**  
**Committee**

**Thursday, June 21, 2018**

Good morning Chairs Vallone and Moya, and the Committees on Economic Development and Zoning and Franchises. My name is Jennifer Gravel, and I am director of the Housing, Economic and Infrastructure Planning Division at the Department of City Planning. I appreciate this opportunity to provide an overview of the zoning incentives provided through the Food Retail Expansion to Support Health or FRESH program. I am joined today by Krishna Omolade from EDC's Strategic Investments group, who can speak to the City's FRESH financial incentives programs.

FRESH was developed in response to a citywide study, Going to Market, conducted by the Department of City Planning in 2008, which highlighted the widespread shortage of neighborhood grocery stores providing fresh food options in several communities of New York City. The FRESH Program offers zoning incentives and financial benefits in these underserved communities. Its goal is to encourage the development and retention of convenient, accessible stores that provide fresh meat, fruit and vegetables, and other perishable goods in addition to a full range of grocery products. The program offers a set of zoning incentives that provide additional floor area in mixed buildings, reduce the amount of required parking for food stores and permit larger grocery stores as-of-right in light manufacturing districts. The financial benefits, administered by the NYC Industrial Development Agency, exempt or reduce certain taxes for qualifying FRESH food stores.

The FRESH Program is applicable in shopping districts in selected neighborhoods. These areas encompass portions of Manhattan Community Districts 9 through 12, Bronx Community Districts 1 through 7, portions of Brooklyn Community Districts 3, 4, 5, 8, 9, 16 and 17 and portions of Community District 12, the Special Downtown Jamaica District and Hallett's Point in Queens.

A developer seeking to utilize the zoning incentives of the FRESH Program must demonstrate that the primary business of the retail space is the sale of food products. Prior to obtaining a building permit, the proposed store must be certified as a FRESH food store by the Chairperson of the City Planning Commission (CPC), verifying that the store meets the floor area requirements, the space is legally committed to use as a FRESH food store, and a grocer has agreed to operate a FRESH food store in the developed space.

The requirements for a FRESH food store are:

- At least 6,000 square feet of the store's selling area must be used for a general line of food and other grocery products, such as dairy, canned and frozen foods, fresh fruits and vegetables, fresh and prepared meats, fish and poultry, and non-food products, all intended for home preparation, consumption and use.
- At least 50 percent of that selling area must be used for the sale of a general line of food products.
- At least 30 percent of such selling area must be set aside for the sale of perishable goods, such as fresh produce, dairy and frozen foods (which may include fresh meats, poultry and fish), of which at least 500 square feet must be used for the sale of fresh meat, fruits and vegetables.
- A percentage of the ground floor street wall of a FRESH food store must be glazed and transparent, contributing to a more active streetscape. All new security gates on the store front are required to be at least 75 percent transparent.

In addition, all certified FRESH food stores must also display the FRESH sign at the entrance to the store, indicating participation in the FRESH program and that fresh foods are sold inside.

A development would be permitted an additional square foot of residential floor area in a mixed building for every square foot provided for a FRESH food store, up to a maximum of 20,000 square feet. The City Planning Commission may, by authorization, allow an increase in the maximum building height, up to 15 feet, to accommodate the additional floor area.

In M1 districts, a FRESH food store with up to 30,000 square feet of floor area would be permitted as-of-right, rather than requiring a special permit. Parking requirements in some zoning districts have been reduced for FRESH food stores. In M1 and C8 districts, the first

15,000 square feet of floor area in a FRESH food store is exempt from minimum parking requirements; in C1 through C6 districts, FRESH food stores with less than 40,000 square feet of floor area do not have to provide parking, except that these reductions in parking do not apply in portions of Manhattan Community District 12, Bronx Community District 7, Brooklyn Community Districts 5, 16 and 17 and the Special Downtown Jamaica District.

The program requires a continuing commitment to operate a FRESH food store. However, in the unlikely event a FRESH food store is not economically viable on a particular site, the space may be converted to another use by CPC authorization or certification by the CPC Chairperson.

FRESH zoning and tax incentives are a modest program facilitating new food stores in underserved parts of the City. The FRESH Zoning program has resulted in approximately 15 approvals with 1 applications currently in public review. Average store size was modest, just above 13,000 square feet.

City Planning completed data analysis on the potential affect the program has had since its adoption in 2009, as well as an overall analysis of the food retail landscape in NYC, by comparing population changes and store openings and closings between 2007 and 2016. We created a series of maps that showed the locations of all supermarkets around the City. The maps were created using the data set of licensed NYS Dept. of Agriculture and Markets food retailers. We then edited the file to remove non-supermarkets, such as drug stores, delis and large discount stores.

Our findings were:

Most community districts have seen an increase in supermarket square footage since 2007

- In some cases, population growth outpaced the increases in supermarket square footage (BX5; BK2, 3, 6, 7, 13, 16; MN 5, 7, 10; QN 1, 2, 4; SI3)
- A handful of districts had no significant changes in population or supermarkets square footage (Mn12,Qns 5, Qns13 and Bk 18)
- Remainder had an increase in supermarket square footage to population (All Bronx CDs except CD5, Mn CDs 1,2,3,4,6,8,9,11, BK CDs 1,4,5,8,9,10,11,13,14,15,16,17,QNs CDs3,6,7,8,9,10,11,12 and SI CDs 1,2

- In most cases, neighborhoods see more, but smaller, stores over what they had in 2007
- No evidence of a clustering of supermarket losses or of any particular neighborhood experiencing an exodus of stores

The FRESH program has succeeded in providing some stores, but it's clear that a need remains. One of the most effective ways to increase FRESH participation in underserved communities is for elected officials and community partners to advocate for the program when news of a redevelopment project crosses their desks. Staff at DCP will work closely with applicants to navigate the approval process and coordinate with our partners at EDC on financial incentives. Thank you again for the opportunity to speak today about the FRESH program and we look forward hearing from you on other ways to improve the program.



FOR THE RECORD

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### **Testimony of the American Heart Association**

#### **Before the New York City Council Subcommittee on Zoning and Franchises and the Committee on Economic Development**

June 21, 2018

Robin Vitale, Vice President, Health Strategies  
American Heart Association | American Stroke Association  
New York City

Good morning. Thank you, Chairs Moya and Vallone and members of the Subcommittee on Zoning and Franchises and the Committee on Economic Development for this opportunity to testify on the important issue of how our city can help improve access to healthy food for all New Yorkers. The Food Retail Expansion to Support Health (FRESH) initiative, along with other potential programs we encourage you to explore can help support healthy food retail and improve health outcomes for the most vulnerable New Yorkers, particularly those in greatest danger of being diagnosed with cardiovascular diseases and stroke. These diseases remain our city's leading cause of mortality and morbidity, though they don't have to be. 80% of these diagnoses are preventable.<sup>1</sup> A key component of that prevention is access to affordable, healthy food.

The FRESH program provides incentives to some food retail in underserved neighborhoods; however, more can be done to support healthy food retail that still struggles to secure needed traditional capital, including supermarkets, grocery stores, co-ops, mobile markets, and farmers markets. 1.2 million residents of New York City still live in lower income communities with limited access to healthy food retail.<sup>2</sup> These same neighborhoods often struggle with high rates of unemployment and diet-related chronic diseases like diabetes and heart disease.

A Healthy Food Financing Initiative (HFFI) helps food retail to open, expand, and improve in neighborhoods that need healthy food and jobs the most. While FRESH

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<sup>1</sup> <http://circ.ahajournals.org/content/early/2018/01/30/CIR.0000000000000558>

<sup>2</sup> <http://www1.nyc.gov/assets/foodpolicy/downloads/pdf/2017-Food-Metrics-Report-Corrected.pdf>



provides zoning and tax incentives for grocery stores, an HFFI leverages both public and private funding to provide loans and grants specifically tailored for a broader range of types and sizes of food retail that may otherwise struggle to secure needed traditional capital. These loans and grants support the establishment, renovation, and expansion of permanent facilities for the sale of healthy foods in underserved communities, including supermarkets, farmers markets, co-ops, mobile markets, and bodegas. Given the success of HFFIs in New York State and in other regions across the country in improving the built food environment, community health and economic vitality of underserved communities, New York City should invest \$10 million to launch a local program as part of a comprehensive approach to support healthy food access and strengthen local economies.<sup>3</sup> The state's HFFI, called Healthy Food Healthy Communities, was launched by former Governor Paterson and operated from 2010 to 2016. Unfortunately, Governor Cuomo has not chosen to replenish the funds, but New York City has the opportunity to step up to support our communities.

As Council considers ways to promote transparency of the FRESH initiative, we would similarly recommend an annual evaluation of a HFFI be done by a third party. And funds should be dedicated to projects that will economically benefit low or moderate-income communities that are also identified as most in need of healthy food access. This program will be most effective in concert with efforts to make healthy food more affordable. The City should also increase funding for SNAP incentives such as Health Bucks and explore avenues for expanding access not only at farmers markets but also bodegas, online markets, or other retail venues that allow families to access these resources where they live and shop.

Every family should have access to the foods that help support a balanced diet and a healthier life. The American Heart Association appreciates the Council's continued interest in supporting healthy food retail in underserved neighborhoods. In addition to refreshing FRESH, we urge you to invest in a Healthy Food Financing Initiative that will increase access to healthy food, make the healthy choice the easy choice and boost the economy, especially for neighborhoods that need it most.

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<sup>3</sup> [http://thefoodtrust.org/uploads/media\\_items/hfhc-final-impacts.original.pdf](http://thefoodtrust.org/uploads/media_items/hfhc-final-impacts.original.pdf)

# Testimony of City Harvest

FOR THE RECORD

REFRESH: Assessing the zoning and financial incentives of the  
Food Retail Expansion to Support Health program

June 21, 2018

Thank you for holding this hearing. We would like to affirm City Harvest's support for the City's FRESH initiative.

