

**Equitable Food Oriented Development (EFOD) Stakeholder Work Group –
FINAL MEETING**

Thursday, November 19, 2020

10:00 a.m. - 12:30 p.m.

AGENDA

10:00 a.m. Final Review of VFAIF Grant Guidelines – Jewel Bronaugh

- Eligibility
- Application Process

10:45 a.m. Final Review of VFAIF Evaluation Criteria – Jennifer Perkins

- Evaluation Committee Participation

11:15 a.m. VFAIF Program Coordinator and CDFI RFP Update – Jewel Bronaugh

11:45 a.m. Next Steps – Jewel Bronaugh

- Grant Advertisement & Promotion
- Future role for the Work Group

12:15 p.m. Public Comment Period

12:30 p.m. Adjourn

PUBLIC PARTICIPATION

Members of the public may listen to the meeting via the Cisco WebEx platform using the link, access code, and password below.

Event address for attendee:

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Event number (access code): 178 672 6615

Event password: 2sUv2u3mGaz

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US Toll Free (866) 692-4530

If you would like to comment during the public comment portion of the meeting, please sign up to do so using the WebEx Q&A feature. Via the Q&A feature, send the Meeting Host your first and last name as well as the name of the organization, if any, on whose behalf you will be commenting (e.g., Joe Smith with ABC Organization). If you join the meeting using the audio conference only or are unable to locate the WebEx Q&A feature to sign up for the public comment portion of the meeting, please dial *3 on your phone to raise your hand. You may also email your first and last name as well as the name of the organization, if any, on whose behalf you will be commenting to Roz Stein at Roz.Stein@vdacs.virginia.gov. During the public comment portion of the meeting, the Meeting Host will unmute your microphone and announce that it is your turn to comment. Please minimize the background noise at your location.

Should any interruption of the broadcast of this meeting occur, please call (804) 786-3938 or email Roz.Stein@vdacs.virginia.gov to notify the agency. Any interruption in the broadcast of the meeting shall result in the suspension of action at the meeting until repairs are made and public access is restored.

**Virginia Food Access Investment Fund
Grant Guidelines
DRAFT**

Program Overview

The Virginia Food Access Investment Fund (VFAIF) is a statewide program that focuses on equity and justice in local food systems by investing in new or expanding food retailers that address food access issues in the Commonwealth. VFAIF offers grants and loans to fund the business development, construction, rehabilitation, equipment upgrades, or expansion of grocery stores, small food retailers, or innovative food retail projects in historically marginalized communities.

Food acts as a common thread between history and culture, neighborhood empowerment and economic sustainability, and healthier lifestyles. The VFAIF program has been developed using the Equitable Food-Oriented Development model (EFOD), a development strategy that uses food and agriculture to create economic opportunities and healthy neighborhoods and that explicitly seeks to build community assets, pride, and power by and with historically marginalized communities.

For the purposes of this program, historically marginalized communities are defined as minority or underserved, as well as those experiencing low food access. In these communities, the objectives of this program are to:

- improve access to fresh foods and reduce food deserts across the Commonwealth;
- create wealth and leadership in historically marginalized communities;
- improve access to private capital for Black, Indigenous, and People of Color (BIPOC) business owners;
- assess, support, and transform existing or potential businesses into sustainable community-owned businesses;
- foster innovative solutions that uplift and share successful food business models; and
- reduce food insecurity, strengthen food systems, and improve health outcomes for historically marginalized communities.

VFAIF is administered by the Virginia Department of Agriculture and Consumer Services (VDACS) in partnership with XXXXX, a Community Development Financial Institution (CDFI).

Eligibility

The VFAIF program is a unique opportunity that is focused on historically marginalized communities. Specifically, VFAIF and EFOD are focused on vulnerable communities, including BIPOC and low-income individuals who have been disproportionately affected by unequal investment and growth, including a lack of access to capital.

To meet the goals of EFOD, applicants for the VFAIF program who are BIPOC owned or led, or who work in partnership with BIPOC, will be prioritized. Applicants may be individuals, farms, nonprofits, organizations (faith-based or others), or for-profit businesses.

