

FRESH COMMUNITIES

**FACILITATING RESTORATION FOR
EQUITABLE & SUSTAINABLE HEALTHY
COMMUNITIES**

**The Reverend Fer-Rell M. Malone, Sr.
President & Chief Executive Officer**

VISION

- **A Worldwide Coordinated Collaborative Strategy Empowering Every Individual With Information, Opportunities And Creative Pathways To Make Healthy Life Choices And Establish A Family And Cultural Legacy**

THE ATLANTA JOURNAL- CONSTITUTION

- More than 2 million Georgians live in parts of the state where it is difficult to access fresh, healthy food, according to federal studies.
- Food deserts — areas that don't have easy access to fresh, healthy and affordable food — can be found across the state, from rural parts of southwest Georgia to urban areas such as Fulton County. And not having access to healthy food can lead to various health issues, experts said.
- A state Senate panel is studying the impact that low access to healthy food has on Georgians, and it plans to recommend to the Legislature how it can make that access easier.

THE ATLANTA JOURNAL- CONSTITUTION

- “We are so interested in food insecurity because it overlaps with many of our population health and community benefit priorities,” Katie Mooney, senior manager of community benefit and population health at Grady Health System, told lawmakers Tuesday. “Diabetes and hypertension are directly impacted by food access and nutrition.”
- About 22% of the state’s 10.7 million residents live in urban parts of the state that are more than 1 mile from a grocery store or more than 10 miles away from a grocery store in rural areas, according to the U.S. Department of Agriculture’s Economic Research Service. Georgia has the fifth-highest rate of residents who live in low-income neighborhoods with low access to healthy food.

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- According to the [Dietary Guidelines for Americans 2015-2020](#), a healthy eating plan should include:
 - Fruits
 - Vegetables
 - Whole grains
 - Protein-rich foods, such as
 - seafood
 - eggs
 - lean meats
 - poultry
 - nuts
 - Calcium-rich foods, such as
 - fat-free or low-fat dairy
 - Healthy oils

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- With people living in food deserts having limited access to grocery stores or other outlets to purchase healthy and cost-efficient foods, their ability to maintain the currently recommended dietary guidelines may also be negatively affected. Therefore, the lack of access to healthy food and difficulty maintaining a well-balanced, healthy diet may contribute to poor nutrition and negative health outcomes, such as high cholesterol, high blood pressure, high blood sugar, and obesity.
- MUSM first-year student Merritt Daniels wrote this article. Merritt is interested in working with rural communities to improve health through diet and nutrition



APPLAUDS the **Georgia State Senate and General Assembly** and **ENCOURAGES** this **Body** on your **BOLD** steps to **ADDRESS** the **Concerns** and the **Opportunities** for the **State** to assist **Communities and Businesses** to **Collaboratively** **Work together** to **eliminate Food Deserts** and **usher in Food Security** of the **ENTIRE** **State** of **Georgia.**

We are presently preparing to open a Full Line Grocery Store in my hometown of Waycross, Georgia. Interesting enough, the store is within a mile of 2 other grocery stores in the city, but it would be the closest store for that entire side of the city and county 20 miles out. From a traditional setting, our store is not a Food Desert. However, if you are in the desert and the closest water is over 2 miles from you and you do not have transportation to the well, YOU ARE IN A WATER DESERT.



FRESH COMMUNITIES MARKET



Our flagship store, although on minutes away from the other stores, provide a safe route to access to healthy foods for the majority of this underserved low-income community which many may not have adequate transportation and there is no public transportation system in this rural community.



FRESH Communities Market is actually opening its 1st store in Greenville, Florida, a designated Food Desert in January with the its Waycross location being the 3rd location to open in the first quarter of 2022.

FRESH COMMUNITIES MARKET

We have been able to commission a feasibility study that provides from Census data, a projected positive of the Waycross Operation. I stated Projected.

Presently we are researching other cities and counties in Central and Southern Georgia to open stores to assist in eliminating food deserts in Georgia.

THE CONCERNS

The CONCERNS with Grocers are true concerns of customer traffic in Rural Areas and whether that customs traffic flow is enough to maintain the business operations

With the flooding of our community's dollar store brands, it creates difficulty for the local grocer to not only create a profit but have the sufficient income to maintain the operations in a positive cash flow.

HOLISTIC COMMUNITY DEVELOPMENT

Our approach is Holistic Community Development in the creation, not only of the stores but additional housing, stores and jobs to support the establishment of a store as a needed and vital community staple.

We would like to present the FRESH Community 9504 Initiative in which we packaged for the development and the sustainability of a store within the heart the community.

HOLISTIC COMMUNITY DEVELOPMENT

The stores mission must be to serve and the opportunity of profit, adding components to supports the community in the direct needs addressed and made evident with the feasibility data.

I would like to show a 2 video that we created to approach a store through HOLISTIC Community development. Please note that this video was a response to a GRANT PROPOSAL targeted at creating a Black Community Ecosystem, however the essence of the plan can work in any community, especially a rural setting or sector of an urban or suburban community.





We OFFER our continued collaboration with this Senate Study Committee and are prayerful through the research and prevention of so many noted and establish subject matter experts that we can truly create legislation that provides grocers with the support, benefits, tax credits and incentives to meet the needs of the underserved communities in providing Healthy Food Choices, therefore creating A Health Georgia.

THANK YOU
