

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 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 Bucks Program. 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. Decatur Fresh currently employs five Sun Valley residents.

Objectives

- 1 Provide affordable, healthy, culturally inclusive food.
- 2 Train local low-income residents 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 produce.
- Sun Valley Resident involvement in Decatur Fresh. Sun Valley residents 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.



Role at DHA

Decatur Fresh is well-integrated into a network of social enterprises under the Denver Housing Authority, including the **Osage Café and Mercado** and the future Business Incubator Space. Osage Café and Mercado prepares grab and go meals and snacks and nonperishable items to be sold at Decatur Fresh. Beyond preparing items to be sold at Decatur Fresh, Osage Cafe interns spend a portion of their internship at Decatur Fresh mastering customer service and cash register management. The Grow Garden, a partnership with Denver Botanic Gardens, provides fresh, local produce to stock Decatur Fresh's shelves.

Key Partnerships

- Academies to Work
- Summer 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
- Healthy Food for Denver Kids

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.

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