Eligible projects include the business development, construction, rehabilitation, equipment upgrades, or expansion of:

- Grocery stores that primarily sell meat, seafood, fruits, vegetables, dairy products, dry groceries, household products, sundries, and healthy food options
- Innovative food retail projects such as mobile markets or delivery models, including food trucks
- Small food retailers, such as small-scale stores, neighborhood stores, small groceries, farmers' markets, or corner stores
- Small, limited resource or socially disadvantaged farmers and ranchers; small, limited resource or socially disadvantaged farm co-ops, community gardens, restaurants or cafes with a direct food retail component or in partnership with a qualified food retailer, food hub, Supplemental Nutrition Assistance Program (SNAP) Community Supported Agriculture (CSA), and/or farm stand

Eligible uses of funding may include, but are not limited to, seed money or funds for implementation, such as site development or the purchase of equipment.

VFAIF will not fund stand-alone business entities without a food retail component or food retail partner, traditional food banks/food pantries, or the purchase of land.

Projects must meet the following requirements to be considered for funding:

- Have a retail component where consumers can purchase fresh meats, seafood, dairy, produce, and/or healthy food options
- Be owned or substantially run by BIPOC leadership or be working in active partnership with a BIPOC-run organization
- Demonstrate a history of community engagement, work in the community, and community support for the project
- Accept SNAP benefits and offer Virginia Fresh Match incentives
- Purchase a minimum of 25% of fresh products from Virginia's small, beginning, limited resource, Veteran, and/or socially disadvantaged farmers and ranchers (as designated by USDA/ERS ers.usda.gov)

Prioritization will be given to projects that meet the following criteria:

- Directly serve residents within underserved, low food access communities~~Serve one of the target areas as shown on the attached map. The grant review committee may consider projects outside of the target areas if there is a compelling justification for doing so~~
- Provide customer access, either by providing/coordinating transportation to the business or by providing a mobile market component that brings products to the community
- Integrate community culture and artistic expression in the business model
- Develop new markets and enterprises, creating real and sustainable economic opportunities
- Provide a path for financial sustainability and positive outcomes to the community, including education, leadership and youth development, employment of community residents, job training, or workforce development
- Demonstrate success in creating partnerships and/or efforts to leverage additional funding. Include a defined plan to create partnerships that allow the business to offset the cost of products sold to the consumer.

~~Applications will be evaluated on their overall efforts to develop positive impacts to the community, such as showing an increase in SNAP sales, fresh products available, Virginia-grown purchases by the retailer, and/or employment of community residents.~~

Application Process

The VFAIF application period will be announced annually. Grant award amounts will range from \$5,000 to \$50,000 per project, per year. Successful projects may apply for additional funding in subsequent years upon completion of the previous project (for instance, an applicant could receive \$10,000 to purchase refrigeration in year one and then apply for \$50,000 to expand processing capability in year two).

To apply, applicants must first complete the application and an Equitable Food-Oriented Self-Assessment (to be found at XXXXX) to determine eligibility. The grant review committee will review the application and assessment. Upon determining that the project meets the VFAIF criteria, the review committee will schedule an interview to discuss the project. Applicants should identify local community member(s) who can speak to the applicant's community engagement and work in the community and who can provide community support for the project plan. Successful applications will show a clear vision and plan, including a timeline and deliverables; will have a comprehensive budget; and will demonstrate a path to financial sustainability or profitability.

Grant Resources and Support:

The VDACS Food Access Program Coordinator, who primarily focuses on the administration of the Virginia Food Access Investment Fund and Program, will provide technical assistance and outreach to grant applicants to assist with the application process and grant implementation. The Coordinator will serve as the main point of contact for questions regarding how to complete the grant application, prepare the proposal, and participate in the grant interview process. The Coordinator will work alongside successful grant recipients to assist them in identifying and partnering with other potential financial resources and ensure they have or are able to accept SNAP benefits and the Virginia Fresh Match incentive. In addition, the Coordinator will work with partner food-based organizations to develop one-time and ongoing educational workshops and technical assistance to aid grant recipients in becoming sustainable and successful.

The Community Development Financial Institution (CDFI) serves as a critical partner to VDACS in grant program administration and implementation in support of VFAIF grant recipients. The CDFI will assist grant recipients with business development resources and connect them with financial resources, such as low-interest or no-interest loans, to provide additional sources of funding. ADDITIONAL INFORMATION TO BE ADDED WHEN CDFI IS DETERMINED....

Please visit the VDACS website to locate information and services that can help you successfully develop and sustain your community-based business. ADDITIONAL INFORMATION TO BE ADDED WHEN THE WEBSITE IS ACTIVE...

