



New Jersey Innovative

HEALTHY FOOD
RETAIL INITIATIVE

**2024-2025
Grant Awardees**

Reinvestment Fund, in partnership with The Food Trust and with generous support from the Robert Wood Johnson Foundation, awarded \$1.4 million in grant funding to eight recipients during two rounds of the [New Jersey Innovative Healthy Food Retail Initiative \(NJ IHFRI\)](#)

The NJ IHFRI awarded grants and technical assistance to promising organizations and enterprises along the food retail supply chain to pilot, operate, and expand innovative food access models. The initiative prioritizes equitable, community-driven solutions and funded a diverse range of innovative approaches to increase food access in communities that have historically struggled to attract or sustain full-service supermarkets. These included wholesale and retail businesses, nontraditional mobile and e-commerce retail, cooperative ownership and collective purchasing, community engagement strategies by independent grocers, and partnerships with anchor institutions and developers.

The NJ IHFRI addresses food access challenges in underserved areas, playing a crucial role in supporting innovative, community-driven solutions that empower local residents to take charge of their food systems. To learn more about the NJ IHFRI, please visit our website at: www.reinvestment.com/grants/nj-innovative-healthy-food-retail-initiative/.

2024-2025 Awardees At A Glance



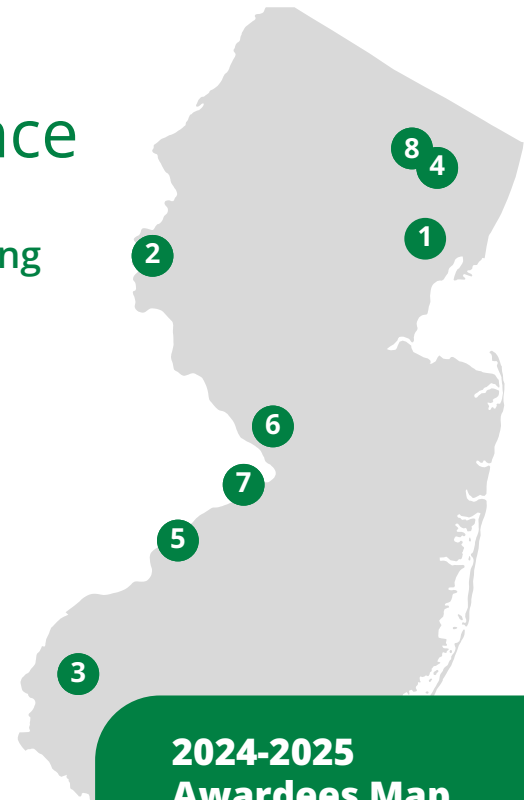
88% of projects are creating or expanding food retail business models.

Food retail businesses include SNAP-authorized entities that sell an assortment of staple and perishable foods, including grocery stores, cooperatively owned grocery stores, farmers markets, mobile markets, and other small format retailers.



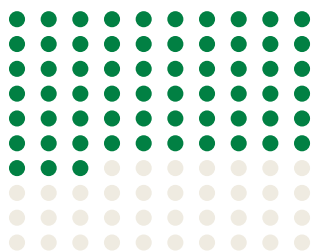
13% of projects are creating or expanding food retail supply chain business models.

Food retail supply chain businesses include food hubs, aggregators, distributors, processors, commercial kitchens, and other enterprises along the food supply chain that directly impact the availability of staple and perishable foods for sale at downstream SNAP retailers.

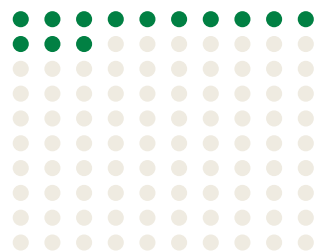


2024-2025 Awardees Map

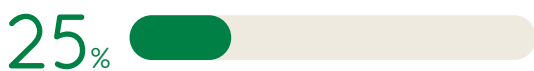
1. Clinton Hill Community Action
2. Norwescap
3. Ranch Hope
4. New Hope Community Ministries
5. Karnival Foods
6. Orchid House Cafe
7. The Opportunity League
8. United Way of Passaic County/A Better Market



63% of project are serving very low-income areas.



