



Improving access to affordable food in New York City

- Strategy Brief-

The Mayor's office plays a coordinating role

The mission of the Office of the Food Policy Director is to advance the City's efforts to increase food security, promote access to and awareness of healthy foods, and support economic opportunity and environmental sustainability in the food system.

- Reports to the Deputy Mayor for Health and Human Services and works closely with the Deputy Mayor for Housing and Economic Development and other Mayoral offices
- Coordinates multiple City agencies and offices, and brokers partnerships with advocates, nonprofit and community organizations, and private industry

Many New Yorkers are not well served by the food system

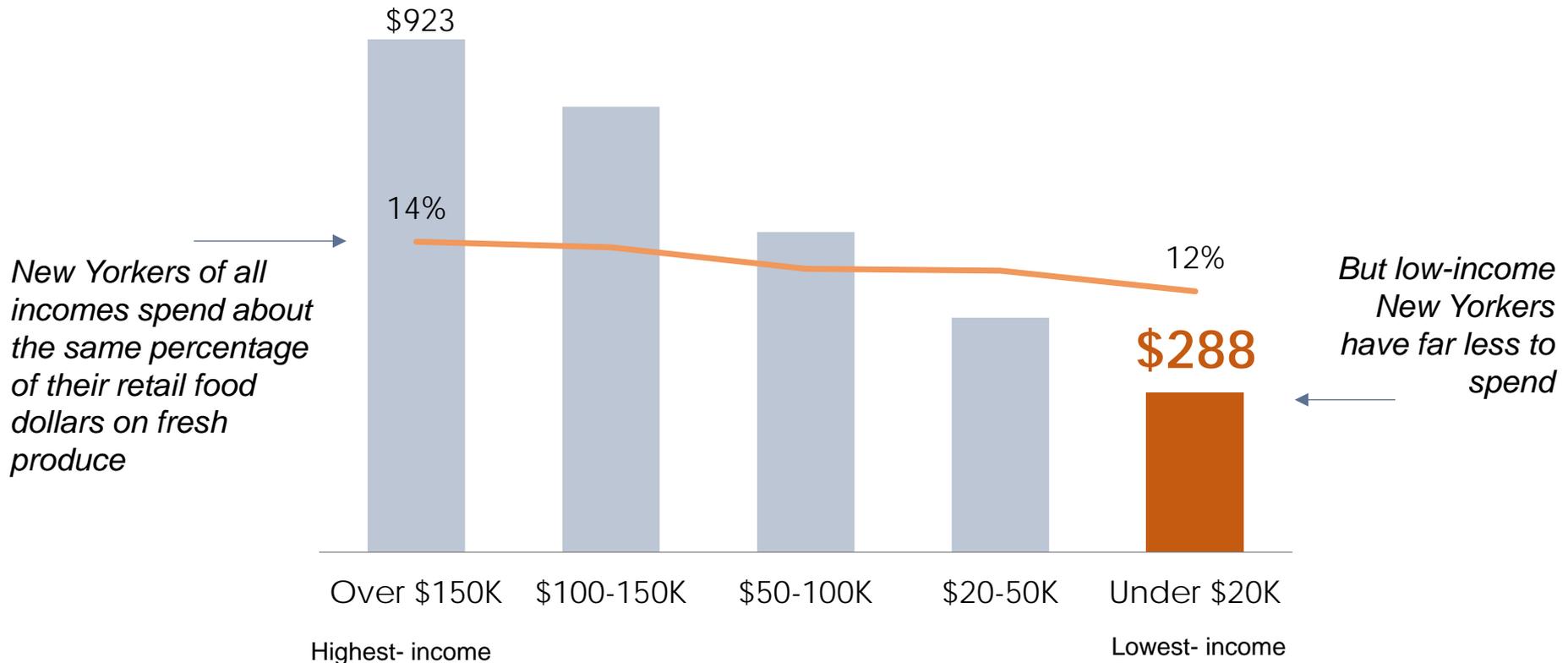
- A cross-agency team came together in 2016 to examine possible food policies and interventions
- We assembled a detailed profile of low-income consumer shopping behaviors and preferences
- The team considered over 40 proposed strategies, including support for delivery start-ups and technical assistance to bodegas
- We prioritized strategies where the City could make meaningful progress over the next 2 years

