

# Decatur Fresh

**Mission:** To decrease food insecurity and provide job training and young adults in Sun Valley.

**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 that launched in 2021.** The 1,800 square foot space offers the Sun Valley community affordable, nutritious, and culturally-relevant food options in what was previously considered a food desert with no grocery stores within 2.5 miles. The grocery market will serve over 3,000 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 are able to utilize programs like SNAP and the Double Up Food Bucks (DUFb) Program. **Annually, over 40% of Decatur Fresh sales are through the SNAP and DUFb program.** Community input is built into the fabric of Decatur Fresh's operations; resident preferences inform product inventory.

**Decatur Fresh also provides paid training and internship opportunities to Sun Valley residents and young adults.** Participating individuals learn the basics around grocery store operations, including customer service, inventory, stocking and ordering. Interns can also participate in barista training at the coffee bar located inside Decatur Fresh.

## Objectives

- 1 Provide affordable, healthy, culturally inclusive food.
- 2 Train local low-income residents and young adults in market operations, including superior customer service and provide paid internship and job opportunities.
- 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 post-redevelopment.
- Amount of goods sold, especially through SNAP and DUFb.
- Sun Valley Resident involvement in 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.



## Youth Employment Academy

Decatur Fresh is a social enterprise managed by the Youth Employment Academy (YEA). YEA's mission is to provide opportunities for wellbeing, empowerment, and self-sufficiency, allowing young adults to thrive. Decatur Fresh is well-integrated into a network of social enterprises and programs under the Youth Employment Academy including the **Osage Café and Mercado, Osage Kitchen, and Arts Street**. Osage Kitchen prepares grab and go meals and snacks and nonperishable items to be sold at Decatur Fresh. Art produced by young adults at Arts Street can be seen in the murals surrounding Decatur Fresh and can also be purchased at the store. The Grow Garden, a partnership with Denver Botanic Gardens, provides fresh, local produce to stock Decatur Fresh's shelves.

## Sun Valley Neighborhood

Sun Valley is experiencing a large scale transformation effort that will be bringing over 2,000 new homes to the neighborhood, an 11 acre park, new infrastructure, and expanded community and non-profit space. Almost 50% of these homes are affordable. Learn more at: <https://www.sunvalleyredevelopment.com>.

## Key Partnerships

- DHA's Academies to Work
- Denver Youth Employment Program
- Sun Valley Kitchen
- Denver Botanic Gardens
- Sun Valley Registered Neighborhood Organization
- Osage Café and Mercado
- SNAP and Double-Up Food Bucks program
- Change Please
- Colorado High School Charter

## Business Information

**Hours:** Monday - Friday 7:00am - 6:00pm

**Phone:** (720)956-3812

**Email:** [decaturfresh@denverhousing.org](mailto:decaturfresh@denverhousing.org)

### Social Media:

Facebook: [facebook.com/decaturfresh/](https://facebook.com/decaturfresh/)

Instagram: [@decatur\\_fresh](https://www.instagram.com/decatur_fresh)

Website: [www.decaturfresh.com](http://www.decaturfresh.com)

### Contact Information:

Annie Hancock - [ahancock@denverhousing.org](mailto:ahancock@denverhousing.org)

### Legal Structure

Decatur Fresh is an LLC under parent nonprofit Youth Employment Academy (YEA), an affiliate of DHA.

