



# The Florida Senate

## Local Funding Initiative Request

### Fiscal Year 2021-2022

LFIR # 1705

1. Project Title

2. Senate Sponsor

3. Date of Request

4. Project/Program Description

Hebni's Fresh Stop Mobile Market was launched in 2015 as a response to the growing number of food deserts in Orange County, Florida. Our Fresh Stop Market consists of a re-purposed 40-ft transit bus and our Fresh Stop Jr. produce van. The market offers fresh fruit and vegetables in community-centered locations at budget-friendly prices. Hebni's Fresh Stop Market includes on-board refrigeration and an on-board demonstration kitchen to provide interactive recipe creation and tastings. This unique approach brings fresh produce directly to under-served populations and accepts multiple forms of payments including SNAP/EBT. During the COVID-19 pandemic, we added open-air, outdoor markets to offer fresh produce safely to local residents. All staff and customers follow strict COVID-19 safety protocols. Fresh Stop drives positive health outcomes and creates a road map for generational change for families affected by diet-related diseases including diabetes, obesity and heart disease.

5. State Agency to receive requested funds

State Agency contacted?

6. Amount of the Nonrecurring Request for Fiscal Year 2021-2022

Type of Funding	Amount
Operations	75,000
Fixed Capital Outlay	0
<b>Total State Funds Requested</b>	<b>75,000</b>

7. Total Project Cost for Fiscal Year 2021-2022 (including matching funds available for this project)

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	75,000	28%
<b>Matching Funds</b>		
Federal	0	0%
State (excluding the amount of this request)	65,000	24%
Local	35,000	13%
Other	95,000	35%
<b>Total Project Costs for Fiscal Year 2021-2022</b>	<b>270,000</b>	<b>100%</b>

8. Has this project previously received state funding?

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		

9. Is future funding likely to be requested?

a. If yes, indicate nonrecurring amount per year.

b. Describe the source of funding that can be used in lieu of state funding.



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**10. Has the entity requesting this project received any federal assistance related to the COVID-19 pandemic?**

No

If yes, indicate the amount of funds received and what the funds were used for.

**11. Details on how the requested state funds will be expended**

Spending Category	Description	Amount
<b>Administrative Costs:</b>		
Executive Director/Project Head Salary and Benefits	Executive Director (\$2,000) Fresh Stop Program Manager (\$8,000)	10,000
Other Salary and Benefits	Taxes/Benefits @ 10%	1,000
Expense/Equipment/Travel/Supplies/Other	Insurance for Fresh Stop Bus and Fresh Stop Jr. Van (20% of total cost)	4,000
Consultants/Contracted Services/Study		0
<b>Operational Costs: Other</b>		
Salary and Benefits	Fresh Stop Bus Operator/Driver (\$17,000) Fresh Stop Clerk (\$15,000) Payroll Taxes/Benefits @ 10% (\$3,200)	35,200
Expense/Equipment/Travel/Supplies/Other	Fuel for the Bus (\$6,500) Repairs and Maintenance for the Bus and Van (\$3,300) Fresh Produce purchased from local farmers (\$15,000)	24,800
Consultants/Contracted Services/Study		0
<b>Fixed Capital Construction/Major Renovation:</b>		
Construction/Renovation/Land/Planning Engineering		0
<b>Total State Funds Requested (must equal total from question #6)</b>		<b>75,000</b>

**12. Program Performance**

**a. What specific purpose or goal will be achieved by the funds requested?**

In Central Florida, more than 90,000 individuals live in food deserts; areas without easy access to fresh, nutritional foods. Orange County alone has 16 USDA-identified food deserts. Limited food choices result in poor nutrition as families rely on fast food or processed foods sold by neighborhood convenience stores. Families are forced to substitute foods usually high in fat, sugar and salt, which in turn leads to increased rates for diabetes, higher blood pressure and other diet related diseases. The Fresh Stop Mobile Market addresses the health disparities that exist in food deserts. Additional funding will allow Hebni to add 4 additional stops per month to reach an additional 960 families, in addition to providing free produce to Orange County's hardest hit neighborhoods.