City Harvest provides emergency food—this year we will rescue and distribute 59 million pounds of food to help feed the nearly 1.3 million New Yorkers struggling to put meals on their tables. However, we also believe that efforts to address hunger should always include improving access to healthy, affordable, and desirable food from local supermarkets, greenmarkets, and corner stores.

We have agencies and programs in the neighborhoods where the Council might extend the FRESH program, and we have identified food-access needs that the FRESH program might address.

*Allowing supermarkets in NYCHA developments:* New supermarkets in NYCHA housing will accommodate low-income seniors who currently walk or bus long distances to shop for food. These supermarkets will also provide jobs for members of the NYCHA and surrounding communities. To fit in potentially smaller spaces, the Council may need to change the rules around minimum sizes for FRESH supermarkets and their produce sections, and the number of required departments (dairy, meat, dry goods) may need to be flexible as well.

A zoning change should be designed to also help NYCHA food entrepreneurs, especially the NYCHA Food Business Pathways graduates, develop other food businesses such as commercial or community kitchens, coffee shops, and small food markets selling locally made jams, hot sauces, produce from community gardens, etc.

*Zoning bonuses for housing developments that include a FRESH supermarket:* The Mayor's rezoning plans do not *a priori* require new housing projects to include affordable supermarkets. We would like to ask the Council to require supermarkets be included in new development in rezoned areas.

*In addition, we would like the City Council to prevent affordable supermarkets from closing.* Developers and building owners in gentrifying neighborhoods too often close the local affordable supermarkets and replace them, if at all, with gourmet, high-end food markets.

Examples:

- Grocery stores are starting to close along Jerome Avenue and in Highbridge in the Bronx, where landlords are switching to month-to-month leases in anticipation of property value increases.
- In Bed-Stuy, more people are coming to food pantries and City Harvest's Mobile Markets because they can't afford the new boutique grocery stores that replaced the affordable supermarkets in their neighborhood.

We would like our Councilmembers to work with all city agencies involved in rebuilding our neighborhoods to prevent affordable supermarket closures or, if a supermarket must close temporarily during the building phase, to require the developer to provide a long-term lease at a favorable rate to the original store. This requirement could come with a property-tax reduction for the term of the lease.

*More support for low-income community members:* FRESH stores should be required to offer WIC and SNAP, if it is not already a requirement. We also recommend letting consumers use HealthBucks for supermarket produce (not just greenmarket produce) and expanding the Healthy Savings Initiative card to more stores and more neighborhoods.

## Conclusion

**On behalf of City Harvest, we remain optimistic and eager** to work with the City Council and the Committee on Economic Development, and we support your genuine efforts to alleviate hunger for all New Yorkers. Food insecurity is not only destructive on a personal level; the ripple affect can cause lasting social and economic damage throughout the community. Thank you for your earnest determination to address the pervasive hunger that continues to threaten our great City.

## Background

City Harvest pioneered food rescue in 1982 and, this year, will collect 59 million pounds of excess food to help feed the nearly 1.3 million New Yorkers struggling to put meals on their tables. Through relationships with farms, grocers, restaurants, and manufacturers, City Harvest collects nutritious food that would otherwise go to waste and delivers it free of charge to 500 soup kitchens, food pantries and other community food programs across the five boroughs. In addition, our *Healthy Neighborhoods* initiative addresses long-term food insecurity through community partnerships that work to increase access to affordable and wholesome food.

From 2011 to 2016, City Harvest dramatically grew to respond to a new reality of sustained hunger in New York City. We increased our annual food deliveries from 29 million to 55 million pounds, expanded our Healthy Neighborhoods initiative to all five boroughs, and raised more than \$130 million to support this growth. In the fall of 2016, City Harvest studied the state of hunger in New York City and developed a new strategic plan to address it over the next five years. The plan's roadmap charges City Harvest to:

1. Grow to distribute 75-80 million pounds of food annually
2. Focus on underserved neighborhoods and customize strategies for each
3. Connect New Yorkers to the food they need through direct distribution and other platforms
4. Increase the composition of fresh produce in our deliveries and emphasize variety
5. Advance our holistic approach to hunger and nutrition, Healthy Neighborhoods

We at City Harvest know we cannot tackle hunger in NYC alone. We look to both public and private partners to collaborate on this critical issue.





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**Testimony of American Cancer Society Cancer Action Network  
to the New York City Council Committee on Economic Development and the Subcommittee  
on Zoning and Franchises**

**June 21, 2018 • New York, NY**

Chair Vallone, members of the economic development committee and zoning and franchises subcommittee, thank you for the opportunity to testify today. My name is Michael Davoli and I am the Director of Government Relations in Metro New York for American Cancer Society Cancer Action Network (ACS CAN), the nonprofit, nonpartisan, advocacy affiliate of the American Cancer Society. I am pleased to be able to speak in support of the FRESH program and efforts to bring more healthy foods into every community in New York City.

Obesity, physical inactivity, and poor nutrition are major risk factors for cancer, second only to tobacco use. Approximately one in three cancer deaths in New York City can be attributed to poor diet, physical inactivity, and overweight and obesity. The prevalence of obesity among youth in New York City is at a dangerous level. Approximately 1 out every 5 NEW YORK CITY kids are overweight or obese according to the New York City Department of Health and Mental Hygiene.

Overweight and obesity are clearly associated with an increased risk of many cancers, including cancers of the breast (postmenopausal), colon and rectum, endometrium, kidney, esophagus, and pancreas. Excess weight may also be associated with increased risk of cancers of the gall bladder, liver, cervix, and ovary and non-Hodgkin's lymphoma, multiple myeloma, and prostate cancer.<sup>i</sup> Overweight and obesity increase risk for cancer recurrence and decrease likelihood of survival for many cancers

Eating a diet packed full of healthy fruits and vegetables can help to maintain a healthy weight. The American Cancer Society (ACS) recommends consuming a healthy diet, with an emphasis on plant foods, to reduce cancer risk. Recommendations include choosing foods and beverages in amounts that achieve and maintain a healthy weight, limiting consumption of processed and red meats, consuming fruits and vegetables and whole grains instead of refined grain products, and limiting alcohol intake for those who drink alcoholic beverages.<sup>ii</sup>

Despite the evidence linking overweight and obesity, poor nutrition, and physical inactivity to increased cancer risk, most New Yorkers are not meeting recommended nutrition targets. Unfortunately, in many communities across the city healthy foods are neither accessible or affordable. At the same time, unhealthy "fast food" options are widespread and "cheap" The result is that many New Yorkers eat very few fruits and vegetables. According to the 2016 New York City Community Health Survey, 13 percent of adults in New York City had zero total servings of fruit and/or vegetables in the day before being surveyed.<sup>iii</sup>

And those numbers vary from between boroughs and even neighborhoods. Staten Island--10.1 percent, Queens--11.5 percent, Manhattan--11.7 percent, Brooklyn--13.9 percent and the Bronx--16.9 percent.

Reversing obesity trends and reducing the associated cancer risk will require a broad range of strategies that include policy and environmental changes that make it easier for individuals to regularly make healthy diet and physical activity choices.

Thus, ACS CAN advocates for not only increasing access to healthy foods but ensuring their affordability. While ACS CAN strongly supports efforts to expand the list of neighborhoods that are eligible to receive the FRESH bonus, bring grocery stores directly onto NYCHA properties, and remove some of the barriers that are holding back the growth of grocery stores, we cannot focus solely on these ideas. The City should:

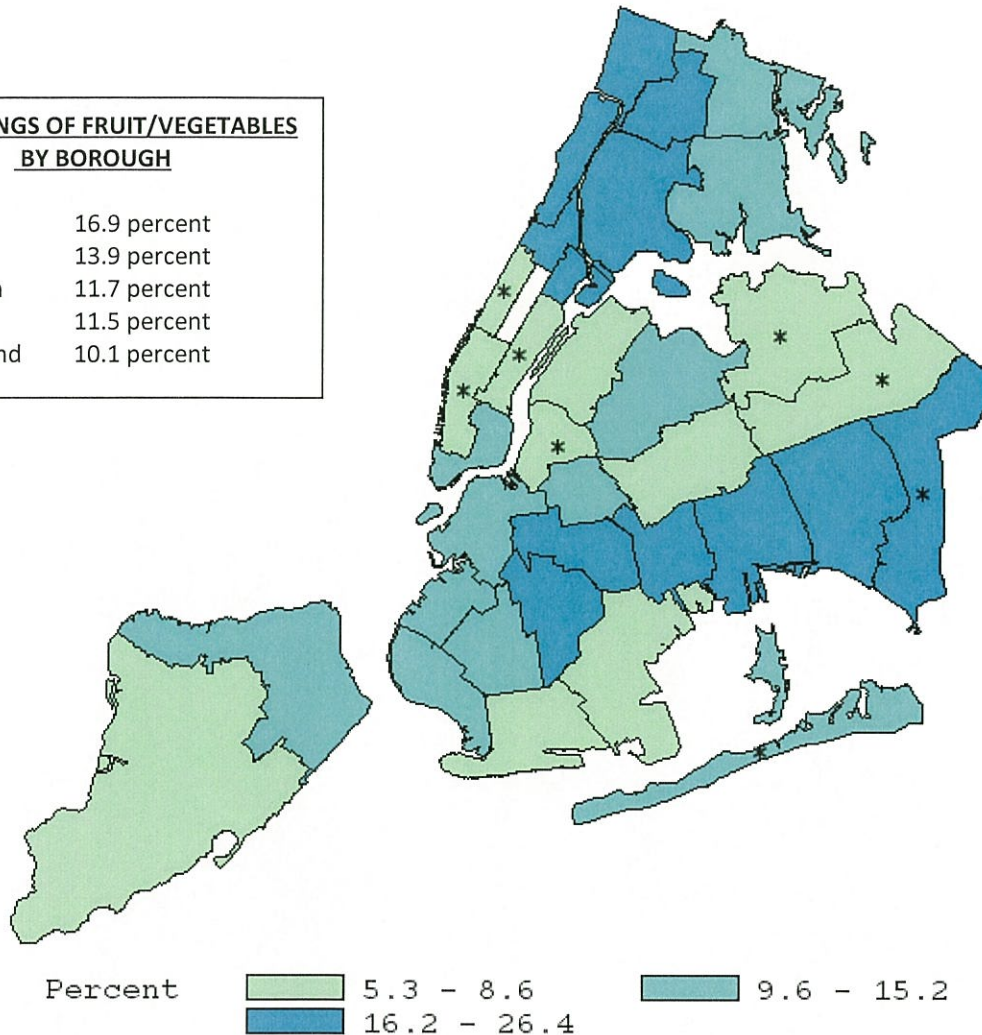
- Increase funding for SNAP incentives to and explore avenues for expanding access not only at farmer's markets but also bodegas and supermarkets, online markets, or other retail venues that allow families to access these resources where they live and shop;
- Educate residents about the options available to them like the Health Bucks match and educate residents about the short and long-term benefits of healthy eating;
- Establish and fund a healthy food financing initiative to help local food establishments to open, expand, and improve in neighborhoods that need food and jobs the most;
- Establish a healthy corner store initiative to help stores educate their customers about the availability of healthy options; and
- Consider establishing zoning rules and incentives that promote healthy food establishments and discouraging unhealthy options like "fast food" restaurants.
- Identify local stores that are successfully bringing fresh fruits and vegetables into neighborhoods and making a profit and then work to help those businesses expand into other communities or help other businesses replicate their model.

