

Detroit Grocery Incubator: Increasing Grocery Stores in Detroit Neighborhoods



Improving Grocery Options in Detroit



Grocery stores are a cornerstone of neighborhood economic and community health. The shortage of groceries in Detroit has dire consequences for city residents, many of whom have to travel long distances for affordable, high-quality groceries. This lengthy trip not only adds to the cost of obtaining healthy food, it can also become a major obstacle to eating a healthy diet.

The Detroit Grocery Incubator is a new initiative that endeavors to create a thriving entrepreneurial infrastructure and provide support for new grocers. Through a fellowship program, the Detroit Grocery Incubator will enable local entrepreneurs to obtain the training and experience needed to increase the number of these valuable economic hubs and sources of fresh, healthy food. Over time, the program will offer expanded training, technical assistance, and access to capital for participating entrepreneurs.

Need

There is a clear, compelling need for bringing more grocery stores to Detroit neighborhoods:

- **500,000+ residents live in areas with** limited or no access to grocery stores.¹
- **In the city of Detroit**, there are 10 grocery stores for every 100,000 people. As a comparison, for every 100,000 people in San Francisco, there are 40 grocery stores; in Chicago - 42; in Ann Arbor - 23, in Oakland County - 23, in Wayne County - 26.²
- **The existing full-service grocery retailers in Detroit** currently capture 69% of Detroit households' grocery expenditures; Detroit residents spend close to \$200 million outside of their neighborhoods.³
- **Detroiters could potentially support** an additional 583,000 square feet of additional grocery retail space – or another 8 to 20 additional stores, depending on store sizes.⁴
- **Current food options do not support healthy diets in Detroit:** over 70% of adults and close to 40% of Detroit's youth are overweight or obese. Close to 75% of adults and over 80% of young people do not eat adequate quantities of fruits and vegetables according to USDA dietary recommendations.⁵



Grocery Incubator Goals

The Detroit Grocery Incubator endeavors to create a thriving entrepreneurial infrastructure and provide support to new grocers. The project aims to:

- Create **sustainable, affordable** and **high-quality** inner-city grocery stores.
- Stimulate **neighborhood growth** and **economic stability**.
- Create **new jobs** and **business opportunities** in grocery stores, adjacent retailers, distribution networks, Detroit-area farms, and local food processors.

What Is the Program?

The Detroit Grocery Incubator offers an intensive training program that supports local entrepreneurs to establish a grocery store on their own through:

- **Classroom training** on entrepreneurial skills, business principles, the inner city grocery industry, new store financing, site selection and Detroit's local food system.
- **On-the-job training** in a successful inner city grocery store.
- Providing **technical assistance** on business planning, site selection and attracting capital.

How to Apply

To apply, please contact the Fair Food Network at groceryincubator@fairfoodnetwork.org or 734-213-3999. You can also visit www.fairfoodnetwork.org/detroitgroceryincubator for application materials and more information. Scholarships are available for qualified applicants.

Check the Facts: 1. Examining the Impact of Food Deserts on Public Health in Detroit, Gallagher, 2007. 2. U.S. Census Bureau, American Fact Finder. Selected Statistics by Economic Sector, Sub-Sector, Industry Group, NAICS Industry, and U.S. Industry: 2007. 3. City of Detroit, Neighborhood Market Drill Down. Social Compact, 2010. 4. City of Detroit, Neighborhood Market Drill Down. Social Compact, 2010. 5. Michigan Department of Community Health, Michigan Behavioral Risk Factor Survey. Centers for Disease Control and Prevention, High School Youth Risk Behavior Survey.

The Detroit Grocery Incubator is a joint program of Fair Food Network, Tech Town, UpLift Solutions and W.K. Kellogg Foundation.

Fair Food Network

Fair Food Network is a national nonprofit dedicated to building a more just and sustainable food system. We work at the intersection of food systems, sustainability, and social equity to provide access to healthy, fresh and sustainably grown food, especially in underserved communities. We implement model programs and bring the right people together to generate ideas, share resources, and promote policy changes to repair our food system. To learn more, visit www.fairfoodnetwork.org.

Tech Town

TechTown is a community of passionate, diverse people and businesses driven by an entrepreneurial spirit to pursue extraordinary opportunities. Entrepreneurs join TechTown to gain guidance and get connected with resources needed for success. TechTown offers entrepreneurs unique access to Wayne State University's research, academic and technology assets. By reigniting an entrepreneurial culture, TechTown is fueling business growth, job creation and the revitalization of Detroit's Midtown and beyond. To learn more, visit www.techtownwsu.org.

UpLift Solutions

UpLift Solutions, Inc. is a national, non-profit organization created to support food businesses, government and non-profits to create sustainable environments for underserved communities. UpLift Solutions uses full service supermarkets as an anchor to fulfill community needs and to ensure consistent access to fresh, affordable food. UpLift focuses on three primary program areas including sustainable food systems, health innovation, and economic opportunity. To learn more, visit www.upliftsolutions.org.

W.K. Kellogg Foundation

The W.K. Kellogg Foundation, founded in 1930 by breakfast cereal pioneer Will Keith Kellogg, is among the largest philanthropic foundations in the United States. Based in Battle Creek, Michigan, WKKF works nationally and internationally, and engages with communities in priority places across the U.S., Mexico and Haiti to create conditions that propel vulnerable children to realize their full potential in school, work and life. To learn more, visit www.wkkf.org.



OFFICES

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"The Detroit Grocery Incubator provides a great combination of training and on-the-job experience to assist aspiring grocers and help develop jobs for Detroit residents."

DeWayne Wells,

President, Gleaners Community
Food Bank of Southeastern
Michigan

"Locally owned neighborhood food markets are a vital link in our food system. By providing training and support to new grocers, the Detroit Grocery Incubator will help to create good food environments for vulnerable children and families."

Linda Jo Doctor,

Program Officer, W.K. Kellogg
Foundation

"The Detroit Grocery Incubator will develop entrepreneurs whose focus on quality, service and community will dramatically increase access to healthy and affordable food in Detroit neighborhoods."

Dr. Oran Hesterman,

President and CEO, Fair Food
Network