



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2019-2020

LFIR#: 1674

1. Title of Project: Feeding South Florida Mobile Farmacy

2. Senate Sponsor: Oscar Braynon

3. Date of Submission: 01/31/2019

4. Project/Program Description:

The Feeding South Florida Mobile Farmacy (MF) is a mobile mini grocery store, farmers’ market, educational unit, and food “farmacy” that operates under the idea that food is medicine. The goal of the Mobile Farmacy is simple – improve health outcomes of at-risk populations. The Mobile Farmacy does this by 1) increasing access to nutritious food by reducing geographical and affordability barriers; 2) embracing cultural diversity; and 3) addressing social isolation. The Mobile Farmacy eliminates food deserts by making access to fresh produce, protein, dairy, and healthy staple items a reality. Using SNAP dollars, debit cards, or cash, individuals can purchase low-cost and nutritious groceries. Nutritious and medically tailored meals are also available. In addition to a fixed schedule on which residents can rely for their weekly shopping needs, the Mobile Farmacy can travel anywhere in the state during disaster relief and recovery, providing hot meals and fresh perishables.

5. State Agency to receive requested funds : Department of Agriculture and Consumer Services

State Agency Contacted? No

6. Amount of the Nonrecurring Request for Fiscal Year 2019-2020

| Type of Funding | Amount |
|------------------------------------|------------------|
| Operations | 747,830 |
| Fixed Capital Outlay | 862,000 |
| Total State Funds Requested | 1,609,830 |

7. Total Project Cost for Fiscal Year 2019-2020 (including matching funds available for this project)

| Type of Funding | Amount | Percent |
|--|------------------|---------------|
| Total State Funds Requested (from question #6) | 1,609,830 | 89.0% |
| Federal | | 0.0% |
| State (excluding the amount of this request) | | 0.0% |
| Local | | 0.0% |
| Other | 198,550 | 11.0% |
| Total Project Costs for Fiscal Year 2019-2020 | 1,808,380 | 100.0% |

8. Has this project previously received state funding? No

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

9. Is future-year funding likely to be requested? No



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10. Details on how the requested state funds will be expended

| Spending Category | Description | Amount |
|--|--|------------------|
| Administrative Costs: | | |
| Executive Director/Project Head Salary and Benefits | FSF's President and CEO will provide support for the overall project, providing previous experience and expertise. | 22,750 |
| Other Salary and Benefits | | |
| Expense/Equipment/Travel/Supplies/Other | | |
| Consultants/Contracted Services/Study | | |
| Operational Costs: | | |
| Salary and Benefits | Registered Dietitian to provide healthy meal plans and recipes; Mobile Pharmacy Manager; Mobile Pharmacy Driver; Distribution Manager, Food Industry Manager to source the food; Transportation and Warehouse Manager. | 197,880 |
| Expense/Equipment/Travel/Supplies/Other | Supplies (bags, recipes, etc.) Purchase Food at less-than wholesale cost Fuel, mileage | 527,200 |
| Consultants/Contracted Services/Study | | |
| Fixed Capital Construction/Major Renovation: | | |
| Construction/Renovation/Land/Planning Engineering | Mobile Market Expandable Trailer; Mobile Market Tandem Axle Tractor; 75 kW Generator; HVAC; Perishable Item Display Cases (7); Carts and Shelving; Demonstration Kitchen; Checkout and Signage | 862,000 |
| Total State Funds Requested (must equal total from question #6) | | 1,609,830 |

11. Program Performance:

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

The Feeding South Florida Mobile Farmacy (MF) is a mobile mini grocery store, farmers' market, educational unit, and food "farmacy" that operates under the idea that food is medicine. The goal of the Mobile Farmacy is simple – improve health outcomes of at-risk populations. The Mobile Farmacy does this by 1) increasing access to nutritious food by reducing geographical and affordability barriers; 2) embracing cultural diversity; and 3) addressing social isolation. The Mobile Farmacy eliminates food deserts by making access to fresh produce, protein, dairy, and healthy staple items a reality. Using SNAP dollars, debit cards, or cash, individuals can purchase low-cost and nutritious groceries. Nutritious and medically tailored meals are also available. In addition to a fixed schedule on which residents can rely for their weekly shopping needs, the Mobile Farmacy can also travel anywhere in the state in response to disaster relief, providing meals and fresh perishable items.

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

1. Bring healthy food to food deserts and underserved areas in the form of a mobile mini grocery store, farmer's market, and food "farmacy" that brings medically tailored meals to at-risk populations.
2. Provide nutrition education and cooking demonstrations.
3. Reduce accessibility and affordability barriers to healthy food.
4. Reduce social isolation in older adults.
5. Foster a sense of community with culturally appropriate food selections and recipes.
6. Provide meals and perishable food during disaster relief, under gray skies.



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c. What are the direct services to be provided to citizens by the appropriations project?

1. Healthy food: produce, protein, dairy, bread, and shelf stable items like rice, peanut butter. 2. Medically-tailored prepared meals 3. Nutrition education/cooking lessons 4. Federal benefits enrollment assistance 5. Disaster relief food and meals

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

Feeding South Florida targets food deserts and underserved areas of at-risk populations such as children, seniors, low-income families. There are 706,130 food insecure individuals in South Florida, 240,190 of whom are children and nearly 110,000 are older adults. The truck can serve at least 100 people per day, five days per week, for a total minimum of 26,100 people under blue skies.

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

1. Improve physical health among adult community members receiving meals prepared through regular programming will report improved progress toward target health indicators including BMI and blood pressure levels; 2. Improve agricultural production/promotion through the use of food rescued from Florida farms, thereby preventing waste and decreasing costs for local farmers as measured by the number of pounds of local produce distributed; 3. Increase or improve economic activity by providing job training to community members for placement in the food service industry as measured by the number employed; 4. Create specific immediate jobs for the four staff required to implement the program; and 5. Enhance specific individuals economic self-sufficiency by reducing the overall food budget shortfall for participating community members as determined by the budget offset provided by pounds distributed.

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 in the contract?

Feeding South Florida does not anticipate failing to meet the contracted performance measures.

12. The owner(s) of the facility to receive, directly or indirectly, any fixed capital outlay funding. Include the relationship between the owner(s) of the facility and the entity.

N/A

13. Requestor Contact Information:

- a. **Name:** Paco Velez
- b. **Organization:** Feeding South Florida
- c. **E-mail Address:** pvelez@feedingsouthflorida.org
- d. **Phone Number:** (954)518-1839

14. Recipient Contact Information:

- a. **Organization:** Feeding South Florida
- b. **County:** Broward
- c. **Organization Type:**
 - For Profit
 - Non Profit 501(c) (3)



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- Non Profit 501(c) (4)
- Local Entity
- University or College
- Other (Please specify)

d. Contact Name: Paco Velez

e. E-mail Address: pvelez@feedingsouthflorida.org

f. Phone Number: (954)518-1839

15. Lobbyist Contact Information

a. Name: Nicole Graganella

b. Firm Name: Colodny Fass

c. E-mail Address: ngraganella@colodnyfass.com

d. Phone Number: (850)322-8553