

EXPANDING SNAP:  
Atlanta's Strategic  
Investment Bolsters a  
Holistic Approach to  
Affordable Housing

*Prepared for*  
Atlanta City Council  
Community Development/  
Human Services Committee

January 16,  
2024



We're Wholesome Wave Georgia, a nonprofit that partners with 82 farmers markets, farm stands, brick-and-mortar retailers, and mobile markets across the City of Atlanta and throughout Georgia to make fresh, healthy, locally grown fruits and vegetables available and affordable for Georgians using the SNAP/EBT program.



Grow the Good is a collaborative effort between the American Heart Association and Wholesome Wave Georgia to increase access to fresh, healthy, locally grown produce for all City of Atlanta residents.



# Donation Objectives: Fresh Food, Affordable Housing

In November 2022, Atlanta City Council approved a donation to Wholesome Wave Georgia to:

1. **Expand SNAP utilization** within the city to increase access to fresh, healthy, locally grown fruits and vegetables; and
2. **Support SNAP expansion** as part of a holistic approach to address affordable housing among the city's food-insecure citizens.

**Wholesome Wave Georgia has achieved the City of Atlanta's goals.**



89% of the city's donation was invested within the community. That's \$444,225.99.



# How we met the donation objectives in **three big steps.**



# Step 1: We Listened.

Date / 2023	Session Type	Neighbors Engaged	Community Partners Engaged	Priority Issues Identified
February 8	<b>Design</b>	4	0	Convening Design
April 12	<b>Learning</b>	21	0	<ol style="list-style-type: none"> <li>1. Market Awareness</li> <li>2. Program Awareness</li> <li>3. Market Accessibility/ Lack of Transport</li> </ol>
March 3	<b>Design</b>	0	3	Convening Design
April 18	<b>Learning</b>	0	10	<ol style="list-style-type: none"> <li>1. Equipment</li> <li>2. Infrastructure</li> <li>3. Community Partnerships</li> <li>4. Technology</li> </ol>

*Source: Wholesome Wave Georgia data and Georgia Health Policy Center data.*

# Community engagement around local food assets and awareness





# Our Community Engagement Approach

## Local People Doing Local Work

Individuals who live in and understand the community because of lived experience can more accurately reflect community views.

## Breadcrumbs of Engagement

A sequenced and patient approach builds authentic relationships with community members and local institutions.

## The Community Determines Value

Listening and understanding the needs of community members results in discovering the incentives and forms of engagement that matter.

# Local food infrastructure funding



## Step 2: We Launched a Grant.

*We set it up to support local food infrastructure, and we called it the Fresh, Healthy, Local Atlanta Grant.*

### Five Funding Categories:

- Promotion and Marketing
- Community Engagement, Education and Outreach
- Customer Experience
- Accessibility and Affordability
- Infrastructure, Equipment, and Operations