13% of projects are located in rural areas.



25% of grantee organizations are women-owned/controlled.



63% of grantee organizations are Black, Indigenous, People of Color (BIPOC)-owned/controlled.

2024-2025 Awardees

Organization: Clinton Hill Community Action

Project Name: The Fresh Food Co-op

Location: Newark, New Jersey

Total Award: \$200,000

Description: Founded in 2019, Clinton Hill Community Action (CHCA) is a community-led and resident-driven non-profit whose mission is to partner with residents to revitalize the Clinton Hill neighborhood, ensure equitable and just development, and advocate for what the community needs and deserves. To have more control over the sourcing and retail distribution of Clinton Hill's food, CHCA is supporting residents in planning for and launching the first-ever fresh food and grocery cooperative in the South Ward of Newark. The New Jersey Innovative Healthy Food Retail Initiative will provide the funding to complete the necessary market studies, business planning and design work that will allow residents to understand the economics and dynamics of creating a sustainable retail enterprise in Clinton Hill. CHCA will support the ongoing engagement of community members in learning about and beginning to run a sustainable retail food enterprise, including the election and orientation of an inaugural Board, defining what cooperative membership means and recruiting the first 350 members.

Organization: Karnival Foods

Project Name: Camden Corner Stores Fresh Produce Bulk Purchase Initiative

Location: Camden, New Jersey

Total Award: \$200,000

Description: Karnival Foods is a community-based business created to address a lack of nutritious items that are often missing from local corner stores. The Karnival Foods initiative seeks to give business owners who are part of the Camden Corner Store Business Association the ability to purchase fresh produce, water and other essential items in bulk at wholesale prices. This purchasing power will lower the cost of what the corner stores would pay individually, allowing them to pass these savings on to the community. Karnival Foods has acquired a warehouse space and will use NJ IHFRI grant funding to begin infrastructure improvements on the building such as installing new fencing, new roofing and exterior siding to the current building. Karnival Foods' role will be providing a facility for the distribution of bulk purchasing. Community outreach and engagement and leveraging additional capital support will come from The Food Trust, Camden Food Fund, The Camden Corner Store Association, and Pinelands Preservation Alliance.

2024-2025 Awardees

Organization: New Hope Community Ministries

Project Name: The Harvest

Location: Prospect Park, New Jersey

Total Award: \$120,000

Description: New Hope Community Ministries is a 501(c)(3) non-profit organization offering a variety of programs, forming a holistic approach to breaking the cycle of poverty in Haledon and Prospect Park, NJ. The Harvest is a food buying club aimed at providing access to healthy and affordable food to lower-income residents of Prospect Park and Haledon, NJ. The Harvest will provide a more accessible alternative to the single supermarket in the area. The New Jersey Innovative Food Retail Initiative will support New Hope Community Ministries' expansion of its efforts for The Harvest food buying club. Funding from the Initiative will support the organization's efforts to expand the program's capacity to serve more food insecure residents of Prospect Park and Haledon, NJ through the hiring of a research marketing consultant and purchase of storage equipment to outfit the expanded facility.

Organization: Norwescap

Project Name: Phillipsburg Co-op: Marketplace & Community Hub

Location: Phillipsburg, New Jersey

Total Award: \$200,000

Description: Originally established in 1965, Norwescap's mission is to strengthen communities by creating opportunities that improve the lives of low-income individuals/families; with a vision to help build a community that transforms poverty into opportunity. To support this mission, Norwescap is launching a cooperative marketplace and community hub in Phillipsburg, NJ, to address the critical need for fresh, nutritious food in an area designated as a food desert. The marketplace will provide fresh, locally sourced produce through a sliding-scale Community Supported Agriculture (CSA) program, alongside dairy, eggs, meats, and shelf-stable goods. It will serve as a vital connection point to Norwescap's broader services and also offer nutrition education and cultural programming. The New Jersey Innovative Healthy Food Retail Initiative funding will support essential project staff and contractual services via The Foodshed Alliance and New Roots, as well as equipment, initial food inventory and the development of the CSA Mobile app.