If you have any questions about the process or need help completing the application, please contact:

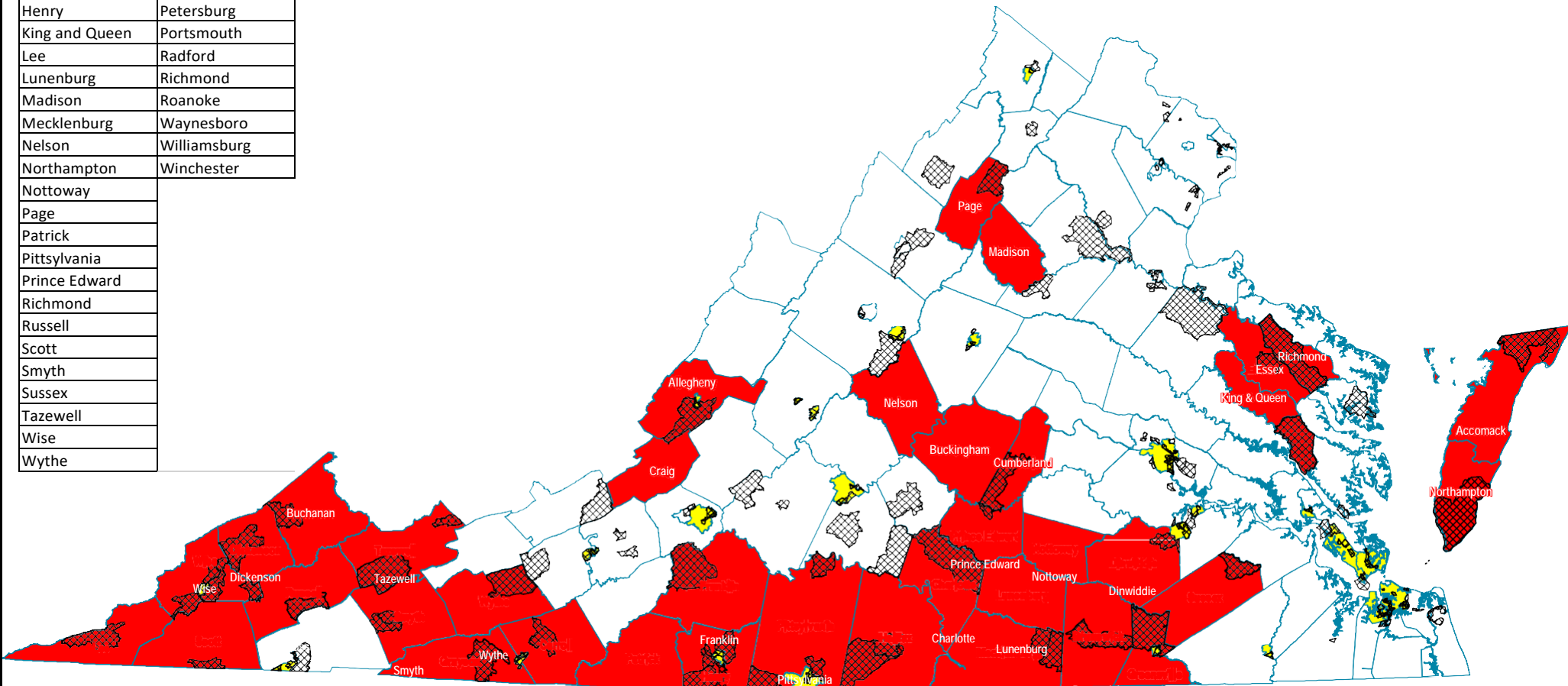
Jennifer Perkins
Office of Agriculture Forestry and Development
Jennifer.perkins@vdacs.virginia.gov

Counties	Cities
Accomack	Bristol
Alleghany	Buena Vista
Brunswick	Charlottesville
Buchanan	Covington
Buckingham	Danville
Carroll	Emporia
Charlotte	Franklin
Craig	Galax
Cumberland	Hampton
Dickensen	Hopewell
Dinwiddie	Lexington
Essex	Lynchburg
Franklin	Martinsville
Grayson	Newport News
Greensville	Norfolk
Halifax	Norton
Henry	Petersburg
King and Queen	Portsmouth
Lee	Radford
Lunenburg	Richmond
Madison	Roanoke
Mecklenburg	Waynesboro
Nelson	Williamsburg
Northampton	Winchester
Nottoway	
Page	
Patrick	
Pittsylvania	
Prince Edward	
Richmond	
Russell	
Scott	
Smyth	
Sussex	
Tazewell	
Wise	
Wythe	

Virginia's Counties & Cities with Food Insecurities & Food Deserts Shown with Designated Qualified Opportunity Zones



September 2020



Appendix A¹ - VFAIF Target Areas

1. Opportunity Zones

To determine if your project falls within one of Virginia's 212 designated opportunity zones, please use the interactive map found here:

<https://www.dhcd.virginia.gov/opportunity-zones-oz>.

