



# MISSION FIT SUMMARY

## Grocery

Scorecard Completed By: \_\_\_\_\_

Date: \_\_\_\_\_

### OVERVIEW

Enterprise Name:	
Address:	
City:	
ZIP:	

Located in LMI Census Tract?	
Serving Limited Access Community?	

<< Include map/report/data of area.

Business Type:	
Loan Amount Request:	\$ -
Loan Use:	
TA Request:	

### SCORECARD

#### Instructions

- Determine how well project meets each of 5 goals.
- Questions to evaluate each priority are on Scorecard tab.
- Choose Yes or No for each Priority.

MGFF Goals	# of Yes Answers	Total Questions	Score
Healthy Food	0	2	0%
Access (Availability & Affordability)	0	3	0%
Equity	0	5	0%
Economic Development & Job Creation	0	5	0%
Local Sourcing	0	3	0%
Environmental Stewardship	0	2	0%

<b>FINAL SCORE</b>	<b>0%</b>
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# GROCERY / FOOD RETAIL OUTLET

## Mission Fit Score Card

Grocery Stores, Supermarkets, Co-Ops, Corner Stores, Convenience Stores

### BUSINESS READINESS

Background information that assesses the owner's ability and readiness to operate their food business, gives an indication of loan readiness, and identifies the potential need for technical assistance .

Criteria	Response	Comments or Explanation
Is this a start up, early stage, or existing/experienced business?		
If start up or early stage:		
> Does the owner have experience operating a grocery/retail business? (Yes or No)		
> Is there a solid business and financial plan in place? (Yes or No)		
> Has the owner/operator(s) received any sector-specific business training or TA? (Yes or No)		
Is the owner able to convey the market need / competitive advantage / value proposition?		
Can the owner articulate its target audience?		
What is the annual revenue of the business (if known at this time)?	\$ -	
Does the business have a sales history (a year or more) and can demonstrate sustainable revenue generation?		
Does the enterprise have systems in place to manage finances, staff, and overall operations?		
Is the owner/enterprise linked with existing business-to-business networks? Which ones?		
Has the enterprise received loans/investments or utilized economic incentives or government financing?		

Insert notes and other comments

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## MISSION FIT

Provides an indication of how well the food business meets MGFF mission goals & priorities and helps determine if the business should be moved forward to financial due diligence.

Healthy Food		
Criteria	Response (Yes, No)	Comments or Explanation
Does the retail outlet sell high quality, healthy food including fresh produce, whole/perishable foods, low-fat dairy/dairy substitutes, whole grains, and lean proteins at the heart of the store and/or offer minimally processed or natural products? [Most importantly: produce department]		
Does the retail outlet present signage or displays that guide customers in making healthier decisions or promote/increase awareness of healthy foods in the store? [i.e., are healthy products easy to find?] May promote junk-food free checkout aisles, tobacco-free store, or other easy adaptations		
<b>Healthy Food Score</b>	<b>0%</b>	

Access (Availability & Affordability)		
Criteria	Response (Yes, No)	Comments or Explanation
Is the retail outlet located in an area where low/moderate income or low access residents can shop?		
Are the healthy food products priced so that residents with low income are able to purchase them regularly within their economic means? [i.e., Residents can buy most or all of the healthy foods they want with the money they have available.]		
Does the retail outlet accept EBT and/or include programs to incentivize the purchase of healthy foods, such as WIC and Double Up Food Bucks?		
<b>Access Score</b>	<b>0%</b>	

Equity		
Criteria	Response (Yes, No)	Comments or Explanation
Is the retail outlet owned or operated by a woman/person of color/low-income resident? Specify.		
Does the retail outlet employ women/people of color/low-income residents?		
Do women/people of color/low-income residents have access to the products and/or services offered by this retail outlet?		
Are the food offerings culturally appropriate/specific/enticing to the community where they are sold and marketed in a culturally sensitive way?		
Does the retail outlet's target market include women/people of color/low-income residents?		
<b>Equity Score</b>	<b>0%</b>	

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Economic Development & Job Creation		
Criteria	Response (Yes, No)	Comments or Explanation
Does the retail outlet currently offer or anticipate creating quality jobs (FT and PT) in LMI communities?		
Does the retail employ women/people of color/low-income residents and intentionally reach out to these populations with job opportunities?		
Does the retail outlet provide training for employees?		
Does the retail outlet offer a career path for employees?		
Are there policies in place to ensure employees are treated fairly?		
<b>Economic Development &amp; Job Creation Score</b>		<b>0%</b>

Local Sourcing		
Criteria	Response (Yes, No)	Comments or Explanation
Does the retail outlet sell Michigan grown/made products?		
Are local products branded and marketed as such (as applicable)?		
Does the retail outlet utilize local vendors for non-product/other business requirements (i.e. supplies, equipment, services, etc.)?		
<b>Local Sourcing Score</b>		<b>0%</b>

Environmental Stewardship		
Criteria	Response (Yes, No)	Comments or Explanation
Does the retail outlet show a commitment to selling sustainably-grown, (and/or organic) and/or chemical-free products?		
Does the retail outlet have waste reduction strategies or other environmentally responsible management practices in place?		
<b>Local Sourcing Score</b>		<b>0%</b>

**FINAL SCORE** **0%**

**Legend**  
 80%-100% = High Impact  
 70%-80% = Moderate Impact  
 <70% = Low Impact

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