Low-income households shop differently

	Low income households (<\$40,000)	Other households
	Spend \$4,500 on food annually	Spend \$9,000 on food annually
	16% of household spending covers food, which is treated as a major expense	Food accounts for 12% of household spending, and is spent more freely
	65% of food expenses go to food at home	56% of food expenses go to food at home
	Shop mainly at grocery stores	Shop mainly at grocery stores
	Make about 11 trips to 5 stores to find good deals each month	Willing to pay for convenience
	Want to cook healthy meals , but scheduling and prices make it hard	Have more flexibility in time and money to cook or purchase healthy meals

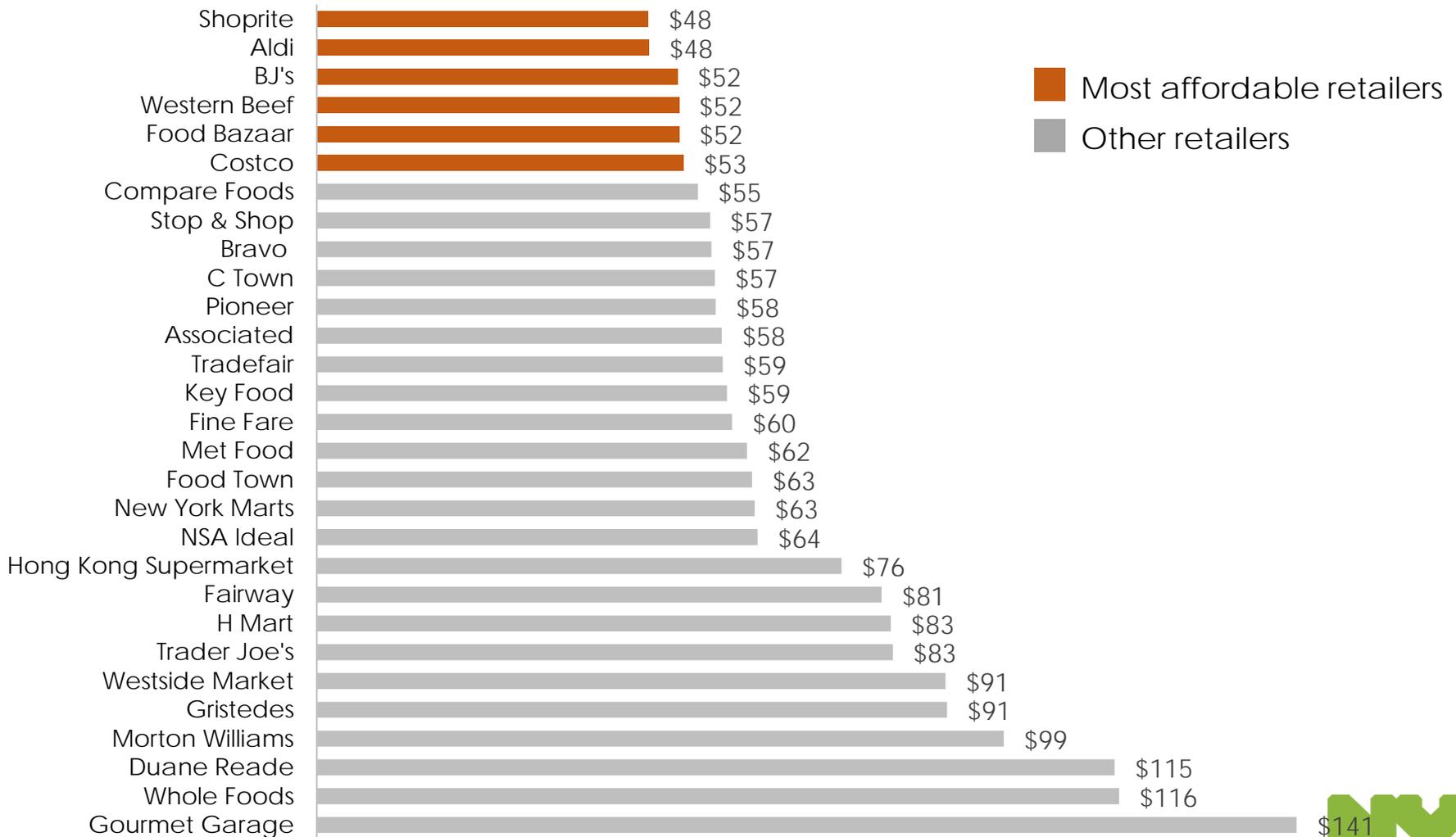
New Yorkers want to eat healthy, but cost is a barrier

