



Women in Housing and Finance

BUILD, PLANT, EAT: ENDING THE FOOD DESERT

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How to Bring Healthy Food to Underserved Neighborhoods

In December 2009, the NYC City Council passed the Food Retail Expansion to Support Health (FRESH) program to provide incentives for grocery stores to locate in underserved neighborhoods and Governor Patterson announced the administrators of his Food Market Revolving Loan Fund. While government efforts expand, urban farmers continue to work on the ground, and more recently on top of buildings, to bring produce into the city. Given the overlap in health issues and poor access to fresh produce, these efforts target quality of life and health care concerns for low-income neighborhoods. Using multifamily housing as the prism, we will compare and contrast the recently unveiled incentive programs, the business of grocery stores as tenants and urban farming's latest successes.

In addition to the panel discussion, a wide range of innovative leaders in the healthy food movement will participate in an "ideas fair" during the refreshments hour.

Moderators: Annie Jamieson + Alison Novak, *The Hudson Companies Inc*

Panelists:

- Kim Latimer-Nelligan, *Low Income Investment Fund (Food Market Revolving Loan Fund)*
- Patricia Brodhagen, *Food Industry Alliance*
- Katie Scallon, *NYC Economic Development Corporation (FRESH)*
- Bob Volosin, *Inner City Development*
- Ben Linsley, *BrightFarm Systems*
- Eli Weiss, *Jackson Development Group*
- Paula Lukats, *Just Food*

Date: Monday, March 15, 2010

Time: 6:00 pm - 6:45 pm Refreshments and "Ideas Fair"
6:45 pm - 8:00 pm Program

Place: The Open Planning Project, 148 Lafayette St. Penthouse
(Howard/Grand) Subways: Canal St (N,Q,R,6,J,M,Z) Grand (B,D)

Cost: Members: \$20/Student \$0; Non-Members: \$25/Student \$15

RSVP by: March 8, 2010

RSVP by sending email to whfnyc@gmail.com to ensure that your reservation arrives by the deadline. After you have emailed your RSVP, send payment and the RSVP portion of this flyer to Women in Housing and Finance, PO Box 281, Canal Street Station, New York, NY 10013. Emailed RSVP and receipt of payment will be confirmed by WHF.

Enclosed is my check payable to "Women in Housing and Finance, Inc." in the amount of \$___ for ___Members, \$___ for ___Non-Members, \$___ for ___Students for the March 15, 2010 event.

Name(s): _____

Organization: _____

E-mail Address: _____