**b. What activities and services will be provided to meet the intended purpose of these funds?**

The Fresh Stop Mobile Market sells fresh fruits and vegetables to low-income communities at wholesale prices. In addition to providing access to fresh produce, healthy food demonstrations, nutrition information and recipes are also provided at stops. Since the COVID-19 pandemic, we have added open-air, outdoor markets to provide much needed fruits and vegetables to food-insecure neighborhoods. Additional funds will allow Hebni to reach more people in more underserved communities throughout central Florida.

**c. What direct services will be provided to citizens by the appropriation project?**



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Direct Services will be provided to Orange County citizens living in food deserts through HEBNI's Fresh Stop Mobile Markets. The goal of the Fresh Stop program is to provide access to fresh fruits and vegetables in an effort to increase consumption and contribute to a healthier lifestyle among underserved populations in the community. The additional funding will allow the Fresh Stop Bus to reach more individuals and families who do not have access to fresh produce. SNAP benefits are also accepted and during the COVID-19 pandemic, Hebni has been able to donate fresh produce to food-insecure communities who need it the most.

**d. Who is the target population served by this project? How many individuals are expected to be served?**

The Fresh Stop program aims to reach underserved, minority populations who live in the 16 USDA-identified food deserts in Orange County. Residents of food deserts tend to be older, poorer and lacking consumption of adequate amount of fresh fruits and vegetables. A food desert is any census tract where at least 33% of the tract's population, or a minimum of 500 people in the tract, have low access to a super market or large grocery store, and where all residents must drive more than a mile to the nearest supermarket. Approximately 77% of Hebni's Fresh Stop customers are black, 15% are hispanic, 6% are white, and 2% are other. Approximately 65% of Fresh Stop customers are between the ages of 25-64, and 22% are ages 65 and older. During 2020, The Fresh Stop Bus had 13,108 customers and sold \$20,872 worth of fresh fruits and vegetables. We were only shut down for 4 weeks during the pandemic and were able to offer the open-air, outdoor markets as an essential business.

**e. What is the expected benefit or outcome of this project? What is the methodology by which this outcome will be measured?**

Project Outcomes and Benefits:

1. Screen customers for food insecurity using the USDA Food Insecurity Survey Tool
2. Track the number of produce vouchers redeemed for fresh fruits and vegetables.
4. Increase availability and consumption of fresh produce amongst participants
5. Reduce levels of obesity and HbA1C (blood glucose monitoring)
6. Increased access to fresh fruits and vegetables
7. Increase of nutritional knowledge and awareness of healthy foods

Program Goals:

Short-term: Increased access to fresh produce therefore reducing incidences of food insecurity.

Intermediate-term: Through culturally relevant nutrition education, an overall improvement in nutrition knowledge amongst participants.

Long-term: the development of a framework to include processes, activities, staffing and other resources needed to successfully replicate and sustain the program.

**f. What are the suggested penalties that the contracting agency may consider in addition to its standard penalties for failing to meet deliverables or performance measures provided for the contract?**

N/A

**13. The owners of the facility to receive, directly or indirectly, any fixed capital outlay funding. Include the relationship between the owners of the facility and the entity.**

N/A



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#### 14. Requestor Contact Information

a. First Name  Last Name

b. Organization

c. E-mail Address

d. Phone Number  Ext.

#### 15. Recipient Contact Information

a. Organization

b. Municipality and County

#### c. Organization Type

- ☐ For Profit Entity
- ☒ Non Profit 501(c)(3)
- ☐ Non Profit 501(c)(4)
- ☐ Local Entity
- ☐ University or College
- ☐ Other (please specify)

d. First Name  Last Name

e. E-mail Address

f. Phone Number

#### 16. Lobbyist Contact Information

a. Name

b. Firm Name

c. E-mail Address

d. Phone Number