Percent of food budget and total spending annually on fresh produce



Affordability varies across NYC chains we assessed

Price of standard food basket, using least expensive options

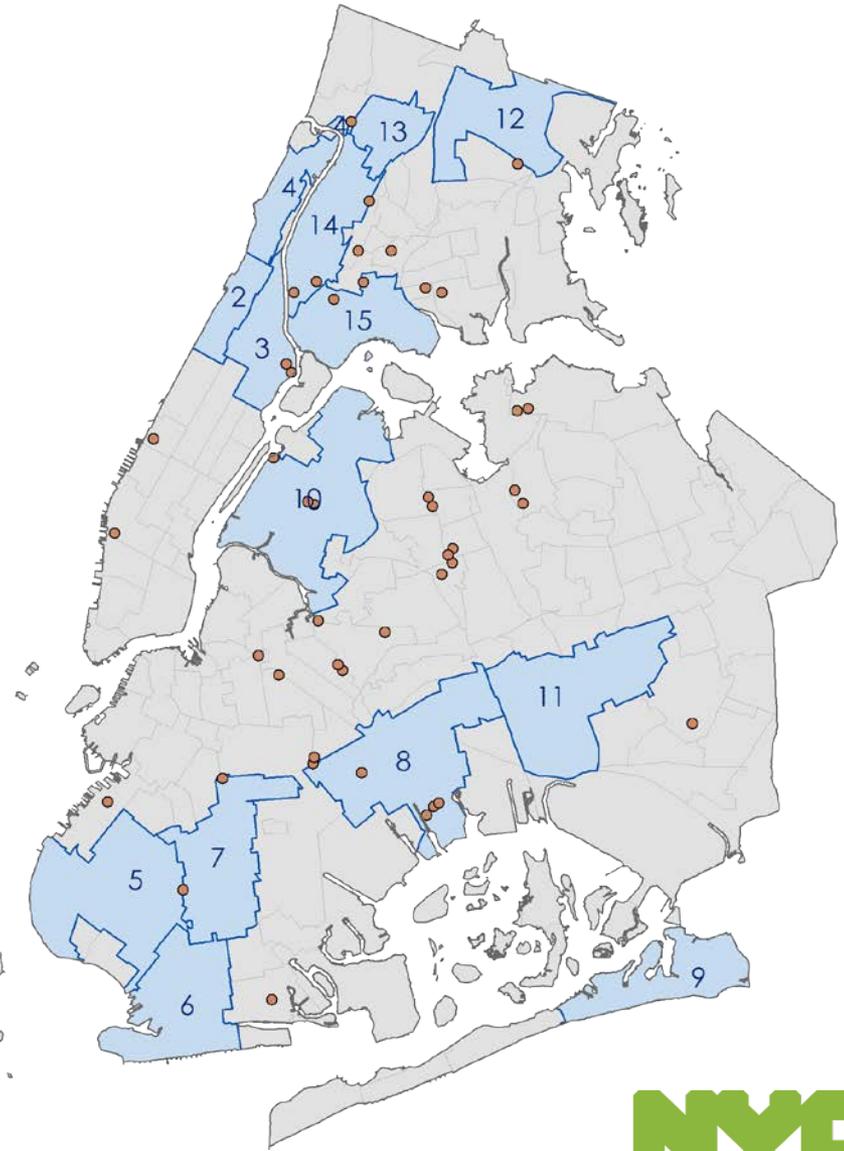


15 neighborhoods are most in need of affordable retail

Neighborhoods were identified based on:

- Large number of low-income residents (<150% poverty)
- Negative diet-related indicators (sugar sweetened beverage and produce consumption, obesity)
- Lack of affordable retailers
- Ability for stores to reach a large surrounding population

- Priority neighborhood
- Affordable retailer



We spoke to retailers to learn more about the challenges

- All retailers we spoke to said they are **eager to expand**, especially to the outer boroughs
- **However, they all wanted large sites**, which are rare and competitive in NYC real estate
- **They said they could pay less** per square foot than other potential tenants
- **The City can address these barriers** by making sites available and incentivizing deals



Our goal is to add affordable retailers in priority areas

- **Cost is the primary barrier** keeping low-income New Yorkers from eating more healthy food
- **Affordable retailers** boost purchasing power by 15% over a typical neighborhood store
- **15 neighborhoods** are particularly underserved by affordable retail
- **The City can address price and real estate barriers** to add affordable retail in these areas



We seek to attract 15 new affordable retail stores



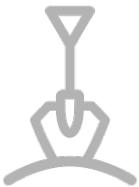
Integrating affordable food retail into key real estate projects over the next few years



Enhanced incentives and other support for retail projects



Supporting strategy to bolster small supermarkets



One or two tangible near-term wins