ACS CAN strongly supports New York City's efforts to expand access to and the affordability of healthy foods in New York City and looks forward to partnering with the Council and the Administration on these efforts.

# NYC Community Health Survey 2016

Percentage who ate no servings of fruit/vegetable yesterday, by neighborhood

<b>NO SERVINGS OF FRUIT/VEGETABLES BY BOROUGH</b>	
Bronx	16.9 percent
Brooklyn	13.9 percent
Manhattan	11.7 percent
Queens	11.5 percent
Staten Island	10.1 percent



**Bureau of Epidemiology Services, NYC DOHMH**

\* Estimate should be interpreted with caution, potentially unreliable.

<sup>i</sup> <http://www.acscan.org/content/wp-content/uploads/2013/08/Obesity-Scientific-Link.pdf>

<sup>ii</sup> Kushi LH, Doyle C, McCullough M, et al. American Cancer Society Guidelines on Nutrition and Physical Activity for Cancer Prevention. *CA Cancer J Clin* 2012; 62:30-67.

<sup>iii</sup> New York City Department of Health and Mental Hygiene, 2016 NYC Community Health Survey



**TESTIMONY OF ARMANDO MORITZ-CHAPELLIQUEN, BEFORE THE NEW YORK  
CITY COUNCIL COMMITTEE ON ECONOMIC DEVELOPMENT AND  
THE SUBCOMMITTEE ON ZONING & FRANCHISES  
CONCERNING THE FRESH PROGRAM**

June 21, 2018

Good Afternoon. Thank you to Chairs Vallone, Moya, members of the Economic Development Committee, and members of the Zoning & Franchises Subcommittee for the opportunity to submit testimony.

My name is Armando Moritz-Chapelliquen and I am the Campaign Coordinator for Equitable Economic Development at the Association for Neighborhood and Housing Development (ANHD). ANHD is a membership organization of NYC- neighborhood based community groups. We have over 100 members throughout the five boroughs. Our mission is to ensure flourishing neighborhoods and decent, affordable housing for all New Yorkers.

ANHD supports the Council's review and efforts to reform the FRESH program. In the almost 10 years that the program has existed, the threat of gentrification and displacement has only grown, requiring a refinement of the tools that facilitate development in areas across the city. As a program that includes both zoning and financial incentives in all five boroughs, FRESH is no different. For my testimony, I will be focusing on the eligibility requirements, the zoning incentives, and the impact these have on broader City policy.

### **Eligibility**

Among the eligibility requirements to utilize FRESH's zoning incentives, a grocery store operator must provide "a minimum of 6,000 square feet of retail space for a general line of food and nonfood grocery products intended for home preparation, consumption, and utilization."<sup>1</sup> The requirement is 5,000 for the financial incentives. **While these space requirements may be intended to ensure that there is ultimately a large variety of food available, neither is a reasonable requirement as it excludes smaller food retailers who already provide healthy food options to a community.**

### **Zoning Incentives**

The availability of zoning and financial incentives is not consistent across the city. Certain areas are eligible only the zoning incentives, others only the financial incentives, and still others that are eligible for both. The zoning incentives collectively raise a number of questions about what kind of development should be happening in neighborhoods across the city.

- The additional development rights that are triggered, specifically the "one additional square foot of area in mixed residential development and commercial buildings for every square foot provided for a grocery store, up to a 20,000 square foot limit"<sup>2</sup>,

<sup>1</sup> NYCEDC, FRESH Fact Sheet. [http://www.nyc.gov/html/misc/pdf/fresh\\_fact\\_sheet\\_eng.pdf](http://www.nyc.gov/html/misc/pdf/fresh_fact_sheet_eng.pdf)

<sup>2</sup> Ibid.





encourages greater development in areas where the zoning incentives are available. However, areas like the Hunts Point, Port Morris, and East New York IBZs are all areas where this incentive is available. As the core industrial and manufacturing areas of our city, the Industrial Business Zones are arguably not the right place to encourage mixed residential and commercial development. In fact, the Administration and the City Council committed to keeping residential development out of the IBZs as part of the 2015 Industrial Action Plan. **Any reforms to FRESH should therefore address the inconsistency of having one policy that encourages residential and commercial development in an IBZ while having another that is explicitly opposed to it.**

- Similarly, the incentivizing of larger as-of-right stores in light manufacturing areas reflects a potential conflict within the City's own vision for industrial areas. Under FRESH, "Grocery stores up to 30,000 square feet [are] permitted in M1 districts"<sup>3</sup>. **M1 districts that are right outside of the IBZ would better serve as a buffer between the core industrial uses going on within the IBZ and the uses that are more foot traffic intensive outside, possibly through a mixed industrial-commercial zoning metric.**
- The reduction in parking requirements is a topic that has come up also in the industrial advocacy circles. The itself incentive is not inherently a bad one, but rather one that is indicative of the needs in various different circles. **The reduction in parking requirements should therefore not be a part of a particular incentive program, but rather part of a broader zoning reform agenda.**

### Impacts

Reforming the FRESH program will require a re-evaluation of the goals of the program. Bringing large-scale development to a low-income community often kicks off real estate speculation. As Nevin Cohen of the CUNY Urban Food Policy Institute suggests,

policies that create incentives for a new supermarket to locate in a low-income community increase access but also make the neighborhood more attractive for more affluent newcomers. Food retailers that market sustainable, healthy products to higher income consumers signal that the community is changing and may cause nearby property values to increase.<sup>4</sup>

As of this week, the Economic Development Corporation's map has 26 FRESH sites across the city<sup>5</sup>. However, there has also been a steady flow of storefronts, including food retailers<sup>6</sup>, that have closed across the city. **The FRESH program does not provide any support for food retailers who are struggling to keep up with an out-of-control real estate market. Affordability is a citywide challenge that must be directly addressed for small business owners to stand a chance at long-term viability.**

<sup>3</sup> NYCEDC, FRESH Fact Sheet. [http://www.nyc.gov/html/misc/pdf/fresh\\_fact\\_sheet\\_eng.pdf](http://www.nyc.gov/html/misc/pdf/fresh_fact_sheet_eng.pdf)

<sup>4</sup> Cohen, Nevin. Feeding or Starving Gentrification: The Role of Food Policy.

<http://www.cunyurbanfoodpolicy.org/news/2018/3/27/feeding-or-starving-gentrification-the-role-of-food-policy>

<sup>5</sup> NYCEDC, FRESH Stores. <https://www.nycedc.com/program/food-retail-expansion-support-health-fresh/fresh-map>

<sup>6</sup> Malesevic, Dusica Sue. "Garden of Eden's Loss Further Expands Chelsea's Food Desert". <http://chelseanow.com/2017/08/garden-of-edens-loss-further-expands-chelseas-food-desert/>



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www.anhd.org

One way to tackle the challenge of affordability for commercial space for food retailers would be to reform FRESH in a way that explicitly incentivizes the development of affordable space. **Our coalition, United for Small Business NYC, calls for the creation of a Commercial Development Fund to achieve this goal via non-profit development<sup>7</sup>.** This recommendation was also included as a part of the Council's *Planning for Retail Diversity* report<sup>8</sup>.

Our small businesses are a central component to New York City's economic and cultural vitality. They provide jobs, culturally relevant goods and services, and community, keeping our neighborhoods thriving and vibrant places to live. However, our small businesses are struggling to survive in the current real estate landscape. We look forward to working with the committees and Council on advancing tools that better support neighborhood food retailers and small businesses as a whole. Thank you.

