Mandatory Evaluation Criteria

Has a retail component where consumers can purchase fresh meats, seafood, dairy, produce, and/or healthy food options

Excellent	The applicant has an existing retail component that already enables consumers to purchase fresh food.	**6 - 10**
Good	The applicant has either: 1) a business plan that includes adding the sale of fresh foods to an existing retail component that does not currently offer them; or 2) a clear plan to develop a retail component that includes the sale of fresh foods.	**1 - 5**
Poor	The applicant has no retail component for fresh foods and no plan to implement one.	**DQ**

Mandatory Evaluation Criteria

Be owned or substantially run by BIPOC leadership or be working with a BIPOC-run organization in active partnership, to include shared leadership, decision-making, resources, etc.

Excellent	The applicant individual or organization is BIPOC or majority BIPOC-run and/or is actively partnered with a BIPOC-led organization. For partnerships, the applicant must show that this is an active, ongoing partnership with shared decision-making and that the partner shares from the economic benefit.	**6 - 10**
Good	The applicant individual or organization is not BIPOC or BIPOC individuals constitute constitute a minority of leadership and/or the business plan includes a plan to partner with a BIPOC-led organization. For applicants intending to partner with a BIPOC-led organization, the organization must already be identified and prepared to actively engage in the project.	**1 - 5**
Poor	BIPOC individuals are not part of the ownership or leadership.	**DQ**

Mandatory Evaluation Criteria

Directly serves residents within underserved, low food access communities

Excellent	The project directly serves an underserved, low food access community.	**6 - 10**
Good	The project has a business plan outlining how it plans to serve an underserved, low food access community.	**1 - 5**
Poor	The project does not serve an underserved, low food access community.	**DQ**

Mandatory Evaluation Criteria

Demonstrates a history of community engagement, work in the community, and community support for the project

Excellent	The applicant has a clearly established history of work in the community. The project has demonstrated support from leaders, both formal and informal, in the community.	**6 - 10**
Good	The applicant is relatively new to the community but is knowledgable on issues central to the community; the applicant has engaged in outreach with local community leaders, both formal and informal, and has support for the project.	**1 - 5**
Poor	The applicant has no history with or connection to the community.	**DQ**

Mandatory Evaluation Criteria

Accepts SNAP benefits and offers Virginia Fresh Match incentives

Excellent	The applicant is currently able to offer or accept SNAP and is prepared to offer or accept Virginia Fresh Match incentives.	**6 - 10**
Good	The applicant is unable to accept SNAP but has a clear plan and timeline to become eligibile for both SNAP and Fresh Match.	**1 - 5**
Poor	The applicant has no plan to accept SNAP and Virginia Fresh Match.	**DQ**

Mandatory Evaluation Criteria

Purchases a minimum of 25% of fresh products from Virginia's small, beginning, limited resource, Veteran, and/or socially disadvantaged farmers and ranchers

Excellent	The applicant is currently purchasing 25% or more of fresh products from Virginia's small, beginning, limited resource, Veteran, and/or socially disadvantaged producers. Strong applicants will demonstrate the existence of partnerships with producers, up to and including letters of support indicating that farmers are providing sufficient fresh products.	**6 - 10**
Good	The applicant has a clear plan to purchase 25% or more of fresh products from Virginia's small, beginning, limited resource, Veteran, and/or socially disadvantaged producers. Strong applicants will demonstrate the development of partnerships with producers, up to and including letters of support indicating that farmers will be able to provide sufficient fresh products.	**1 - 5**
Poor	The applicant has no plan to purchase fresh products from Virginia's small, beginning, limited resource, Veteran, and/or socially disadvantaged farmers and ranchers.	**DQ**

Additional Evaluation Criteria

Provides customer access, either by providing/coordinating transportation to the business or by providing a mobile market component that brings products to the community

Excellent	The applicant currently has a transportation component as part of its operation.	4 - 6
Good	The applicant has included a transportation component in its business plan, providing a clear budget and timeline for implementation.	1 - 3
Poor	There is no plan to include transportation in the business model.	0

Additional Evaluation Criteria

Integrates community culture and artistic expression in the business model

Excellent	The applicant currently incorporates methods of expressing the culture, arts, and history of the community in its business plan. The applicant works with BIPOC community artists, storytellers, historians, and community leaders to inform the plan and to create artwork or other design elements that are relevant to the community.	4 - 6
Good	The applicant has a plan to incorporate the culture, arts, and history of the community into its business plan. The applicant plans to work with BIPOC community artists, storytellers, historians, and community leaders to inform the plan and to create artwork or other design elements that are relevant to the community.	1 - 3
Poor	The applicant does not have a plan to incorporate the culture, arts, and history of the community into its business plan.	0

Additional Evaluation Criteria

Develops new markets and enterprises, creating real and sustainable economic opportunities

Excellent	The applicant has clearly articulated a plan for the business's long-term sustainability outside of grant programs. The business plan identifies both short-term gains and long-term potential growth with a high likelihood of success.	4 - 6
Good	The applicant has identified some elements of both short- and long-term growth but has not fully identified a path to sustainability.	1 - 3
Poor	The business is unlikely to succeed without ongoing grant support.	0

Additional Evaluation Criteria

Provides a path for financial sustainability and positive outcomes to the community, including education, leadership and youth development, employment of community residents, job training, or workforce development		
Excellent	The applicant has clearly identified benefit(s) to the community, such as reserving a certain number of jobs for residents and providing internships/training for youth. Strong applications will clearly demonstrate methods and timelines for attaining outcomes and will show how they are using models with proven success.	**4 - 6**
Good	The applicant intends to add benefit(s) to the community to the business plan but has not yet fully identified the manner or timeline.	**1 - 3**
Poor	The applicant provides no plan for adding community benefit(s) to the business plan.	**0**

Additional Evaluation Criteria		
Demonstrates success in creating partnerships and/or efforts to leverage additional funding. Includes a defined plan to create partnerships that allow the business to offset the cost of products sold to the consumer		
Excellent	The applicant has well established partnerships or a defined plan to create partnerships that will allow the business to offset the cost of products sold to the consumer. Strong applications will show that potential partners have already been identified and that they support the project.	**4 - 6**
Good	The applicant has tentative plans to create partnerships but does not have relationships in place or letters of support from potential partners.	**1 - 3**
Poor	The applicant has no plan to create partnerships.	**0**

Additional Feedback	
Please use this space for any additional feedback not captured in the scoring rubric.	
Note: Additional criteria will be added to this section of the evaluation rubric fur use during applicant interviews. The criteria included in this section will provide an opportunity to rate "softer" skills not listed above. Use of additional criteria may shed light on an applicant's potential for success and include rating criteria such as: expressed passion for the project, potential for success, clarity of ideas, clear and concise use of resources, etc.	**0 - 5**