

## Healthy Food Economic Incentive Program



Using best practices of national models, building on the success of local initiatives and engaging community partnerships, the Office of Economic Development will lead an effort to improve the access and availability of healthy foods and beverages in Southeast Seattle, Southwest Seattle and South King County. \$1.1 million will be dedicated to providing business incentives to increase the amount of healthy food available through retail outlets in these under-served communities.

### Participating businesses will have access to a menu of services, including:

- Business consulting services on topics such as merchandising, inventory management, and marketing
- Assistance with finding low-cost suppliers
- Financial incentives such as grants, rebates, or access to lending partners for working capital, purchasing equipment or completing store improvements
- Participation in promotion and marketing campaigns to increase demand for healthy foods

### Key outcomes of the project:

- Increase availability of healthy products in selected communities
- Increase in store participation in WIC/EBT
- Increase capacity of store owners to profitably sell healthy food
- Increase demand for healthy products in the participating stores through marketing and improvement in overall shopping environment/experience – improve store appearance, lighting, merchandising

Business interested in participating in this program should contact OED's Theresa Barreras at (206) 684-4505 or [theresa.barreras@seattle.gov](mailto:theresa.barreras@seattle.gov)