

# HRAP Paleo Mama Bakery Presentation

*Presented to the MFPC by Belle Voell – 1/15/25*





# HRAP Program Goals

1

## Increase Healthy Food Access

Prioritize projects that improve access for low-income individuals and families.

2

## Support Food Enterprise Development

Encourage growth of local food businesses.

3

## Promote Cultural Appropriateness

Ensure food options are culturally relevant to the community.





# Our Goals with Help of HRAP

This presentation explores the partnership between Paleo Mama Bakery and the City's Healthy Retail Access Program and PMB's new location on South Park Street.



Improve health outcomes



Broaden the education of the underserved communities



Wholesale access to outside of the community

In the past, HRAP focus has been on grocery stores and other similar retailers. While recognizing the importance of produce and fruits and vegetables to healthy lifestyles, Paleo Mama Bakery offers a unique opportunity to expand reach and access to other dietary categories as well.



# Case Study: Paleo Mama Bakery

What health outcomes are we currently addressing?

## Diabetes

The keto diet has the potential to decrease blood glucose levels. Over half of our products are low carb and sugar free, aligning with the keto diet.

## Epilepsy

The keto diet was originally created in the 1920's as a treatment for epilepsy. It has been shown to significantly reduce seizure activity.

## Gluten Free – Celiac

All 70+ our products are GF and made in a GF facility with no risk of contamination, so we are safe for those who suffer from celiac disease

## Auto-Immune Diseases

Our products are made without sugar or gluten, which are both known to cause inflammation, which is a key driver of auto-immune diseases.



# Under-served Populations

What health challenges are exacerbated within specific populations?

## Auto-Immune and Metabolic Diseases

Studies have shown that inflammation, blood glucose and other significant factors within these challenging day-to-day restrictions can be improved through following specific and hard to find diets.

## Education

In our day-to-day encounters with customers, we strive to educate on the power of diet and to help consumers learn how to achieve their wellness goals or address their health conditions through proper nutrition. Whether they are looking to avoid animal products (vegan), sugar (keto) or dairy (paleo), we try to offer a large selection of products that cater to many different needs and diets.





# Ongoing Challenges for PMB

## 1 — Accessibility

One of the challenges any small business faces is the ability for consumers to reach the products.

The benefits to joining the Park St. neighborhood are:

- high visibility along the Park St. Corridor
- access via the Bus line
- increased opportunity for expansion and wholesale into additional grocery stores
- increased parking including handicap accessibility (not applicable in our current store)



# Ongoing Challenges for PMB

## 2 — Affordability

One of the challenges PMB faces due to expensive ingredients and increased labor costs is affordability.

We have taken the following steps to address affordability via SNAP-EBT:

- Recently switched POS system to Clover, which accepts EBT
- Awaiting approval for store SNAP-EBT through USDA FNS
- Currently accepting EBT and Double Dollars at DCFM

We have taken the following steps with a PMB Discount Program:

- Members who display a financial need will receive a free tote bag and 10% off every purchase

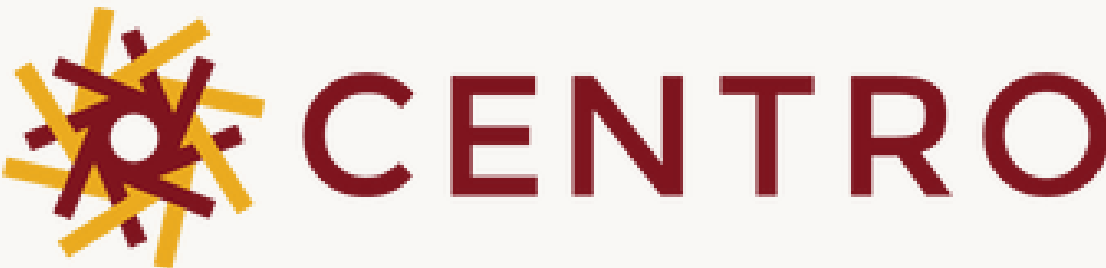




# Neighborhood Associations and Other Local Groups

When working through complicated problems that are socio-economic and impact parts of different communities, it is imperative to partner with not only municipalities but also other groups on the ground.

We have reached out to the following groups operating in close proximity to the new PMB location:





Questions or  
Comments?



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