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**CALIFORNIA HEALTHY FOOD FINANCING INITIATIVE COUNCIL (CHFFIC)**

**MEMORANDUM**

**Date:** February 28, 2013  
**To:** Council Members  
**From:** Najia Rosales, Acting Executive Director  
**Subject:** **Agenda Item 5: Mission Statement (Action Item)**

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**RECOMMENDATION**

Approve Staff's recommendation to adopt the mission statement.

**EXECUTIVE SUMMARY**

At the December 2012 meeting, Staff presented two draft mission statements for the Council to review. The Council suggested key words and phrases and directed Staff to draft a mission statement that included the key words and phrases to present at the next meeting.

Key Words/Phrases:

- Access to fresh and healthy foods
- Economics: grants, loans, and incentives
- Public or private
- Partner with federal, state, non-profit
- Other incentives
- Economic development opportunities (jobs)

**MISSION STATEMENT**

Expand access to nutritious, fresh, and affordable food and promote health and economic development opportunities through grant, loan, and incentive programs and partnerships with federal, state, and local government agencies, non-profits, philanthropic programs, and food hubs to support underserved, urban, and rural communities.