Mobile Markets

What is it?
A mobile grocery truck and garden “on the go” delivers healthy fresh produce to community members with poor access to fresh produce.

These markets operate as mobile stores where shoppers are able to go into the market and select foods. While most focus on produce, some carry other whole foods such as beans/legumes, rice, and whole grains.

Mobile markets sell a wide variety of locally grown and other culturally appropriate produce.

Benefits
- Produce is delivered to the neighborhood, stopping at convenient locations such as senior housing or community centers.
- Accepts EBT/Food Stamps and WIC F&V.
- Provides opportunities to partner with local businesses.
- Provides job training for residents.
- Offers recipes, nutrition education and cooking demonstrations.

Challenges
- Hours of operation need to work for residents.
- The market needs to have a wide variety of items.
- The market also needs to serve enough people/have multiple sites to be financially viable.
- Start-up, especially acquiring a vehicle can be costly as new refrigerated trucks can cost $40,000-$60,000.

Above photo- Arcadia Mobile Market, Washington D.C.
Above photo- Fresh Moves Mobile Market, Chicago, IL.
Above photo- Massachusetts Avenue Mobile Market, Buffalo NY.