



GREEN GROCER PROJECT

REFRESHING DETROIT'S GROCERY ECONOMY

ELIGIBILITY

The *Green Grocer Project* program is open to grocers whose stores are located within the boundaries of the City of Detroit and which offer significant merchandise in the following categories: produce, meat, dairy, baked goods, and grocery items.

For full program details and eligibility requirements, please contact the DEGC *Green Grocer Project* desk at **313.237.4628**, or send an email to GreenGrocer@degc.org.

The Detroit Economic Growth Corporation's *Green Grocer Project* seeks to **improve the quality of the grocery sector in Detroit**.

Green Grocer Project's aim is to **stimulate renewed investment in Detroit neighborhoods while providing improved fresh food access to Detroit residents**. *Green Grocer Project* believes that by putting grocery stores at the heart of our efforts, we will be able to bring about a lasting, systemic change in the way that fresh food is retailed in the city of Detroit.

The GREEN GROCER PROJECT is supported by:
THE KRESGE FOUNDATION



The City of Detroit



PROGRAM OFFERINGS

The *Green Grocer Project* program will provide Detroit's grocers with the tools they need to make them successful, sustainable and competitive in the metro area grocery market, while improving the quality and quantity of fresh food options available to Detroit residents. The following services are available to qualified grocers.

- **Technical Assistance Program:** The *Green Grocer Project* Technical Assistance Program is designed to assist participating grocers in addressing the myriad of operational and store development needs that they encounter on a daily basis. Technical Assistance is available to qualified grocers in the following areas:

Product Handling, Storage & Management

Marketing

Store Design, Layout & Construction

Sourcing & Supplier Relations

Market Intelligence

Sustainability & High Performance (Energy Efficiency)

Visual & Promotional Merchandising

Accounting & Bookkeeping

Customer Service

The type of technical assistance delivered will be customized to meet each individual grocer's needs. Needs will be assessed through an initial Technical Assistance Assessment provided through the *Green Grocer Project* program.

- **Funding Assistance Program:** The *Green Grocer Project* will help qualified grocers access financing for their improvement projects through either the *Green Grocer Project's* loan program or other programs available in the community. These forms of assistance can be used to offset the added costs of operating in an urban marketplace and to promote new innovations that increase Detroit residents' access to quality fresh foods. Eligibility for each product will be determined through completion of the appropriate application process.
-

- **Grocer Clearinghouse Program:** The *Green Grocer Project* program is staffed with professionals well versed in permitting, zoning, site selection, funding options and a multitude of other tools to benefit business. A *Green Grocer Project* staff member can be grocers' one-stop-shop, and connection to the resources to move their business forward.

