

State and Local Policy Campaigns to Improve the Food Retail Environment

The Center for Science in the Public Interest (CSPI) is seeking to fund local, state, tribal, or U.S. territory policy campaigns to improve the healthfulness of the food retail environment. Our goal is to transform the retail environment through policy interventions.

CSPI has identified the following policy priorities for this funding opportunity:

- A state or local policy or ordinance campaign to create a healthier in-store or online food retail environment through placement and promotion strategies, including
 - [Keep Soda in the Soda Aisle](#) policy
 - Healthy endcaps policy
- A state or local policy or ordinance campaign to increase healthy food availability at dollar stores, such as minimum required floor or shelf space for fruits and vegetables

About Our Healthy Retail Campaigns:

Consumers can only eat healthfully when healthy options are available and affordable. As a leading, independent authority on food and nutrition, CSPI works to transform the [places where Americans get most of their food—food retailers](#). We are mobilizing our supporters, coalition partners, and communities to support state and local policies to improve the food retail environment.

The odds of purchasing healthy food in supermarkets are stacked against consumers. Unhealthy food options and sugary drinks dominate store entrances, shelves on the ends of aisles, displays, and checkout, [increasing their visibility, accessibility, and sales](#). In addition, [retailers promote soda, candy, and chips](#) through steep discounts such as two-for-one deals and coupons, making it easier and cheaper to purchase less nutritious food.

Additionally, equitable access to grocery stores and healthy food options are critical components in advancing racial equity and social justice. For example, regardless of socioeconomic status, Black communities experience [disproportionately limited access to grocery stores](#). This and other systemic barriers further restrict access to healthy food for many BIPOC, limited economic resourced, and/or rural communities. A consequence of restricting access to healthy food is that many residents of these communities increasingly rely on nontraditional retailers for food, such as dollar stores, [the fastest growing retail format](#). Among shoppers with limited economic resources, 72% believe that dollar stores should offer more healthy options. Therefore, we see ensuring that these stores offer fresh and healthy food options as a key priority for healthy retail policy.

Applications can be submitted for up to \$70,000 in direct costs for a duration of up to 15 months and can support non-lobbying and lobbying activities.*

Key Application Priorities

- Funded campaigns must seek to secure a binding government policy (including legislation, executive order, regulation, or ordinance). Voluntary or programmatic initiatives are not eligible.
- We are not currently able to fund direct service provision or pilot projects, capital projects, or general operating grants.
- We are not currently funding standalone healthy checkout campaigns or healthy corner store campaigns through this opportunity.
- We are especially interested in applications from regions that have been disproportionately burdened by inequitable access to healthy food retailers. This includes rural areas, the South, and applications that improve the food environment for Indigenous populations.
- We will prioritize applications from organizations who are representative of the population for which a policy is focused or are directly partnering with individuals and/or community organizations representing the population most affected by the proposed policy change. If an application is from a white-led organization, we recommend that a minimum of 25% of your grant supports organizations and/or individuals from communities most impacted by health disparities.

Additional Resources for Applicants

- Introduction to [Healthy Retail Policies](#)
- [Healthy Food Retail: Creating and Enforcing a Policy](#)

The deadline for Letter of Interest (LOI) submission is 11:59PM EST Sunday, June 12, 2022. All LOIs should be submitted through CSPI's Online Grant Management System.

For information on how to apply online, please visit our [website](#). More details about our grantmaking are also available in our 2022 Grant Applicant Guide. For any other questions you may have about this specific funding opportunity or our application process in general, please don't hesitate to reach out to us at grants@cspinet.org.

**In recognition of the disproportionate impact of gaps in operational funding for smaller nonprofits, we have implemented a tiered Indirect Cost rate structure. Indirect costs will be added on top of submitted project budgets:*

- 12% indirect costs for grantees with annual budgets over \$5 million
- 15% indirect costs for grantees with annual budgets of \$1 million to \$5 million
- 20% indirect costs for grantees with annual budgets under \$1 million