

Food Deserts Are a National Crisis — Can This Bold Plan Finally End Them

Entrepreneurs Compete for Game-Changing Prize to Revolutionize Food Access

DELRAY BEACH, FL, UNITED STATES, February 19, 2025 /EINPresswire.com/ -- America's food deserts are fueling a public health emergency—leading to soaring rates of chronic illness, economic decline, and preventable deaths. But a groundbreaking initiative could change that forever.

Public health professional, children's author and social entrepreneur Daniel Craddock MPH, IMBA with Khalid Morris IMBA ([Author of Future Proofing Your Business with AI](#)) is on a mission to eradicate food deserts by launching a network of sustainable, community-focused grocery stores in underserved neighborhoods. Their vision? 50 new stores in 10 years—providing fresh, affordable food to the millions currently trapped in areas where grocery stores are nonexistent or closing down at alarming rates.

Now, they're just days away from a life-changing opportunity—competing in the Entrepreneur of Impact contest, where winning means securing the national spotlight, crucial funding, and high-profile mentorship to turn this vision into reality.

A Public Health Epidemic Ignored for Too Long

Food deserts—areas where people have little to no access to healthy, affordable food—are a growing crisis, disproportionately affecting low-income communities and people of color. Studies show that food insecurity leads to:

- Skyrocketing rates of diabetes, obesity, heart disease, and preventable deaths
- Increased healthcare costs, burdening taxpayers and straining public health systems
- Job losses and economic decline in neighborhoods where stores shut down
- Higher reliance on fast food and processed meals, perpetuating a cycle of poor health

"This isn't just about opening stores—it's about saving lives," said Daniel Craddock. "If we don't act now, millions will continue suffering from preventable diseases simply because they don't have access to fresh food. We have a proven solution—now we need the platform to bring Family Tree Food Market (www.familytreemarket.com) to scale."

The Race to Win—And Why It Matters

Winning the Entrepreneur of Impact award would propel Craddock and Morris into a position to rapidly expand their grocery store model and pressure policymakers to address food injustice. The prize includes:

- A feature on the front page of Forbes Magazine—elevating food deserts into national conversation
- Mentorship from Daymond John (Shark Tank)—to scale their solution effectively
- \$25,000 in seed funding—a stepping stone to attracting millions in investor support
- A launchpad to build momentum—following in the footsteps of last year’s winner, who raised \$19 million

The Countdown is On – Public Votes Will Decide

- Now - February 20: The Top 5 in each group advance to the next round
- February 20 - February 27: The contestant holding the #1 position on Thursday, Feb 27, 2025 at 7PM PST is the winner.

With just 9 days left, Daniel Craddock is currently in 2nd place. They need a surge of votes to clinch the #1 spot and stay there.

How You Can Help – It Takes Seconds

- VOTE DAILY – It’s free and takes just seconds!
 - Donate to increase your votes. \$1 equals 1 additional vote. We need at least 500 people to donate \$100 and 5 companies to donate \$1000.
 - SHARE this story – The more people who vote, the greater the impact!
 - TAG community leaders, influencers & media outlets – Let’s push this issue into the national spotlight!
- This is more than a competition—it’s a fight for food justice to save lives. Let’s make history together. □

□ [CLICK HERE TO VOTE NOW & EVERY DAY UNTIL FEBRUARY 27](#)

A Special Thanks to Colossal and Daymond John (Shark Tank)

We extend our deepest gratitude to Colossal and Daymond John for this life-changing opportunity. Under the leadership of CEO Mary Hagen, Colossal has transformed fundraising, eliminating costly traditional methods and offering charities a powerful, cost-free way to raise funds. As Mary Hagen says, “There’s a real need for what we do... Colossal offers one of the most powerful fundraising methods available today at literally no out-of-pocket cost to the charity.” Their innovation is setting a new standard for corporate giving, and we are honored to be part of this initiative.

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