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<sup>7</sup> United for Small Business NYC, Policy Platform. <https://anhd.org/wp-content/uploads/2017/06/USBnyc-Platform.pdf>

<sup>8</sup> NYC Council. *Planning for Retail Diversity: Supporting NYC's Neighborhood Businesses*, Page 50. <https://council.nyc.gov/land-use/wp-content/uploads/sites/53/2017/12/NYC-Council-Planning-For-Retail-Diversity.pdf>

Testimony of the CUNY Urban Food Policy Institute before  
The Committee on Economic Development and the Subcommittee on Zoning and Franchises  
**REFRESH: Assessing the zoning and financial incentives of the Food Retail Expansion to  
Support Health program June 21, 2018**

Good morning, Chairpersons Paul Vallone and Francisco Moya, and members of the Committee on Economic Development and the Sub-Committee on Zoning and Franchises. My name is Craig Willingham and I am the Deputy Director of the CUNY Urban Food Policy Institute. The testimony I present today on behalf of our Institute is based on the studies of my colleague, Dr. Nevin Cohen, Associate Professor at the City University of New York's Graduate School of Public Health and Health Policy and Director of Research for our Institute. On behalf of the Institute, I am grateful for the opportunity to discuss efforts to revisit the FRESH program.

A decade ago, New York City set out to improve access to healthy food in neighborhoods with insufficient full-service grocery stores.<sup>1</sup> The resulting Food Retail Expansion to Support Health (FRESH) program, adopted in 2009, was modeled after the Pennsylvania Fresh Food Financing initiative and mirrored similar efforts at the city, state, and federal level. FRESH eased zoning requirements for supermarket development and offered financial benefits to encourage supermarket operators to open and expand stores in designated FRESH zones.

Since its implementation, FRESH has supported the construction, renovation, expansion, and equipment purchases of 27 supermarkets (See Table 1).<sup>2</sup> Yet during this period, diet related health indicators have barely budged. Fruit and vegetable consumption by adult New Yorkers remained inadequate between 2008 and 2015. Moreover, disparities in fruit and vegetable consumption between whites and Blacks increased during this period and decreased only modestly between whites and Hispanics. Disparities in overweight and obesity have also persisted, with about two thirds of Black and Latino adults, half of white adults and about a third of Asian/ Pacific Islander adults reporting they were obese or overweight in both 2008 and 2015.<sup>3</sup> A key question for the Council is whether and to what extent FRESH can achieve its goal of *supporting health* in its current incarnation, and whether the program needs to be re-designed.

One of the problems is that we believe the theory underlying the program may be flawed. When FRESH was designed, the consensus in the public health community was that the dearth of healthy food in low-income communities, combined with easy access to cheap fast food, was an important factor in malnourishment. Cities throughout the country began to map so-called food deserts and found that the residents of these neighborhoods had high rates of diet-related diseases. A common belief was that increasing the availability of healthy food like fresh fruits and vegetables would nudge residents to eat healthier, stemming rising obesity rates and reducing disparities in diet-related chronic diseases. Early studies seemed to show that new supermarkets increased fruit and vegetable consumption, encouraging the adoption of programs like FRESH. However, more recently study after study has shown that the relationship between access and diet is more complex. Adding supermarket capacity to an under-served neighborhood does not, in and of itself, appreciably alter shopping, buying, and eating behaviors, and thus has had little measurable effect on diets, nutrition, and health. Residents may appreciate having new or renovated supermarkets in their neighborhoods, but there is little evidence of significantly changed shopping behavior or nutritional health.

In developing FRESH, city planners assumed that people are willing to walk one-quarter mile (an approximately 5-minute walk) for goods and services. Yet data show that consumers do not generally shop at the grocer closest to home, but rather have more varied shopping patterns influenced by activity patterns, buying strategies, social networks, and the location of other food (and non-food) retailers.<sup>4</sup> Behavioral economics suggests that people would choose the “default” or easy options, but when shopping for food, urban residents, particularly those on constrained budgets, rarely choose the easiest option.

In fact, studies conducted over the past decade confirm that new or upgraded supermarkets rarely disrupt shopping patterns or improve indicators like BMI.<sup>5,6</sup> They indicate that new supermarkets may improve perceptions of healthy food access but do not appear to change shopping and buying practices, and that supermarkets, which sell both unhealthy and healthy products, do not necessarily alter the balance of unhealthy and healthy items purchased and consumed.

How can the City Council address these limitations of the FRESH program? We suggest the following six strategies:

**1. Identify food access needs through community planning, not area-wide indices**

FRESH offers incentives to food retailers located within FRESH boundaries. While boundaries provide a simple criterion for applicants and administrators, they are overly blunt measures that treat all residents within and outside them the same, and thus obscure the specific food needs of the most vulnerable.

Community-based food retail planning would be a more effective strategy for locating FRESH projects than the current area wide designation. While the ULURP process allows for public input into zoning processes, proactive planning would engage residents in discussing the types of food retail needed within their neighborhood, potential sites for new and expanded retail, and strategies to attract food retailers to those sites and to encourage existing food retailers to expand.

**2. Focus on availability of affordable healthy foods, not square feet of retail space**

The FRESH program is designed to increase the square feet of supermarket space per capita, yet the size of a supermarket is not related to the quality, value, healthfulness, or appeal of the products for sale, and thus is not a meaningful indicator of access. Using square feet as a standard to qualify for FRESH makes administration of the program simple but is not an indicator of desirability (which is reflected in the revenue a store generates per square foot) or healthfulness.

**3. Move beyond the traditional supermarket to support other healthy food purveyors**

The reliance on supermarkets and other large retailers as an indicator of access also underestimates the availability of healthy food sold by other types of retailers.<sup>7,8</sup> Small grocers like fruit and vegetable stores, ethnic markets or farmers markets may better meet the needs of some communities than conventional supermarkets by specializing in healthy produce or by selling affordable, culturally appropriate foods. In a city of 3.3 million foreign-born residents,

these retailers may be better able to meet the needs of a large portion of the city's population than the store formats incentivized by FRESH.<sup>9</sup>

#### **4. Address Food Gentrification to Protect Remaining Supermarkets**

The FRESH program remains focused on supermarkets while the entire food retail sector is being transformed. FRESH will become less and less relevant if it does not take impact of food gentrification into account.

The continued shift to club chains and mass merchandise stores like Target and to chains that appeal to younger, more affluent consumers, such as Trader Joe's and Whole Foods has also hurt conventional supermarkets. Not only are these types of food retailers appealing to different types of shoppers, but they are in different neighborhoods than the stores that have closed.

These trends are a form of food gentrification, a process that transforms neighborhoods such that food and other goods and services, as well as housing, becomes more expensive and less affordable for long-time residents. Food gentrification has resulted in the growth of food retailers in gentrifying neighborhoods, often accompanied by higher prices, product selections, and store branding that excludes pre-existing residents. Some of the most vulnerable supermarkets are on soft sites (parcels with more development capacity than the current use) in neighborhoods that may be poised for gentrification, like the communities that have been re-zoned to encourage more residential development.

#### **5. Prioritize the Needs of NYCHA residents**

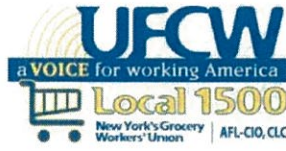
With approximately 400,000 low-income residents with significant disparities in diet-related diseases, improving food access in NYCHA developments should be the Council's highest priority. Research shows that NYCHA residents have among the city's highest rates of diet-related disease.<sup>10</sup> But rather than simply try to offer incentives to conventional supermarkets to locate near NYCHA, an innovative food access strategy would involve residents in identifying the solutions.

#### **6. Focus on upstream interventions.**

Ultimately, food access comes from having sufficient income to pay for food. In addition to focusing on the availability of food retailers, the City Council should view policies to raise income as food access policies. These include higher minimum wages, truly affordable housing, access to affordable health care and child care; reducing transportation costs and increasing the number of eligible New Yorkers who take advantage of food benefits like SNAP, WIC, and school lunches. Some recent successes in NYC include universal free school lunch, the fight for \$15 campaign, universal pre-kindergarten, a paid sick leave law, fare fares, and other social policies which benefit low wage food workers, who paradoxically are among the most food insecure workers.

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- <sup>8</sup> [https://www.ers.usda.gov/webdocs/publications/42711/12716\\_ap036\\_1\\_.pdf?v=41055](https://www.ers.usda.gov/webdocs/publications/42711/12716_ap036_1_.pdf?v=41055)
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ANTHONY G. SPEELMAN, *President* • ROBERT W. NEWELL JR., *Secretary-Treasurer* • RHONDA NELSON, *Recorder*

## Testimony of Anthony Speelman President, United Food and Commercial Workers, Local 1500 Revisioning FRESH

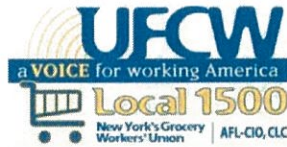
Good afternoon. My name is Brendan Sexton, Director of Organizing and Political Coordinator for UFCW Local 1500. I am giving testimony on behalf of Anthony Speelman, President of UFCW 1500. We appreciate the opportunity the Committee on Economic Development regarding the zoning and financial incentives of FRESH.

With over 19,000 members, Local 1500 is one of the largest locals in the UFCW and the largest in New York State. Our union represents men and women in Queens, Staten Island, Bronx, Brooklyn, and Manhattan-along with many in Nassau, Suffolk, Westchester, Putnam and Dutchess Counties.

Our members work for companies that have a long history in NYC. These companies such as Stop & Shop, Fairway, King Kullen, ShopRite, D'Agostinos, Gristede's and the workers at Hale & Hearty Commissary have been serving New Yorkers for many years. Our members receive better salaries and better benefits because of the hard work Local 1500 has done in negotiating on their behalf.

UFCW Local 1500 has been at the forefront to push policy so low-income areas have the same access as the more affluent. As with any policy that doles out tax exemptions, subsidies or tax breaks we demand that the jobs created are well-paid and compensated. Our philosophy is every community deserves good food, good jobs and good health. FRESH is designed to create an environment for supermarkets to open in food deserts and be stable partners in the community. Having





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permeant access to healthy fresh food is vital to any community. We applaud the understanding and desire to address this.