2. Targeted Cities and Counties²³

Accomack	Grayson	Page
Alleghany	Greensville	Patrick
Bristol	Halifax	Petersburg
Brunswick	Hampton	Pittsylvania
Buchanan	Henry	Portsmouth
Buckingham	Hopewell	Prince Edward
Buena Vista	King and Queen	Radford
Carroll	Lee	Richmond
Charlotte	Lexington	Richmond
Charlottesville	Lunenburg	Roanoke
Covington	Lynchburg	Russell
Craig	Madison	Scott
Cumberland	Martinsville	Smyth
Danville	Mecklenburg	Sussex
Dickensen	Nelson	Tazewell
Dinwiddie	Newport News	Waynesboro
Emporia	Norfolk	Williamsburg
Essex	Northampton	Winchester
Franklin	Norton	Wise
Franklin	Nottoway	Wythe
Galax		

¹ All localities on this list meet one or more of the following criteria: the locality is a food desert and 10% or greater of the population has low access to a grocery store; 16% or more of the population faces food insecurity; greater than 35% of the locality is 200% below the federal poverty rate. Data collected from: FeedVA, "FeedVA Map Series". Retrieved September 4, 2020. <https://cga-wm.maps.arcgis.com/apps/MapSeries/index.html?appid=d7792f0224c14c6381508c6d9f194b89>

² This list includes 38 of 95 counties, representing 40% of counties in Virginia.

³ This list includes 23 of 35 cities, representing 66% of cities in Virginia.

Mandatory Evaluation Criteria		
Has a retail component where consumers can purchase fresh meats, seafood, dairy, produce, and/or healthy food options		
Excellent	The applicant has an existing retail component that already enables consumers to purchase fresh food.	10
Good	The applicant has either: 1) a business plan that includes adding the sale of fresh foods to an existing retail component that does not currently offer them; or 2) a clear plan to develop a retail component that includes the sale of fresh foods.	5
Poor	The applicant has no retail component for fresh foods and no plan to implement one.	0
Mandatory Evaluation Criteria		
Be owned or substantially run by BIPOC leadership or be working in active partnership with a BIPOC-run organization		
Excellent	The applicant individual or organization is BIPOC or majority BIPOC-run and/or is actively partnered with a BIPOC-led organization.	10
Good	The applicant individual or organization is not BIPOC or BIPOC individuals constitute a minority of leadership and/or the business plan includes a plan to partner with a BIPOC-led organization.	5
Poor	BIPOC individuals are not part of the ownership or leadership.	0
Mandatory Evaluation Criteria		
Demonstrates a history of community engagement, work in the community, and community support for the project		
Excellent	The applicant has a clearly established history of work in the community. The project has demonstrated support from leaders, both formal and informal, in the community.	10
Good	The applicant is relatively new to the community but is knowledgeable on issues central to the community; the applicant has engaged in outreach with local community leaders, both formal and informal, and has support for the project.	5
Poor	The applicant has no history or connection to the community.	0
Mandatory Evaluation Criteria		
Accepts SNAP benefits and offers Virginia Fresh Match incentives		
Excellent	The applicant is already able to accept SNAP and is prepared to accept Virginia Fresh Match incentives.	10
Good	The applicant is unable to accept SNAP but has a clear plan and timeline to become eligible for both SNAP and Fresh Match.	5
Poor	The applicant has no plan to accept SNAP and Virginia Fresh Match.	0
Mandatory Evaluation Criteria		
Purchases a minimum of 25% of fresh products from Virginia's small, beginning, limited resource, Veteran, and/or socially disadvantaged farmers and ranchers		
Excellent	The applicant is currently purchasing 25% or more of fresh products from Virginia's small, beginning, limited resource, Veteran, and/or socially disadvantaged producers. Strong applicants will demonstrate the existence of partnerships with producers, up to and including letters of support indicating that farmers are providing sufficient fresh products.	10
Good	The applicant has a clear plan to purchase 25% or more of fresh products from Virginia's small, beginning, limited resource, Veteran, and/or socially disadvantaged producers. Strong applicants will demonstrate the development of partnerships with producers, up to and including letters of support indicating that farmers will be able to provide sufficient fresh products.	5
Poor	The applicant has no plan to purchase fresh products from Virginia's small, beginning, limited resource, Veteran, and/or socially disadvantaged farmers and ranchers.	0

