

Healthy Food Business Program

Intro Assessment

Healthy food businesses contribute to the health of Philadelphia residents as well as the economy, but can be challenging to start and maintain. The **Healthy Food Business** program is a collaboration between the Philadelphia Department of Public Health and the Philadelphia Department of Commerce to identify and support emerging entrepreneurs who wish to open produce markets or other healthy food businesses in communities in Philadelphia that lack access to healthy food.

How we define 'Healthy':

- **Produce Markets:** dedicate at least 75% of selling area square footage to produce. In some circumstances, other healthy unprocessed foods like whole grains and legumes could be included, and, in that case, at least 50% of selling area should still be dedicated to fresh produce.
- **Prepared Foods:** dedicate at least 70% of menu items to fruits, vegetables or other unprocessed foods like whole grains, legumes, etc. and no fried foods may be served.
- **Community Kitchen Spaces:** should have storage capacity for fresh produce, and contract with vendors that meet the above healthy criteria, and have a community benefit.

Note: The Philadelphia Department of Public Health will work with selected business owners to ensure healthy requirements are met on an annual basis.

Please answer the attached questions and submit the completed assessment to Prince.Ebo@phila.gov by **Friday, January 11, 2019**. Upon review of submissions, those applicants we would like to meet with for further discussion and consideration will be contacted.

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Objective: Determine business fit For Healthy Food Business Pilot Program

Contact Information

Name:	Business Name:
Address:	Address (if applicable):
Phone #:	Email/ Website:
Email:	EIN#:

1. Current business location or activity: (online, mobile, N/A):
2. Why do you want to start a business focused on healthy food? Why do you want your business to be tobacco free?
3. What are your plans for a healthy food business? Percentage of product deemed healthy?
4. What is your vision for your business (short term/long term)?
5. Do you have a valid Philadelphia Business License?
6. Do you have equity to open a business? How do you plan to fund the entire project?
7. Have you determined what funding you need to open your business? If so, what?
8. What services/support do you believe you need to open your business? (E.g., financial accounting, site selection, sourcing, food distribution)

For more information, contact:

Jennifer Aquilante, Jennifer.Aquilante@phila.gov, 215-685-5250, Philadelphia Department of Public Health
Prince Ebo, Prince.Ebo@phila.gov, 215-683-2137, Philadelphia Department of Commerce

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9. What areas of the City are you most interested in establishing a storefront business?

10. Are you currently working with brokers or any others for site selection?

11. What is your timeline for opening a storefront?

12. What is your relationship with the local community where you wish to open a storefront?

13. Do you define your business venture as a minority, women, or disabled-owned business?

14. Do you currently operate and generate revenue? If so, how?

15. Do you have a business plan? (If Yes, please submit.)

16. Do you have an accountant?

17. Do you have a lawyer?

18. Will you be able to provide most recent period of federal, state, and local corporate income taxes filed? If not business available, then personal?

19. What do you ultimately hope to gain from participating in the program?

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