We implore you to also think of the permeant jobs left behind and the operators that are receiving tax-payers money. Our members receive middle-class benefit packages in wages, paid time off, health coverage and a pension, so they can retire with dignity. They have fought hard to maintain and strive for these better benefits. And we want to make sure that operators that recognize the worker's seat at the table, are also recognized. Along with our sister locals, we have developed a quick guide to recognizing your local High Road Retailer.

What is a High Road Retailer? We define them as companies who have 3 simple principals as their mission statement, be good community partners, have a strong environmental record and invest in their greatest asset: their workers, by paying living wages, stable schedules, full-time hours, training, career advancement and the freedom to form a union.

The communities that are considered food deserts often lack the accessibility of economic advancement. And often, there are those that change the laws for gain and furthering their needs, and this is not the case here. By prioritizing High-Road Retailers, the city can ensure that communities are receiving both, good food and good jobs. Without these two, we cannot have healthy communities across the city.





**Testimony before the New York City Council Subcommittee on Zoning and Franchises**  
**Oversight-REFRESH Assessing the zoning and financial incentives of the Food Retail Expansion to Support Health program**  
**June 21, 2018**

Good morning and thank you to Council Member Francisco Moya for convening this public hearing. My name is Nelson Eusebio and I'm the Director of Government Relations for the National Supermarket Association (NSA). The NSA is a trade association that represents the interests of independent supermarket owners in New York and other urban cities throughout the East Coast, Mid-Atlantic region, and Florida. In the five boroughs alone, we represent 400 stores that employ over 15,000 New Yorkers.

Some quick background on our industry – beginning in the late 1970s, supermarket entrepreneurs began opening stores in areas abandoned by the large chains, as they were economically depressed and mostly in communities of color. These men and women had the vision and the commitment to fill a vacuum in those communities, at a time when the term “food desert” had not even been coined. Currently, many NSA members continue to serve those areas by offering healthy foods and full service supermarkets.

Today I am here to testify about the current structure and impact of FRESH on NSA's members. In the past and continuing to today, the New York City Economic Development Council (EDC) has been an influential and important partner for small-businesses of all industries in New York City. All of us at the NSA believe the FRESH program is an incredible step forward to expand economic opportunities for New York City supermarkets. The program has already made a significant impact on some supermarkets across the city. However, while the FRESH program is an important initiative, our members have encountered many issues that come from the fundamental structure of the program which we find make it hard for smaller-scale supermarkets to comply.

EDC and NSA have long maintained a strong relationship and to their credit, they have proactively reached out to learn more about our members and ways we can better utilize the program. However, as we continue to revisit this conversation, it occurred to us that the program itself needs revamping.

FRESH applications are cumbersome, complex, and time-consuming for small supermarket owners. For those that both own and operate their own stores, little time can be put aside to fill out lengthy and extensive paperwork. Not to mention, some aspects of the application require a lawyer and an accountant. Ultimately, the application process has proven to be over-bearing for many supermarkets looking to expand and grow.



Most of the current beneficiaries from the FRESH program are larger-scale supermarket chains. Thus, with 10-20+ stores under their control, their corporate structures allow them to easily navigate the convoluted and complex application process. NSA members typically own and run one to three stores and without corporate organization and resources, it makes it virtually impossible for small business owners to even apply for FRESH.

Even so, the structure of the program leans more heavily on benefits to the developers. For instance, increased floor area ratio (FAR) and property tax abatements are two key components and incentives. FAR and property tax abatements lean more heavily in favor of developers, while sales tax savings are minor in comparison. We have some ideas as to how EDC can incentivize supermarket owners and therefore increase participation in the program. For example, we think the possibility of rent stabilization or a cap on how much rent can be increased are two options that could be utilized by FRESH to greater help supermarket owners.

We value and appreciate the FRESH program and how it seeks to improve the supermarket industry across New York. While the program offers wonderful and comprehensive benefits for supermarket owners, the overly-complex application process has consequently barred many from being able to take advantage of the program. We hope to work together with the EDC to help make FRESH accessible to more supermarkets across the city.

Thank you for your time and I'm happy to answer questions.



**-Testimony-**

**Cooperative Economics Alliance of New York City**

**In support of Food Retail Expansion to Support Health (FRESH)**

**6/21/18**

**[Gocoopnyc.com](http://Gocoopnyc.com)**

To the Honorable Councilmembers-

The Cooperative Economics Alliance of New York City (CEANYC) supports the Food Retail Expansion to Support Health (FRESH) initiative, which provides zoning and financial incentives to grocery stores in underserved neighborhoods. We are also eager to offer our feedback on how the FRESH program can, in partnership with a Healthy Food Financing Initiative (HFFI), better serve democratically-run local food retail enterprises.

### Who We Are

The Cooperative Economics Alliance of New York City (CEANYC) strengthens and expands community-led, democratically-controlled initiatives — from worker, financial and consumer co-ops to community land trusts and gardens, mutual housing, and low-income housing co-ops. Our goal is to build an economy based on values of social and racial justice, ecological sustainability, cooperation, mutualism, and democracy. Our membership, which includes over 85 different cooperatives and solidarity economy enterprises, includes dozens of groups making healthy food accessible and sustainable through community gardens, CSA programs, and food cooperatives.

### Food Cooperatives in New York City

In New York City, there are currently 9 operational food cooperatives across the city: Park Slope, Flatbush, Bay Ridge, Crown Heights, Bed-Stuy, Bushwick, Prospect Lefferts, Windsor Terrace, and the East Village. Each of these businesses is mission-driven, with a commitment to providing genuinely affordable, locally sourced, and ethically produced food to their communities.

Four emerging food cooperatives in New York City are in districts eligible for FRESH financial and zoning incentives: The Bushwick Food Cooperative (District 4), The Central Brooklyn Food Cooperative (Districts 3 and 8), The Greene Hill Food Coop (District 3) and The Lefferts Food Cooperative (District 9). Each of these cooperatives is explicitly devoted to serving those most marginalized among us, utilizing sweat equity and cooperation as a tool to support low income communities of color throughout New York who are disproportionately burdened by distant grocery stores lacking (affordable) produce.

The FRESH program thus far has approved projects in two of these areas—Food Bazaar in Bushwick and 17 Albany Avenue in Bedford Stuyvesant—but supporting food cooperatives as opposed to larger chain food retail presents an opportunity to support sustainable and community-controlled efforts at food sovereignty. Food cooperatives are *uniquely positioned* to provide affordable and culturally-appropriate food to low income New Yorkers of color because of a member-owner model that:

1) Requires or encourages sweat equity of its shoppers, reducing labor costs significantly. Park Slope Food Cooperative, for example, offers a 30% markup as opposed to the 70%-100% markup of conventional grocery stores

2) Affords ownership rights to its members, which not only increases investment in local business, but also ensures that the products being offered actually meet the needs of the shoppers.

The FRESH initiative seeks to support community-based groups in order to maintain deep roots in the communities these grocery stores are meant to serve. Food cooperatives are already doing this base-building work, engaging their local neighborhoods around local food retail. They have achieved the member buy-in, they are run by people with a stake in the community, and are empowering residents to resist the injustices of our current food system.

#### Challenges Facing Food Cooperatives in New York City

##### *Real Estate*

Food cooperatives are too often left out of mainstream funding distribution. As a result, they struggle to secure the startup capital necessary to afford space in New York's ever-changing real estate market.

- In Bay Ridge, member-owners have been unable to locate and secure space. For over a decade, longtime residents have been putting in countless hours of volunteer labor to make sure their community is getting the quality produce it deserves;
- In Central Brooklyn, an area particularly vulnerable to massive rent increases, food cooperative organizers are spending their days talking to their neighbors to determine what they want to see stocked and what they need to make a grocery store accessible to them, all before even opening up a storefront;
- At Greene Hill Food Coop, member-owners just launched crowdfunding campaign after losing their space due to significant rent hikes, raising tens of thousands of dollars from a community eager for cooperation;
- Bushwick Food Coop's lease is up in January;

- The Park Slope Food Coop, despite being a successful retail operation with over 17,000 members, is facing problems of overcrowding in their current location and is looking to open a second location.

### *Technical Assistance*

While cooperatives are enshrined in NY State Law, they often are misunderstood and underserved by lending and technical assistance providers. Those who organize and operate food cooperatives would greatly benefit from technical and logistical support, for everything from bookkeeping and counting to sourcing and distribution. Investing in training those who sustain democratically-run and managed enterprises not only supports local food retail but empowers community residents. It equips residents with entrepreneurial skills while investing locals' stake in supporting local businesses.

### How FRESH can Support Food Cooperatives

FRESH offers great financial and zoning benefits for already-established grocery store chains. However, in the interest of expanding truly affordable fresh produce to New York's most underserved, it would behoove New York City to expand the FRESH program such that it meets the needs of food cooperatives as well. This means setting aside funding for food retail that does not meet the FRESH requirements as they currently stand, primarily the stipulation that stores be at least 6000 square feet, as well as offering technical assistance and capacity building support to get emerging and struggling food cooperatives to a point of loan readiness.

If FRESH were rolled into a Healthy Food Financing Initiative (HFFI) that leveraged \$10 million through community development financial institutions (CDFIs), and piloted mandates or set-asides for food cooperative lending, healthy food access would increase significantly. This should be paired with setting aside funds for training by food cooperative and cooperative development experts from the Northeastern US to equip the CDFI's who participate in the program with the knowledge necessary to serve these vital neighborhood institutions. This will ensure that funding is directed where it is most needed: to the neighborhood-based, grassroots efforts like those described above who have been laboring without critical financial and technical support for too long.

Despite these hardships, food cooperatives serve over 50,000 New Yorkers, and often serve as anchors for commercial corridors.<sup>1</sup> FRESH and the HFFI can help support these businesses, which provide good paying jobs, build social cohesion and civic capacity and engagement, as well as offer affordable groceries for low and middle income New Yorkers.

