

Decatur Fresh

Mission To decrease food insecurity and provide economic mobility to Sun Valley residents.

Vision Every family in Sun Valley has access to food in a culturally relevant, authentic, and inclusive environment.

Location 995 N. Decatur St. Denver, CO 80204 (Sun Valley)

Launch Year 2021

Summary

Decatur Fresh is a grocery market, workforce training program, and community space. **The 1,800 square space offers local residents affordable, nutritious options in what is now a food desert, with no grocery stores within 2.5 miles.** The grocery market serves almost 5,000 Sun Valley residents, local nonprofits, and the broader Denver community, especially those with a passion for food justice and who seek international food options.

Decatur Fresh is committed to addressing food scarcity in Sun Valley, and all residents receive discounts and utilize programs like SNAP and the Double Up Bucks Program to affordably access quality, nutritious, and culturally relevant food. Community input is built into the fabric of Decatur Fresh's operations; resident preferences inform product inventory.

Decatur Fresh also operates a paid training and internship program for Sun Valley residents interested in growing their careers in customer service or grocery store management. Residents receive necessary **certifications** in a classroom setting, complete a **120-hour internship**, build **concrete skillsets in food retail**, and determine their next educational or career opportunity with support from Decatur Fresh's staff.

Objectives

- 1 Provide affordable, healthy, culturally inclusive food.
- 2 Train low-income residents in market operations, including superior customer service.
- 3 Create community space.
- 4 Become a cultural destination that celebrates and preserves Sun Valley's diversity and unique fabric.

Impact

Decatur Fresh's success metrics include:

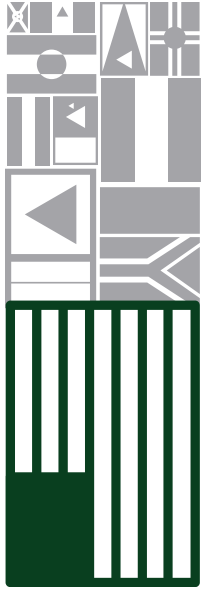
- **Sun Valley Healthy Living Assessment Results.** Each year, DHA will administer the Healthy Living Assessment to monitor healthy living outcomes among Sun Valley residents.
- **Amount of goods sold, especially produce.**
- **Sun Valley Resident involvement in Decatur Fresh.** Sun Valley residents will participate in training and internships at Decatur Fresh.
- **Participant income and outcomes.** Decatur Fresh will measure and record how the trainings and internships help participants increase their income and advance their careers.

Neighborhood

Sun Valley is a neighborhood in West Denver with 1,500 residents. **Over the next 5 years, the number of Sun Valley residents will increase to almost 5,000.**



Sun Valley residents are diverse and come from **33 different cultural backgrounds.**



36% of residents are unemployed.

47.5% of residents identify as American, while the remaining residents hold diverse nationalities.



42% of Sun Valley residents lack affordable, desirable, and fresh food options near them.

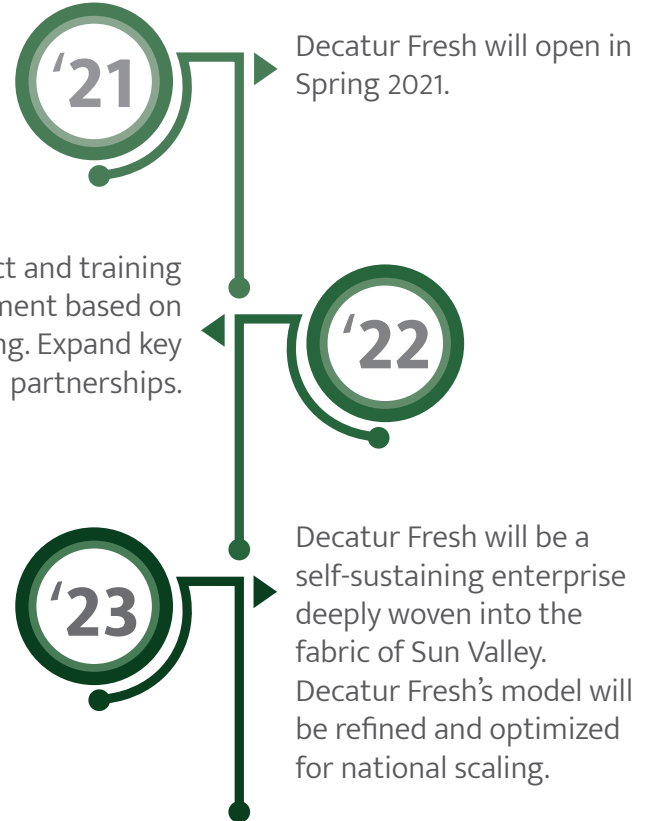
Social cohesion is strong in Sun Valley. Neighbors are connected—an important factor for a healthy community.

Decatur Fresh will be well-integrated into a network of social enterprises under the Denver Housing Authority (DHA). **Osage Café** will prepare grab and go items and nonperishable items sold at Decatur Fresh. Beyond preparing items to be sold at Decatur Fresh, **Osage Café** interns will spend a portion of their internship at Decatur Fresh mastering customer service and cash register management. The **Grow Garden** and **Joli Farm** will provide fresh, local produce to stock Decatur Fresh's shelves. Decatur Fresh graduates interested in entrepreneurship will have access to the **Business Incubator Space.**

Key Partnerships

Academies to Work
Summer Youth Employment Program
Sun Valley Kitchen
Denver Botanic Gardens
Sun Valley Registered Neighborhood Organization
Western Pacific Bank

Future



Legal Structure Decatur Fresh is an LLC under parent nonprofit Youth Employment Academy (YEA), an affiliate of DHA. YEA serves young adults in breaking the cycle of generational poverty in Denver by gaining stability through education, arts and technology, and employment training.

Contact

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