### Outcomes: By the numbers

8

Applications submitted

6

Grants awarded

\$74k




Total value awarded

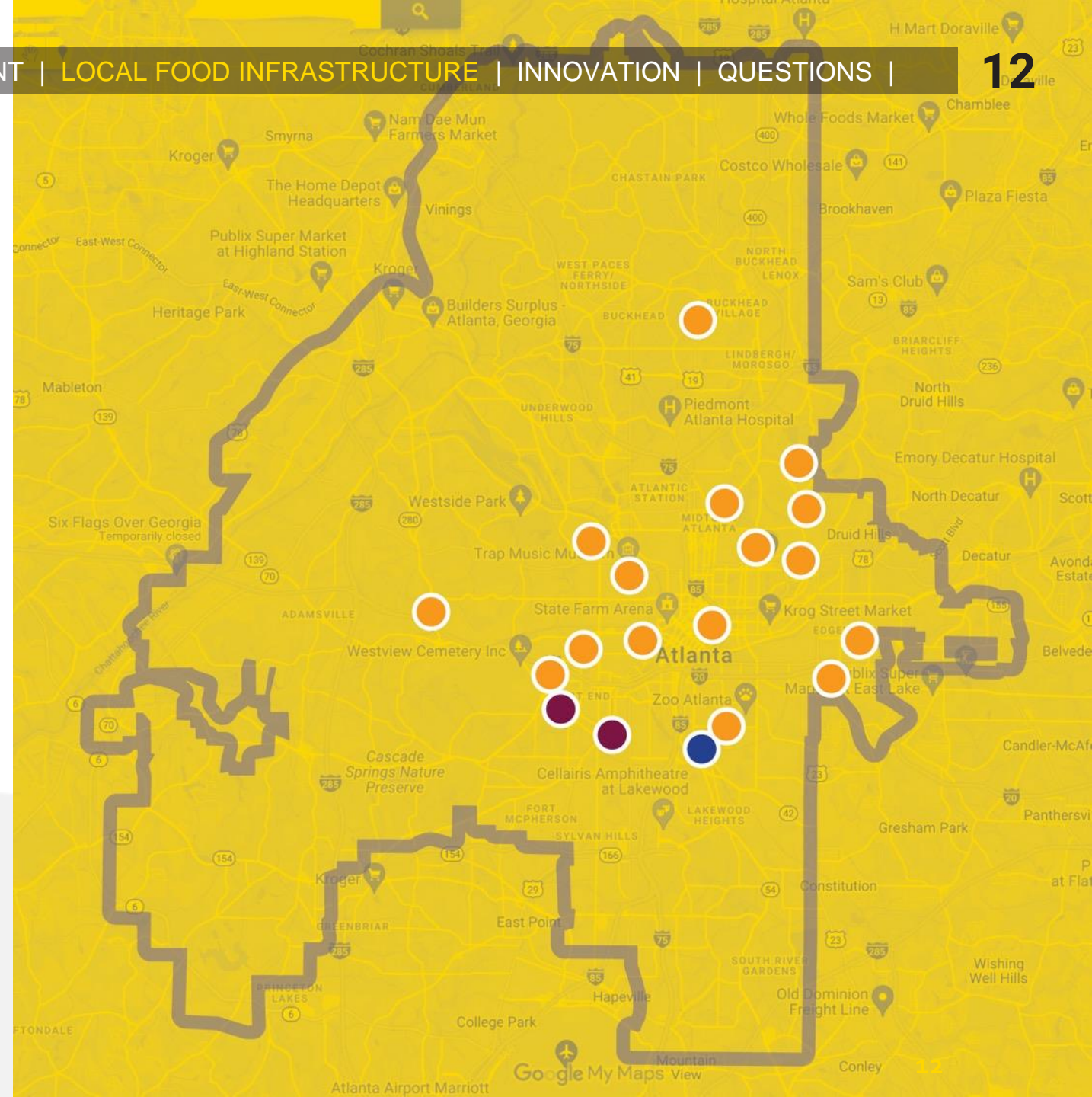


# Farmers Markets, Farm Stands, and Storefronts

*Working All Across Atlanta*

## Legend

-  Farmers markets
-  Farm stands
-  Brick & mortar retailer



# Innovation to address the food desert crisis and to help alleviate housing burden



## Step 3: We implemented a retail format.

*We partnered with Retazza to create a pop-up farmers market in the Adamsville community.*

**Launched:** August 2023

**Operation Timeline:** Every Friday through August 2024

**Location:** CenterWell Adamsville site

### Results: By the numbers

533

Total shoppers

31

Avg. weekly shoppers

\$11

Avg. transaction

13%

Shoppers using SNAP/EBT



# About our partner: Retaaza



# Key shopper household demographics

*Data provided by Retaaza*

Number	Zip Code	Population	Median Household Income	Mean Household Values
1	30331	64,295	\$60,748	\$235,000
2	30311	32,935	\$46,988	\$220,400
3	30318	59,559	\$69,640	\$360,100
4	Atlanta	498,715	\$83,251	\$398,300 [Fulton Co.]

*Source: Key ZIP code data derived from censusreporter.org with City of Atlanta data derived from U.S. Census Bureau data based on related 2020 data.*



Research shows that families receiving [SNAP, WIC, and housing subsidies] are **72% more likely** to be housing-secure compared to [those families receiving] a housing subsidy alone.

*Source: Journal of Applied Research on Children; see page 7 of the study under Table 2, Volume 5, Issue 2, Article 2 (2014).*



Lesson learned:  
**Our prices have to be competitive, even with the SNAP/EBT benefit**



Number	Item	Unit	Retaaza Price	Kroger Price	Wayfield Foods Price
1	Apples	Pound	\$1.69	\$0.99	\$1.69
2	Cabbage	Pound	\$1.29	\$0.89	\$0.79
3	Collards	Each	\$2.22	\$2.79	\$3.49
4	Corn	Each	\$0.50	\$0.67	\$0.89
5	Ginger	Each	\$1.98	\$1.40	NA
6	Green beans	Pound	\$3.97	\$2.69	\$2.39
7	Onions	Pound	\$1.99	\$1.39	\$1.39
8	Satsumas	Pound	\$1.99	NA	NA
9	Sweet potatoes	Pound	\$1.29	\$1.19	\$0.99
10	Tomatoes	Pound	\$1.99	\$2.29	\$1.89

Legend:  Lower  Competitive  Higher



# Questions?

Thank you for the opportunity to share our nonprofit's work. Let's continue the conversation. We're available and accessible on our social media platforms



| wholesomewavegeorgia

# Appendix: Donation expenditure breakdown



## CATEGORY: Community Investment

SUBCATEGORY	EXPENDITURE
Local Food Infrastructure Support	\$147,259.95
Neighbor Community Support	\$109,901.39
Professional Fees: Evaluation, Communications	\$73,780.00
Local Food Fellow: Compensation and Benefits	\$40,266.73
Local Food Incentives	\$28,638.98
Infrastructure Support: Farm-to-Retail	\$17,832.61
Brick-And-Mortar Signage and Graphic Design	\$17,715.05
Community Engagement Support	\$7,279.35
Community Partner Meetings	\$1,551.93
<b>Community Investment Total:</b>	<b>\$444,225.99 (88.85%)</b>



APPENDIX

# CATEGORY: Overhead Expenditures

SUBCATEGORY	EXPENDITURE
Indirect Costs	\$50,000.00
Office Supplies/Software	\$3,986.74
Miscellaneous	\$698.20
Meals and Travel	\$582.07
Administration and Overhead	\$507.00
<b>Overhead Expense Total:</b>	<b>\$55,774.01 (11.15%)</b>

*Source: Wholesome Wave Georgia internal financial data.*