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<sup>1</sup> Zitcer, et al, Drexel Policy Notes Brief 2014 pp 3-14 ([Urban Cooperatives and Economic Development - Drexel University](https://drexel.edu/~media/Files/coas2/pub_pol/DPN_Vol1_no2.ashx?la=en) <[https://drexel.edu/~media/Files/coas2/pub\\_pol/DPN\\_Vol1\\_no2.ashx?la=en](https://drexel.edu/~media/Files/coas2/pub_pol/DPN_Vol1_no2.ashx?la=en)>)



To the Honorable Councilmembers-

The Greene Hill Food Cooperative is proud to support the Food Retail Expansion to Support Health (FRESH) initiative, which provides zoning and financial incentives to grocery stores in underserved neighborhoods. We are also eager to offer our feedback on how the FRESH program can, in partnership with a Healthy Food Financing Initiative (HFFI), better serve democratically-run local food retail enterprises.

### Who We Are and How We Work

Ten years ago, a small group of neighbors in Fort Greene and Clinton Hill, Brooklyn got together to start what would become one of only two wholly member-owned, operated, and supported food co-ops in the country. We wanted to create something that was more than a grocery store. We wanted to be a community hub, a meeting place, a place that would feed not just our bodies but also our souls.

It took years of planning, scouting for equipment, building relationships with suppliers, and spreading the word throughout Brooklyn to open the Greene Hill Food Co-op. We began as a buying club, and then became a fully-functioning store. We faced challenges: scrambling to fill work shifts, facing the periodic breakdown of our well-used equipment, balancing our goal of ethical sourcing with our commitment to affordability, and dealing with cash-flow shortages. Over the years, with a growing membership now at over 300 people, we have been able to expand our hours and hire a general manager.

We support local farmers, buying our produce, eggs, and grains from Lancaster County, our dairy from the Finger Lakes, and honey and maple syrup from upstate New York. We collaborate with producers and vendors in the city—from Granola Lab in Sunset Park to Bronx Hot Sauce. At the same time, we're committed to providing members with household necessities made by larger distribution companies, and so we work with them to get those items at affordable prices.

Like all consumer food cooperatives, our shoppers have an opportunity to become member-owners, meaning they are invested in the growth and success of the store, but more importantly that they have a say in all decision-making processes. This fundamentally alters the relationship Central Brooklyn residents—many of whom are low income and/or immigrants and/or people of color—have to food access. They are not merely exchanging money for food, they are investing in community food retail. Our member-owners get to decide what is stocked, how we conduct our outreach, the way workers are treated. In essence, we get to participate in democratic control over our food, an opportunity our current food system strips us of.

### Challenges We Face

Like many food cooperatives, we are under-resourced. Mainstream banks do not understand our model and thus are wary to make us loans, and funding for local or healthy food funding get funneled into chain grocery stores that often perpetuate the battles we seek to face: gentrification and lack of community control. As a result, we are unable to meet the 'loan readiness' requirements demanded of us.

We need capital in order to secure space. Central Brooklyn is in the throes of rapid gentrification, and our residents and small food retailers are being priced out. As a result, big-box or high-end food retailers are coming into the space, further attracting wealthy newcomers and further distancing longtime residents from affordable, healthy food options. The Greene Hill Food Cooperative is something different. We are food retailers by and for the community. We are seeking capital support wherever we can to ensure our survival and ensure that we can afford to maintain a space that offers perishable foods, fresh produce, and locally sourced goods.

Earlier this year, we experienced first-hand what it means to be a democratic food operation in a gentrifying neighborhoods when we lost our space. Because we were unable to secure grants or loans through conventional means, we were forced to turn to community crowdfunding. Fortunately, we raised \$39,146 in a month, meaning that we were able to secure new space. Another source of funding has come not from the City, but from Park Slope Food Cooperative, an older and larger food cooperative. While the success of our crowdfunding campaign demonstrates the community buy-in we have as a food cooperative, and the fact that Park Slope Food Cooperative is in a position to make loans to smaller food cooperatives demonstrates how successful our model can be, we should not have to resort to these options. The City should be supporting local food retail that is controlled *by the local community*.

We need capital in order to pay staff. We currently have one staff person—our General Manager—and the rest of our labor comes from our member-owners. While a volunteer model helps keep our costs down, we would also like to be able to generate jobs for longtime residents of the area.

### Beyond FRESH

While financial and zoning incentives provide immense support for certain food retailers, food cooperatives need more. For all the reasons mentioned above, we have little to no access to capacity building and training opportunities. As grassroots food retailers we are asking that FRESH be rolled into a Healthy Food Financing Initiative (HFFI) that could \$10 million through community development financial institutions (CDFIs), and pilot mandates or set-asides for food cooperative lending, especially for smaller or starting cooperatives. This should be paired with setting aside funds for training by food cooperative and cooperative development experts



**FOR THE RECORD**

from the Northeastern US to equip the CDFI's who participate in the program with the knowledge necessary to serve these vital neighborhood institutions. This will ensure that funding is directed where it is most needed: to the neighborhood-based, grassroots efforts like those described above who have been laboring without critical financial and technical support for too long.

Despite the challenges we face as a democratic food retail enterprise, we are able to serve 300 members, and will be reopening our store in the new space in July.

FOR THE RECORD

To the Honorable Councilmembers-

The Central Brooklyn Food Cooperative is eager to offer our feedback on how the FRESH program can, in partnership with a Healthy Food Financing Initiative (HFFI), better serve democratically-run local food retail enterprises.

### Who We Are and How We Work

The Central Brooklyn Food Cooperative is a 100% working member-owned and –operated food store with membership open to all. Our mission is to utilize our collective strength to ensure access to affordable and fresh food within the mostly-of-color, low- and moderate-income communities of Central Brooklyn. We commit ourselves to openness and accessibility for all, self-determination and community building, skills-sharing and political education, transformation of the local food system, and cooperation.

Since 2013, residents of Central Brooklyn have been tabling at neighborhood events, canvassing residents, and organizing the longtime residents of the area around food justice and food sovereignty. In 2015 we were able to incorporated as an LLC.

Unlike conventional grocery stores, our shoppers are part owners, or member-owners, meaning they are invested in the growth and success of the store, but more importantly that they have a say in all decision-making processes. This fundamentally alters the relationship Central Brooklyn residents—many of whom are low income and/or and/or people of color—have to food access. They are not merely exchanging money for food, they are investing in community food retail. Our member-owners get to decide what is stocked, how we conduct our outreach, the way workers are treated. In essence, we get to participate in democratic control over our food, an opportunity our current food system strips us of.

### Challenges We Face

Like many food cooperatives, we are under-resourced. Mainstream banks do not understand our model and thus are wary to make us loans, and funding for local or healthy food funding get funneled into chain grocery stores that often perpetuate the battles we seek to face: . gentrification and lack of community control. As a result, we are unable to meet the ‘loan readiness’ requirements demanded of us.

We need capital in order to secure space. Central Brooklyn is in the throes of rapid gentrification, and our residents and small food retailers are being priced out. As a result, big-box or high-end food retailers are coming into the space, further attracting wealthy newcomers and further distancing longtime residents from affordable, healthy food options. The Central Brooklyn Food Cooperative is something different. We are food retailers by and for

FOR THE RECORD

the community. We are seeking capital support wherever we can to ensure our survival and ensure that we can afford to secure and maintain a space that offers perishable foods, fresh produce, and locally sourced goods.

We need capital in order to pay staff. We currently have one staff person—a part time coordinator—and the rest of our labor comes from volunteer organizers.

### Beyond FRESH

While financial and zoning incentives provide immense support for certain food retailers, food cooperatives need more. For all the reasons mentioned above, we have little to no access to capacity building and training opportunities. As grassroots food retailers we are asking that FRESH be rolled into a Healthy Food Financing Initiative (HFFI) that could \$10 million through community development financial institutions (CDFIs), and pilot mandates or set-asides for food cooperative lending. This should be paired with setting aside funds for training by food cooperative and cooperative development experts from the Northeastern US to equip the CDFI's who participate in the program with the knowledge necessary to serve these vital neighborhood institutions. This will ensure that funding is directed where it is most needed: to the neighborhood-based, grassroots efforts like those described above who have been laboring without critical financial and technical support for too long.

In short, FRESH is not enough. Government funding has continually ignored the work of food cooperatives because of our size and unconventional model. We need government set asides for groups who do not have storefronts 6000 square feet or larger, for groups who are governed by the community, and for groups who need more than just capital. This is why we support an expansion of FRESH and an HFFI program.

To the Honorable Councilmembers-

The Bushwick Food Cooperative is eager to offer our feedback on how the FRESH program can, in partnership with a Healthy Food Financing Initiative (HFFI), better serve democratically-run local food retail enterprises.

#### Who We Are and How We Work

The Bushwick Food Cooperative was founded to provide healthy, responsible and reasonably priced foods, while supporting farmers and companies that grow and produce food in an ethical and sustainable manner. Like all consumer food cooperatives, our shoppers have an opportunity to become member-owners, meaning they are invested in the growth and success of the store, but more importantly that they have a say in all decision-making processes. This fundamentally alters the relationship Bushwick residents—many of whom are low income and/or immigrants and/or people of color—have to food access. They are not merely exchanging money for food, they are investing in community food retail. Our member-owners get to decide what is stocked, how we conduct our outreach, the way workers are treated. In essence, we get to participate in democratic control over our food, an opportunity our current food system strips us of.

#### Challenges We Face

Like many food cooperatives, we are under-resourced. Mainstream banks do not understand our model and thus are wary to make us loans, and funding for local or healthy food funding get funneled into chain grocery stores that often perpetuate the battles we seek to face: gentrification and lack of community control. As a result, we are unable to meet the 'loan readiness' requirements demanded of us.

