Access to Healthy Food

Easy to find in urban neighborhoods

Hard to find in many urban neighborhoods
Food Deserts

New York City

72% can walk to food in 5 mins

Indianapolis

5% can walk to food in 5 mins
Indy - Farm to Table Dining

Public Greens Restaurant

Restaurant Garden behind restaurant

Eight different salads served daily
Indy - High School Gardens

Arsenal Tech High School – Indianapolis

Youth Garden

High School students work in greenhouse

Greenhouse and planting plots
Indy Hospital with Farm on the Roof
Sky Farm – Ekanazi Hospital

View from roof of hospital

ULI Indiana group tour

Farm grows 23 varieties of fruits & veggies

Sky Farm Education Center
Indy - Indoor Urban Farming

• This 30,000 sq.ft. Indy warehouse now contains the equivalent of 12 acres of farmland.

• Vegetables grow 365 days a year, free of pesticides and are sold to local grocery stores.

• Company has contracts with Kroger’s, Meijer’s and Safeway grocery stores.

• Demand for locally grown foods far exceeds supply. Indy residents spend $1.9 billion a year on fruits & veggies. 97% comes from out-of-state.
Grocery Stores - The Old Paradigm

- Suburban locations
- Single use buildings
- Accessible by auto only
- High thresholds – rooftops and income levels
- Many low income residents forced to shop at bodegas and convenience stores
Washington, DC – Safeway’s

- They had a reputation for long lines, bad produce and poorly stocked shelves.

The Soviet Safeway
Washington New Safeway’s
Grocery Stores – The New Model

Mixed Use Projects

No Setbacks

Small Footprints

Parking Underground or on Roof
Retailers Break the Rules

- Offices or housing above retail
- Restored historic buildings
- Multi-story buildings
- Stores in underserved neighborhoods
Whole Foods With Rooftop Farm
Farmers Markets
National Count of Farmers Market Directory Listings

Source: USDA-AMS-Marketing Services Division

Farmers Market information is voluntary and self-reported to USDA-AMS-Marketing Services Division
Takoma Park Farmers Market

- Founded in 1982
- 30 Vendors from 23 farms, all within 75 miles
- Thousands of shoppers
- Everything sold is fresh and local: bread, cheeses, meats, fruits and veggies, baked goods, flowers and more
Farmers Markets

Benefits to Farmers

• Sell direct to consumers
• Less transport
• Less handling
• Less refrigeration
• Less time in storage
• Increased profit over selling to wholesalers or food processors

Benefits to Consumers

• Fresher foods/seasonal foods
• A better variety of foods
• A place to meet neighbors
• Market traffic benefits other local businesses
• Creates links between urban and rural population
• Market accepts WIC & SNAP
Fresh and Local
Local Economic Return of Indies v. Chains

Chain Retailers

Independents

- Profit & Labor: 25.2%
- Procurement for Internal Use: 5.7%
- Procurement for Resale: 14.3%
- Charitable Giving: 3%

Local Recirculation of Revenue: 13.6%  Local Recirculation of Revenue: 48%

*Compiled results from nine studies by Civic Economics, 2012: www.civiceconomics.com
Graph by American Independent Business Alliance: AMIBA.net*
Food Halls & Next Gen Markets

• Food halls that combine traditional market offerings (butcher, fruit & vegetable stands, etc.) with dining options, artisanal foods, and innovative food sourcing and events.

• Ferry Terminal Market in San Francisco, Chelsea Market in New York, St. Roch Market in New Orleans, Union Market in DC are examples.
Food Halls

• Food-related retail has seen the greatest growth of any retail sector in the past few years.

• Food halls are, arguably the hottest trend in retail.

• In the first nine months of 2016 the number of food hall projects in the US grew by 37%
# Top 20 Food Halls in US

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<tr>
<td>2. Ferry Terminal Market – San Francisco</td>
<td>11. Union Station – Denver</td>
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<tr>
<td>5. Ponce City Market – Atlanta</td>
<td>14. Latinicity – Chicago</td>
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<td>7. Revival Food Hall – Chicago</td>
<td><strong>The Source – Denver</strong></td>
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Source: Food Halls of America, Cushman Wakefield, 2016
Ferry Terminal Market – San Francisco

• One of the city’s top 5 visitor destinations.

• Attracts 1 million visitors annually

• Generates $1,250 per sq. ft. in food sales
Eataly – New York

- New Concept Retail - Eat / Shop / Learn

- Largest Italian food marketplace in the world.

- 50,000 sq. ft. of retail space, food counters, and areas for cooking demonstrations.

- 6 million visitors in 1st year. $70 million in gross sales.