Additional Evaluation Criteria		
Directly serves residents within underserved, low food access communities		
Excellent	The project directly serves an underserved, low food access community.	6
Good	The project has a business plan outlining how it plans to serve an underserved, low food access community.	3
Poor	The project does not serve an underserved, low food access community.	0

Additional Evaluation Criteria		
Provides customer access, either by providing/coordinating transportation to the business or by providing a mobile market component that brings products to the community		
Excellent	The applicant currently has a transportation component as part of its operation.	6
Good	The applicant has included a transportation component in its business plan, providing a clear budget and timeline for implementation.	3
Poor	There is no plan to include transportation in the business model.	0

Additional Evaluation Criteria		
Integrates community culture and artistic expression in the business model		
Excellent	The applicant currently incorporates methods of expressing the culture, arts, and history of the community in its business plan. The applicant works with BIPOC community artists, storytellers, historians, and community leaders to inform the plan and to create artwork or other design elements that are relevant to the community.	6
Good	The applicant has a plan to incorporate the culture, arts, and history of the community into its business plan. The applicant plans to work with BIPOC community artists, storytellers, historians, and community leaders to inform the plan and to create the artwork or other design elements that are relevant to the community.	3
Poor	The applicant does not have a plan to incorporate the culture, arts, and history of the community into its business plan.	0

Additional Evaluation Criteria		
Develops new markets and enterprises, creating real and sustainable economic opportunities		
Excellent	The applicant has clearly articulated a plan for the business's long-term sustainability outside of grant programs. The business plan identifies both short-term gains and long-term potential growth with a high likelihood of success.	6
Good	The applicant has identified some elements of both short- and long-term growth but has not fully identified a path to sustainability.	3
Poor	The business is unlikely to succeed without ongoing grant support.	0

Additional Evaluation Criteria		
Provides a path for financial sustainability and positive outcomes to the community, including education, leadership and youth development, employment of community residents, job training, or workforce development		
Excellent	The applicant has clearly identified benefit(s) to the community, such as reserving a certain number of jobs for residents and providing internships/training for youth. Strong applications will clearly demonstrate methods and timelines for attaining outcomes and will show how they are using models with proven success.	6
Good	The applicant intends to add benefit(s) to the community to the business plan but has not yet fully identified the manner or timeline.	3
Poor	The applicant provides no plan for adding community benefit(s) to the business plan.	0

Additional Evaluation Criteria		
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Demonstrates success in creating partnerships and/or efforts to leverage additional funding. Includes a defined plan to create partnerships that allow the business to offset the cost of products sold to the consumer		
Excellent	The applicant has well established partnerships or a defined plan to create partnerships that will allow the business to offset the cost of products sold to the consumer. Strong applications will show that potential partners have already been identified and that they support the project.	6
Good	The applicant has tentative plans to create partnerships but does not have relationships in place or letters of support from potential partners.	3
Poor	The applicant has no plan to create partnerships.	0

Additional Feedback
Please use this space for any additional feedback not captured in the scoring rubric.

Employment Opportunity



Established in 1877, the Virginia Department of Agriculture and Consumer Services (VDACS) promotes the economic growth and development of Virginia agriculture, provides consumer protection and encourages environmental stewardship.

Virginia Food Access Investment Fund Program Coordinator (Program Administration Specialist II, Pay Band 5)

#01401 - Richmond

The Virginia Department of Agriculture and Consumer Services is seeking a Virginia Food Access Investment Fund Program Coordinator within the Division of Marketing and Development. This newly established position will provide oversight of the Virginia Food Access Investment Fund (VFAIF) and Program through grant management, educational and technical assistance, partnership development and support for nutrition assistance to increase the access to healthy foods in historically marginalized communities, specifically as it relates to SNAP participants and grant-funded projects; utilize data collection with targeted communities for grants and expansion of the Commonwealth's capacity to produce, distribute, and consume local foods. This position involves occasional travel, sometimes overnight.