We need capital in order to secure space. Bushwick is in the throes of rapid gentrification, and our residents and small food retailers are being priced out. As a result, big-box or high-end food retailers are coming into the space, further attracting wealthy newcomers and further distancing longtime residents from affordable, healthy food options. The Bushwick Food Cooperative is something different. We are food retailers by and for the community, and our lease is up in January. We are seeking capital support wherever we can to ensure our survival and ensure that we can afford a space that offers perishable foods, fresh produce, and locally sourced goods.

We need capital in order to pay our staff. We currently have one staff person—our General Manager—and the rest of our labor comes from volunteers. While a volunteer model helps keep our costs down, we would also like to be able to generate jobs for longtime residents of Bushwick.

**FOR THE RECORD**

### Beyond FRESH

While financial and zoning incentives provide immense support for certain food retailers, food cooperatives need more. For all the reasons mentioned above, we have little to no access to capacity building and training opportunities. As grassroots food retailers we are asking that FRESH be rolled into a Healthy Food Financing Initiative (HFFI) that could \$10 million through community development financial institutions (CDFIs), and pilot mandates or set-asides for food cooperative lending. This should be paired with setting aside funds for training by food cooperative and cooperative development experts from the Northeastern US to equip the CDFI's who participate in the program with the knowledge necessary to serve these vital neighborhood institutions. This will ensure that funding is directed where it is most needed: to the neighborhood-based, grassroots efforts like those described above who have been laboring without critical financial and technical support for too long.



Testimony from Western Beef Retail, Inc. before New York City Council  
regarding the FRESH Program

Good Morning. Thank you to the chairs, Councilmembers Vallone and Moya, for holding this hearing today.

My name is Danielle Aristy and I am here to share Western Beef's experience with New York City's FRESH program.

First, I would like to provide you with some background information on who Western Beef is.

Western Beef is a national grocery store chain founded in 1968 and headquartered in Queens. Across the 5 boroughs, we employ approximately 2,000 people and have 19 stores. Some might say that before there was FRESH, there was Western Beef:

We were opening locations in underserved areas and food deserts before anyone else was investing there. Western Beef is proud to be a mission-driven company that strives to provide healthy, affordable food for the people in low-income communities who need it most. Last year, more than a quarter of our transactions occurred with federally-funded assistance through 'EBT.'

To serve our customers best, our average pricing is 6% lower than our competitors: this spring, our eggs, bread, and chicken were \$1 cheaper per unit. For many of our customers, who are living on a median income of \$45,000 for a family of 4 –every saved dollar counts.

17 of our 19 NYC stores are located in FRESH zones, but not all of these locations utilize program benefits – and I will tell you why: FRESH program restrictions, application processes, and red tape often mean that the costs of opting in outweigh the program benefits. We believe strongly in the FRESH program and think it was a trailblazer in its first iteration.

But since it was created, the companies who use FRESH – including Western Beef – have evolved. The city has evolved too. We hope that one day *all* Western Beef locations can utilize FRESH zone benefits, and we are excited that the Council is exploring enhancements to the program.

We are currently pursuing two new locations in the Bronx, where the addition of FRESH zoning benefits would help us to help the neighborhoods of Marble Hill and Pelham Parkway.

When programs like FRESH create a better business environment for our operations it is not only our customers who benefit, but our employees as well.

Western Beef is proud to pay all store employees a living wage. Starting at minimum wage, employees receive a quarterly evaluation and are eligible

for a 50-CENT raise each quarter. This can add up to between \$1,000 and \$9,000 extra per year after a couple of years at the store.

To be clear: FRESH and other City incentives critically enable us to pay these wages and keep good, middle-class jobs in the 5 boroughs.

We would welcome an opportunity to further discuss our experience with FRESH and illuminate several key areas where a streamlined program could produce better results for the companies that use it and for the New Yorkers they ultimately serve.

Thank you again for your time and attention today.



**FOOD INDUSTRY ALLIANCE OF NEW YORK STATE, INC.**

130 Washington Avenue • Albany, NY 12210 • Tel (518) 434-1900 • Fax (518) 434-9962  
Government Relations (518) 434-8144

**Testimony of  
the Food Industry Alliance of New York State, Inc.  
Regarding REFRESH:  
Assessing the Zoning and Financial Incentives of the Food Retail Expansion to Support Health  
Program**

Thank you for the opportunity to testify regarding REFRESH: Assessing the Zoning and Financial Incentives of the Food Retail Expansion to Support Health Program. My name is Jay Peltz and I am the General Counsel and Senior Vice President of Government Relations for the Food Industry Alliance of New York State (FIA). FIA is a nonprofit trade association that advocates on behalf of grocery, drug and convenience stores throughout the state. Our members include chain and independent grocers that account for a significant share of the city's retail food market and the full line grocery wholesalers that supply them.

Neighborhood grocers have never faced a more difficult operating environment. Operating expenses are increasing as rents soar, health insurance premiums spike and the minimum wage reaches \$15.00 an hour in the city on December 31, 2018. Nontraditional food retailers (that are largely nonunion operators) such as warehouse clubs, natural/organics retailers and dollar stores are taking market share from traditional neighborhood grocers. These circumstances are making it increasingly difficult for food retailers to net even a penny on the dollar. In addition, food deserts are present throughout the city.

This context makes it clear that neighborhood grocers need help. Unfortunately, despite good intentions, FRESH has not had the anticipated impact. According to the Economic Development Committee, only 13 grocery stores have received financial incentives since the program was launched in 2009.

The principal complaint about FRESH is onerous red tape. This creates an insurmountable hurdle for most neighborhood grocers. Lacking the in-house expertise to fully understand the program, they would have to hire outside consultants to assess the program and comply with its requirements. This is typically cost prohibitive to a neighborhood grocer generally earning a penny on the dollar.

In addition, while the program's tax incentives are helpful, neighborhood grocers are usually starved for capital. Accordingly, grants or low interest rate loans would provide a significant incentive for food retailers to participate in the program.

We would like to thank Chairmen Vallone and Moya for initiating an effort to revitalize FRESH and therefore deliver a wider assortment of fresh, healthy products to the city's underserved communities.



FIA and its members look forward to working with government stakeholders to create better outcomes for the city's residents and its neighborhood grocers under the program.

Respectfully submitted,

**Food Industry Alliance of New York State, Inc.**

**Jay M. Peltz**

**General Counsel and Senior Vice President of Government Relations**

**Metro Office: 914-833-1002 | [jay@fiany.com](mailto:jay@fiany.com)**

**June 21, 2018**



# NEW YORK CITY CENTRAL LABOR COUNCIL AFL-CIO

President  
VINCENT ALVAREZ

Secretary-Treasurer  
JANELLA T. HINDS



## Testimony on the Food Retail Expansion to Support Health (FRESH) Program

### New York City Council Committee on Economic Development & Subcommittee on Zoning and Franchises

June 21, 2018

Good afternoon, my name is Alex Gleason, and I am the Director of Policy, Research & Legislation at the New York City Central Labor Council, AFL-CIO. As the umbrella organization for unions across New York City, the Central Labor Council advocates for lifting the floor on wages and standards for all working people in the five boroughs. I am here today to testify on the Food Retail Expansion to Support Health (FRESH) Program, and how this initiative aimed at eliminating food deserts can be improved to grow the market share of high road jobs. Many New Yorkers are denied access to well-paying jobs, living in neighborhoods without basic services and necessities; this program can—and in some cases has—provided both a desperately needed community resource and high road jobs.

Established in 2009, the FRESH Program has provided incentives to twenty-six grocery stores in the City's food deserts<sup>1</sup>. The cost per project is roughly \$5.5 million and the average tax break has been around \$1.4 million per store, which means the City is subsidizing around one-quarter of each project<sup>2</sup>. The City's ability to leverage tax subsidies to grow or shrink the market share of well-paying jobs can have additional positive or adverse impacts on a community.

The FRESH Program has specific requirements on access to fresh food, the square footage of groceries, and other nutritional criteria, but lacks standards around job quality or labor standards. Why does this matter? Western Beef, one of the few non-union operators, reports to the Economic Development Corporation their wages relative to the living wage law<sup>3</sup>, and show their two stores have only 7% and 16% of workers earning above the living wage<sup>4</sup>. All the stores reporting no provision of health benefits to even the full-time workers were non-union. When employers provide low pay and little-to-no benefits they are using the public social safety net—and the material suffering of their workers—to subsidize their bottom line profits at the expense of the taxpayers. It is also very likely many of the workers in the non-union FRESH Program grocery stores cannot afford the fresh food they sell.

There are several ways the FRESH Program can be improved to lift the floor on wages and standards for the community, operators, and workers. The City should consider removing the living wage exemption of this program; that would ensure all recipients of public funding under the program would pay their workers a living wage. The Council should also consider the inequality created by online retail, which is entirely inaccessible to the 10% of 'unbanked,' food insecure, low-income people, who cannot access the platforms<sup>5</sup>. In addition, the City should consider what other areas are being underserved, and which could become so with the closure of one-or-two existing stores. This could be an incentive to revisit the FRESH Program "Going to the Market" study published nearly a decade ago. The City could also eliminate the commercial rent tax, which unfairly burdens grocers across every neighborhood of the City.

Demanding reciprocity with public dollars gives the City government an opportunity to incentivize high-road employment practices. Creating the conditions to grow the market share of well-paying jobs will not only benefit the workers directly, but the community, and ultimately, the taxpayers. The FRESH Program presents a great opportunity to lift the floor in a more holistic way.