- ~25,000 people on weekends.
Union Market – Washington, DC

- Heart and soul of a broader, once blighted district and neighborhood.
- Includes food vendors, eateries, culinary events, performance spaces
- More than 100 businesses employing 1,500 people now in district.
- For the first time in 40 years, new housing built in the neighborhood.

Union Market – Before

Union Market – After
Chelsea Market – New York City

- Chelsea Market is an urban food hall, shopping mall and office building.
- The building was constructed in 1930 by Nabisco Company.
- The Highline Park passes over a portion of the building.
- Highly profitable/management intensive
From Deserted

To Destination
Innovations and Innovators

• Communities, companies and organizations are trying a wide array of new policies, approaches and concepts to reduce food waste, increase access to healthy food, and improve sustainability.

The Food Trust, Philadelphia

Gotham Greens, Brooklyn, NY
Food Trucks

• Modern Food Truck craze began in Los Angeles in 2008.

• In 2015 there were over 5,200 licensed food trucks in the US.

• The average food truck employs 3-4 people and generates an average of $290,597 per year.

• Denver has about 100 licensed food trucks.

• Source: Food Truck Industry Association, 2016
AERO Farms - Newark, NJ

- A New Jersey company has turned a 70,000 sq. ft. former industrial building into America’s largest **indoor farm**.

- AERO Farms in Newark New Jersey employs 92 people.

- Grows leafy greens & herbs without sunlight or soil. Uses 95% less water.

- Sells to Shop Rite Stores in New Jersey and New York.

- Financed by Goldman Sachs and Prudential Financial
Daily Table – Dorchester, MA

- Non-profit supermarket sells discounted fruits & veggies, inexpensive surplus goods and healthy to go meals.

- Founded by former President of Trader Joes

- “Hunger and wasted food are two problems with one solution.”
Re:Vision - Denver, CO

• Helps local families grow food by providing resources, training & technical assistance.

• Launched in Westwood in 2009, ReVision is now in 12 Denver neighborhoods.

• Started with 7 families. Now helps more than 600 families grow their own food. (55,000 lbs. of organic produce in 2016)

• Runs a pop-up market 3 days a week in Westwood at future site of Westwood Food Co-Op.
Food Hubs

• A food hub is a business or organization that manages the aggregation, distribution and marketing of source identified food products primarily from local and regional producers.

• They help connect growers to consumers, wholesalers, retailers and institutional buyers.
Craft Brewing

• The number of active craft breweries has more than tripled in the last 10 years.

• In 2016 there were 334 craft breweries in Colorado, 2nd to California.

• 2 key factors driving the popularity of craft brews are: 
  foodie culture and the millennial generation.

• Millennials make up 41% of the weekly beer drinking population, but account for 57% of craft beer drinkers.

Source: The Craft Brewing Revolution, Cushman & Wakefield, June 2017
## Top Beer Destinations 2017

<table>
<thead>
<tr>
<th>Large Metros</th>
<th>Smaller Metros</th>
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<tbody>
<tr>
<td>1. Portland, Or</td>
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<td>2. Denver, CO</td>
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<tr>
<td>3. Seattle, WA</td>
<td>3. Fort Collins, CO</td>
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<tr>
<td>4. Portland, ME</td>
<td>4. Corvallis, OR</td>
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<tr>
<td>5. Colorado Springs, CO</td>
<td>5. Missoula, MT</td>
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<td>7. Spokane, WA</td>
<td>7. Asheville, NC</td>
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<td>8. San Diego, CA</td>
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<td>9. Madison, WI</td>
<td>9. Great Falls, MT</td>
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Source: Travelocity.com
Opportunities To Incorporate Food into Development

• Conserve farmland & allocate space to gardening and/or agriculture.
• Create programs or classes on nutrition, cooking, canning, beekeeping, etc.
• Reduce food waste and distance food travels between field and fork.
• Help low income consumers by accepting SNAP benefits, establish pay as you go food stands, offer job training in culinary arts, etc.
• Provide space for innovative restaurateurs and/or food retail concepts.
• Sponsor events or festivals to celebrate local foods and beverages (beer festivals, food fests, etc.
• Partner with chefs, restauranteurs, farmers, colleges and/or non-profits.
Lessons Learned

• **Food can catalyze** residential and mixed-use projects, especially if it is part of a larger placemaking strategy.

• Buying and eating food can **drive foot traffic** and meet a vital community need.

• Farms and gardens are **relatively low cost amenities**, especially compared to other MPC amenities such as golf courses, spas or clubhouses.

• A **market exists** for high quality food stores in low and moderate income neighborhoods.

• Managing food services & restaurants can be risky. Successful projects require careful **curation and management**.

• Successful projects often involve **partnerships** with non-profits, institutions, chefs, farmers or others.

• When we think about the future of real estate, food and farming can be a **profitable** part of the equation.
Thank You!

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www.uli.org/health