2024-2025 Awardees

Organization: Orchid House Cafe

Project Name: Fig | Mint Cooperative Market

Location: Trenton, New Jersey

Total Award: \$260,000

Description: Orchid House Cafe is a social enterprise based in Trenton, NJ, committed to changing the way people eat, live, and treat each other. Through its cafe, urban farm, and community initiatives, they promote food sovereignty, sustainability, and economic inclusion. The Fig | Mint Cooperative Market is a community-driven initiative that will transform the existing Orchid House Cafe into a functional marketplace that provides fresh, affordable, and culturally relevant food to local residents. This project will establish a cooperative model, empowering small food producers, local entrepreneurs, and community members to play an active role in the local food economy. The New Jersey Innovative Healthy Food Retail Initiative will support this work by providing critical funding to outfit the market with essential infrastructure, including refrigeration, display fixtures, and storage.

Organization: Ranch Hope

Project Name: Project H.O.P.E.

Location: Salem, New Jersey

Total Award: \$200,000

Description: For over 60 years, Ranch Hope has used a holistic approach to address the various and complex challenges facing the Salem, NJ community through youth programs, healthcare and healthy eating education, and housing. Ranch Hope has been working together with a collaborative of organizations for the last 1.5 years to implement a model of community revitalization in Salem City, leading to Ranch Hope's Project H.O.P.E. - Healthy Options Provided for Everyone, a community-led grocery store. The New Jersey Innovative Healthy Food Retail Initiative will provide funding for predevelopment support for community engagement in the store's development, design and organizational structure, ensuring the store's sustainability and success in the long-term.

2024-2025 Awardees

Organization: The Opportunity League

Project Name: Villages Community Marketplace

Location: Burlington, New Jersey

Total Award: \$220,000

Description: The Opportunity League (TOL) is a 501 (c)(3) nonprofit organization headquartered in Burlington, NJ with a mission to build communities by providing opportunities that promote health & equity. The Villages Community Marketplace (VCM) is a 6,000 sq. ft. community-centered grocery store designed to increase access to fresh, affordable food while fostering economic and workforce development in Burlington City. The New Jersey Innovative Healthy Food Retail Initiative will support this work by funding critical components such as store fixtures, equipment, technology, and initial inventory purchases, ensuring a fully operational market by early 2026. This initiative will significantly enhance food access for over 10,000 residents, support local businesses, and create jobs within the community.

Organization: United Way of Passaic County

Project Name: A Better Market Expansion

Location: Paterson, New Jersey

Total Award: \$100,000

Description: The United Way of Passaic County (UWPC) is driven by the mission to improve the lives of people in Passaic County by mobilizing the caring power of their community. As a community impact organization, UWPC addresses poverty and socioeconomic inequality through services, partnerships, and civic engagement, promoting equitable and sustainable change. UWPC, in partnership with A Better Market, will launch a series of community-based satellite markets to expand the reach of its brick and mortar location. A Better Market, founded by a Paterson resident in 2020, is a mission-driven grocer sourcing from Black-owned farms and businesses, that serves 3,500+ residents annually. Funding from the New Jersey Innovative Healthy Food Retail Initiative will support critical infrastructure upgrades and provide start-up capital for equipment and initial inventory for the satellite markets to better meet community needs.



The New Jersey Innovative Healthy Food Retail Initiative is co-administered by **Reinvestment Fund** and **The Food Trust** and is funded by **Robert Wood Johnson Foundation**.



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