<sup>1</sup> NYCEDC, <https://www.nycedc.com/program/food-retail-expansion-support-health-fresh>

<sup>2</sup> NYCEDC, 2017 Project Info Spreadsheet, at <https://www.nycedc.com/about-nycedc/financial-public-documents>

<sup>3</sup> The Living Wage Law requires \$12.15 per hour with health benefits or \$13.95 per hour without health benefits: <https://www1.nyc.gov/site/dca/about/living-wage-law.page>

<sup>4</sup> NYCEDC, 2017 Project Info Spreadsheet, at <https://www.nycedc.com/about-nycedc/financial-public-documents>

<sup>5</sup> Ratcliffe, Caroline, Singe-Mary McKernan, Emma Kalish, and Steven Martin. "Where Are the Unbanked and Underbanked in New York City?" September 2015.

<https://www.urban.org/sites/default/files/publication/71511/2000430-Where-Are-the-Unbanked-and-Underbanked-in-New-York-City.pdf>



# Local 338

# RWDSU/UFCW

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**JOSEPH FONTANO**  
*Secretary-Treasurer*

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**DEBRA BOLLBACH**  
*Recorder*

**June 21, 2018**

## **Testimony from Local 338 RWDSU/UFCW to the New York City Council Committee on Economic Development and Subcommittee on Zoning and Franchising Regarding the Food Retail Expansion to Support Health (FRESH) Program**

Good Afternoon and thank you for the opportunity to testify today on the Food Retail Expansion to Support Health (FRESH) Program. My name is Nikki Kateman and I am here on behalf of Local 338 RWDSU/UFCW, a labor union that represents over 13,000 men and women employed at supermarkets, grocery stores, specialty food stores, retail drug stores and pharmacies across New York City, Long Island, and the Hudson Valley. Currently, Local 338 represents approximately 7,400 members who live and work in City of New York. Many of these men and women are employed at over 130 food retail establishments, including Gristedes, Morton Williams, Stop & Shop, Zabar's, Associated, Food Town and other small specialty or gourmet shops.

Grocery stores and supermarkets are essential components of New York City's neighborhoods and the daily lives of its residents. We likely frequent and rely on these businesses more often than we even realize. For all too many New Yorkers, especially those in low-income communities, the ease of stopping into a neighborhood grocery store is not something they are accustomed to. In fact, according to the "Going to Market" study conducted by the City of New York, an estimated three million residents live in neighborhoods with a high need for grocery stores and supermarkets. Communities are devastated either by the loss or absence of a local supermarket and the lack of access to affordable groceries reflects a real public welfare crisis.

Unfortunately, the need for access to affordable groceries seems to be an issue that has only become more pronounced as small business owners throughout New York City face increasing rents. In 2016, an Associated on the West Side of Manhattan, which employed Local 338 members, was forced to close due to an exorbitant rent increase. Despite community outrage and support from local elected officials, including City Council Speaker Corey Johnson, the landlord and owners of the Associated were unable to renegotiate the lease and as a result, the owners were unable to sustain a business at that location. This left a huge void for families and seniors who had depended on the store due to convenience to their homes, as well as the affordability of the groceries sold there.

However, this particular store closure only added to an already existing crisis. In 2015, after the supermarket chain A&P, whose brands included Waldbaum's, Food Basics, Food Emporium, and Pathmark (and were represented by Local 338 and UFCW Local 1500) declared bankruptcy, several dozens stores were liquidated throughout the Five Boroughs. While most of these locations were

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purchased and reopened by other grocery operators, many continue to remain dark or have since been acquired by non-food retail companies.

Therefore, we would recommend rethinking how food deserts are defined. In addition, to the City's demographics shifting since the inaugural FRESH program study "Going to Market" was conducted ten years ago, we have seen the real impact that the closure of just one or two community grocery stores can have on a neighborhood that doesn't fall into a traditionally defined FRESH-eligible area. Furthermore, updating how we classify food deserts should also take into consideration the impact of online retail on underserved communities. Online food delivery networks cannot adequately address the food insecurity needs of low-income families as nearly 10% of low-income men and women are "unbanked" and may lack reliable access to the internet.

This redefinition would also present the opportunity for existing brick and mortar grocery operators who are facing both rising rents and increased competition from online retail to access FRESH incentives. For most small and mid-size grocery operators, the margins of profits are narrow and hinder their ability to renovate their stores or expand beyond the neighborhoods they currently serve. In addition to expanding opportunities to qualify for FRESH, we would also recommend exempting food retail establishments from the Commercial Rent Tax which, would remove an additional burden from grocers who operate in the CRT zone in Manhattan.

Food retail establishments are not just sources of fresh produce, meats, and other foods and household items. Grocery stores are sources of employment and many companies, like the ones I stated above, provide quality jobs that allow workers to support themselves and their families. One of the policy objectives discussed at the origin of the FRESH Program was to create jobs and revitalize underserved neighborhoods. However, half of the grocery stores that have opened with incentives through FRESH are union. This is important to note because of the operators who have reported to the EDC, those who stated that they do not provide health care benefits even to those working over 30 hours are non-union. Additionally, Western Beef, one of the only non-union companies that provided data to the EDC, reported that at its two stores only 7% and 16% of its workers earned above the living wage.

While creating jobs is incredibly important, we need to prioritize the goal of creating high road jobs with employers that pay living wages and offer benefits to those they hire within the community. Workers at grocery stores incentivized by the FRESH Program must be able to afford to purchase groceries for their own families at the establishments in which they work. Otherwise, we are addressing one problem while simultaneously creating another. One solution is to remove the living wage exemption for this program requiring all those who receive public funding through FRESH abide by the Living Wage Law.

New York City has a history of recognizing that grocery stores and supermarkets provide crucial public benefits in terms of not just access to goods that promote public health, but also to quality, local jobs. This reflects in the fact that since the program began in 2010, an average of 3 stores per year have opened in food deserts throughout the Five Boroughs. While the FRESH Program has made progress over the last decade, we must address the changes that are happening both within the City of New York and the food retail industry. There is room to further support traditional brick and mortar

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grocery stores and supermarkets who are long established in their neighborhoods and continue to serve the community. However, we also cannot leave the women and men who work in this industry behind. We have a responsibility to ensure that those they employed in these establishments can in turn access the fresh food we are advocating for.

On behalf of Local 338 RWDSU/UFCW I look forward to having further discussions about how we can support and promote responsible grocery and supermarket retailers within communities of high need.

Thank you for your time.

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in favor  in opposition

Date: \_\_\_\_\_

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Name: DAN RAD

Address: \_\_\_\_\_

I represent: RADSON DEVELOPMENT

Address: \_\_\_\_\_

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in favor  in opposition

Date: 6/21/2018

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Name: TEGHVIR SINGH SETHI ('TEG')

Address: ~~170 FLAMES~~ 625 JAMAICA AV. BK <sup>11208</sup>

I represent: CYPRESS HILLS LDC

Address: " "

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Date: \_\_\_\_\_

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Name: EVIE ZANDOW

Address: \_\_\_\_\_

I represent: COOPERATIVE ECONOMY ALLIANCE OF NY

Address: \_\_\_\_\_

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Appearance Card

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in favor  in opposition

Date: 6/21/18

(PLEASE PRINT)

Name: Alexander Gleason

Address: agleason@nycccl.org; 275 7th Ave

I represent: NYC Central Labor Council

Address: NYCCCL.org

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Name: Michelle Mendoza

Address: \_\_\_\_\_

I represent: ASG (Associated Supermarket Group)

Address: 99 Seaview Blvd New York

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Name: Michael Davoli

Address: 132 West 32nd St

I represent: American Cancer Society (Cancer Action Network)

Address: \_\_\_\_\_



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Name: Robin Vitale  
Address: 122 E. 42nd St 18th Fl NY NY  
I represent: American Heart Association  
Address: \_\_\_\_\_

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 in favor  in opposition

Date: 6/21/18

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Name: Danielle Aristy  
Address: \_\_\_\_\_  
I represent: Western Beef  
Address: \_\_\_\_\_

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 in favor  in opposition

Date: 6/21/18

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Name: Jervonne F. [unclear] Secretary  
Address: 110 William Street  
I represent: NYCEDCITZ  
Address: 315 Rockaway Blvd, Rockaway  
Food Industry Alliance of NY



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Date: 6/21/18

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Name: Jennifer Krave

Address: 120 Broadway, NYC

I represent: NYC DCP

Address: 120 Broadway, NYC

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(PLEASE PRINT)

Name: Jay Peltz

Address: 1385 Boston Post Rd, Carmel, NY

I represent: Food Industry Alliance of NY

Address: \_\_\_\_\_

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Name: Brendan Sexton

Address: 37-15 79th St #52 Jackson Heights NY 11372

I represent: UFCW Local 1500

Address: 425 Merrick Ave Westbury NY 11590

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in favor  in opposition

Date: 6/21/18

(PLEASE PRINT)

Name: Krishna Omolade

Address: 110 William Street, NY, NY

I represent: NYCEDC, NYCIDA

Address: 110 William St, NY, NY

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in favor  in opposition

Date: 06/21/2018

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Name: Nikki Kateman

Address: 39-73 50 Street, Woodside 11377

I represent: Local 338 RWDSU/UCFW

Address: 1505 Kellum Place, Mineola, 11501

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in favor  in opposition

Date: 6/21/2018

(PLEASE PRINT)

Name: Craig Willingham

Address: 88 Green St. #3 Brooklyn, 11222

I represent: CUNY Urban Food Policy Institute

Address: 55 West 125th St. NY, NY

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Name: Armando Moritz-Chapelliquen

Address: \_\_\_\_\_

I represent: ANHD

Address: \_\_\_\_\_

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in favor  in opposition

Date: 6-21-18

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Name: Nelson Eusebio

Address: \_\_\_\_\_

I represent: National Supermarket Association

Address: \_\_\_\_\_

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THE CITY OF NEW YORK**

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Name: Dan Rad

Address: 233 Broadway Suite 801

I represent: \_\_\_\_\_

Address: \_\_\_\_\_