

HIGHLIGHTS & IMPACTS

125

new jobs have been created, most of which are held by local residents.

105,000

residents have improved healthy food access for all Northgate Market stores, according to Northgate Market.

30,000 sq ft

of new high-quality grocery retail opened, spurring additional local economic development.

\$100,000

invested back into the communities around their stores annually by Northgate Markets for scholarships and youth programs.

\$7.6 million

in financing from the California FreshWorks Fund, including

\$2.5 million

in New Markets Tax Credits, and a

\$4 million

term loan from NCB Capital Impact.



Profile: Northgate Market Inglewood, California



Nearly 30 million Americans live in areas without adequate access to supermarkets, making it incredibly difficult to find healthy and affordable foods. The city of Inglewood, southwest of Los Angeles, is one such community which, until recently, lacked a grocery store with quality products, competitive pricing, and modern infrastructure. Many residents felt that existing stores had minimal fresh and healthy food offerings.

Inglewood is a diverse community, with large African American and Latino populations. Coming out of the Great Recession, the Inglewood community has continued to face economic hardships, with [21 percent of the population](#) living below the poverty level, compared to 14 percent statewide.

[Northgate Markets](#), a family-owned grocer with 38 locations in Southern California, responded to Inglewood residents' request for better access to healthy food by exploring opportunities for development. As an initial step, Northgate surveyed Inglewood residents and community leaders with the help of Councilman Ralph Franklin. From this local input, they confirmed that the community was underserved by affordable and high-quality food retail that met the needs and cultural preferences of Inglewood residents. In response, Northgate management approached an existing supermarket in need of substantial capital investment, and negotiated a purchase of the business and a new long-term lease.

In 2012, Northgate became the first grantee of the [California FreshWorks Fund \(CAFWF\)](#), one of several public-private partnerships that have emerged across the country to address inadequate access to healthy foods. CAFWF is seeded with funding from a private health-care foundation, The California Endowment, and is administered by Capital Impact Partners, a community development financial institution. Over \$272 million in public



and private funds has been committed to finance healthy food retail projects across the state. Northgate received \$20 million from CAFWF for three supermarket projects, \$7.6 million of which was directed toward this new full-service grocery store in Inglewood. [A 2012 visit from First Lady Michelle Obama](#) celebrated Northgate's CAFWF funding package, and the commitment from the company to expand healthy food offerings in underserved areas across the region.

With the help of this funding, Northgate was able to expand in the midst of the recent recession, and open 30,000 square feet of new grocery retail in Inglewood, including a full line of products specifically catered to the local Latino community. Within a mile and a half of the Northgate store location, the immediate population is nearly two-thirds Hispanic, and 28 percent African American. Improving food access for 105,000 nearby residents by providing quality, affordable, and culturally relevant foods, Northgate's Inglewood site has been well received by community members, who are excited to shop at a high-quality nearby store. In addition to a broad range of healthy offerings, Northgate operates its signature [Viva La Salud](#) program on site, providing recipes, educational materials, and nutrition workshops with a registered dietitian. They partner with nonprofits and health providers who sponsor events focused on health and wellness education, and offer bilingual nutrition information on store shelves to highlight healthy choices for customers and employees.

Providing a much-needed source of healthy food and community wellness resources, Northgate has also served as a critical economic anchor for the area. The Inglewood store has created 125 new jobs, most of which are held by local residents. The street scene has become more vibrant, and new businesses are considering locating nearby, while other area grocers have invested in their stores and lowered prices to compete with Northgate's offerings.

In addition to these critical contributions to food access and local economic development, Northgate is investing in their employees and the broader communities they serve. The company funds continued education, tuition reimbursement programs, and skill development programs for their employees, and provides competitive pay and benefits, and training in health and wellness topics. Furthermore, Northgate Market gives back to the community, supporting local health fairs and donating over \$100,000 every year for scholarships, school technology, and youth sports programs.

With the help of CAFWF, Northgate Market continues to prove that a values-based grocer can not only succeed, but thrive, in some of the state's underserved neighborhoods. In the next two years, the company expects the Inglewood site to be in the top quartile of their stores as they continue to provide affordable, quality, and healthy products and serve as a health and wellness portal for customers and employees. Providing good jobs and serving as a much-needed source of healthy food and wellness knowledge, Northgate Gonzalez is making a tremendous contribution to both the local economy and to community health.



For more information about the Healthy Food Access Portal, contact us at info@healthyfoodaccess.org.