QUALIFICATIONS: Knowledge of principles of business management, grant accounting/budgeting, and of grant program administration preferably as related to public assistance, health, nutrition, or agriculture. Knowledge of the administrative principles and practices used to prepare, solicit, administer, and evaluate a comprehensive grant program. **Demonstrated commitment to racial justice. Experience in public health, particularly with knowledge of racial equity and social justice core concepts. Experience working with diverse groups, in particular, building strong relationships with community groups.** Demonstrated ability to independently perform a variety of complex administrative tasks associated with maintaining the fiscal integrity of a grant program; to accurately record observations and results; to provide outreach and communicate effectively both orally and in writing to include developing and making presentations; research, explain, and apply program regulations; compile, analyze, and make recommendations; and establish and maintain effective work relationships with diverse communities, industry organizations, and agency staff and management; and to provide administrative determinations and recommendations. Computer proficiency (Word, Excel, PowerPoint, Internet). Must have (or be eligible for) and maintain a valid driver's license and have a driving record that reflects a sense of responsibility for highway safety. H.S. Diploma/GED required. **Prefer:** Graduation from an accredited college or university with major course work in public administration, business administration, public health, agriculture, or a related field preferred. Knowledge of food-based assistance programs, incentives, and organizations and of food access challenges, food deserts and food insecurity. Experience in grant program administration, project management and development, and experience independently managing all administrative aspects of a comprehensive food-related grant program. Grant accounting/budgeting experience. An equivalent combination of training and experience indicating possession of the preceding knowledge and abilities may substitute for this education and experience. **Hiring Salary Range: \$46,087 - \$70,000 annually.**

Final candidate must successfully complete a fingerprint-based criminal background check.

To be considered for this position, you must apply online at <https://virginiajobs.peopleadmin.com/> by 11:59 PM EST/EDT on **November 18, 2020**. For more information or assistance, you may contact the Human Resources Office, Virginia Department of Agriculture and Consumer Services, 102 Governor Street, Room 248, Richmond, VA 23219; Telephone: (804) 371-8066; Hearing Impaired 1-800-828-1120; E-mail hr.vdacs@vdacs.virginia.gov. VDACS is dedicated to recruiting, supporting, and maintaining a competent and diverse work force.

Quality Customer Service: A VDACS Commitment

*Virginia Department of Agriculture and Consumer Services
Human Resource Office, Room 248, Oliver Hill Building, 102 Governor Street, Richmond, VA 23219*

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VIRGINIA FREEDOM OF INFORMATION ADVISORY COUNCIL
COMMONWEALTH OF VIRGINIA

**ELECTRONIC MEETINGS
PUBLIC COMMENT FORM**

WE NEED YOUR HELP--Please give us your feedback regarding how meetings using electronic communications technology compare to traditional meetings where everyone is present in the same room at the same time.

1. Name of the public body holding the meeting: _____

2. Date of the meeting: _____

3. What are your overall thoughts or comments about this meeting? _____

4. Where did you attend this meeting -- main meeting location OR from a remote location? (circle one)

5. Technology used for the meeting (audio only or audio/visual, devices and/or software used--please be as specific as possible--for example, speakerphone, iPad, Skype, WebEx, Telepresence, etc.):

6. Were you able to hear everyone who spoke at the meeting (members of the body and members of the public)?

Poor				Excellent
1	2	3	4	5

COMMENT _____

7. How easy was it for you to obtain agenda materials for this meeting?

Easy				Difficult
1	2	3	4	5

COMMENT _____

8. Could you hear/understand what the speakers said or did static, interruption, or any other technological problems interfere?

Easy				Difficult
1	2	3	4	5

COMMENT _____

9. If the meeting used audio/visual technology, were you able to see all of the people who spoke?

Poorly				Clearly
1	2	3	4	5

COMMENT _____

10. If there were any presentations (PowerPoint, etc.), were you able to hear and see them?

Poorly
1 2 3 4 5
Clearly

COMMENT _____

11. Were the members as attentive and did they participate as much as you would have expected?

Less
1 2 3 4 5
More

COMMENT _____

12. Were there differences you noticed in how the members interacted?

With the other members present:

Very Different
1 2 3 4 5
No Difference

With members participating from other locations:

Very Different
1 2 3 4 5
No Difference

With the public:

Very Different
1 2 3 4 5
No Difference

COMMENT _____

13. Did you feel the technology was a help or a hindrance?

Hindered
1 2 3 4 5
Helped

COMMENT _____

14. How would you rate the overall quality of this meeting?

Poor
1 2 3 4 5
Excellent

COMMENT _____

THANK YOU. Please send your completed form by mail, facsimile or electronic mail to the FOIA Council using the following contact information:

Virginia Freedom of Information Advisory Council
General Assembly Building, Second Floor
201 North 9th Street, Richmond, Virginia 23219
foiacouncil@dls.virginia.gov/Fax: 804-371-8705/Tele: 866-448-4100