

Mobile Good Food Markets

The Mobile Good Food Market is a truck that travels across Toronto, currently at six locations selling affordable fresh food in neighbourhoods, selected through consultation with local communities and analysis of access gaps.

FoodShare staff, with paid community members at each site, sell produce all year around. In the beginning it was with a box truck and canopy with a fold out table. This past year, Toronto Transit Authority (public transportation) donated a Wheel-Trans bus – small bus that was retrofitted with a local architect and a capital donation to make the changes.

What will I find there?

Mobile Good Food Markets feature seasonal local produce plus imported favourites to offer the greatest quality and cultural value to the neighbourhood they serve. Each market uniquely reflects its community in the produce that is sold.



Partners

FoodShare, Toronto Food Strategy and United Way Toronto. Through a recent donation of a decommissioned Wheel-Trans bus from the Toronto Transit Commission, customers will be able to shop through all seasons. Local organizations support with outreach.

What are the impacts?

3,082 customers shopped at 26 Mobile and Good Food Markets.
14 community members trained to become Market leaders.

How it works

For FoodShare

Friday	FoodShare orders and compiles all orders across the Good Food Program Type to enter text
Monday	Gets orders delivered from farmers and trucks pick up from Ontario Food Terminal
Wed – Fri	FoodShare staff, with volunteers pack the truck each day, meet paid community members on site and sell for 1–2hrs

FoodShare also provides Animation support – training the market leaders on how to run a market, public place-making, and community building, partnerships, resource finding, etc.

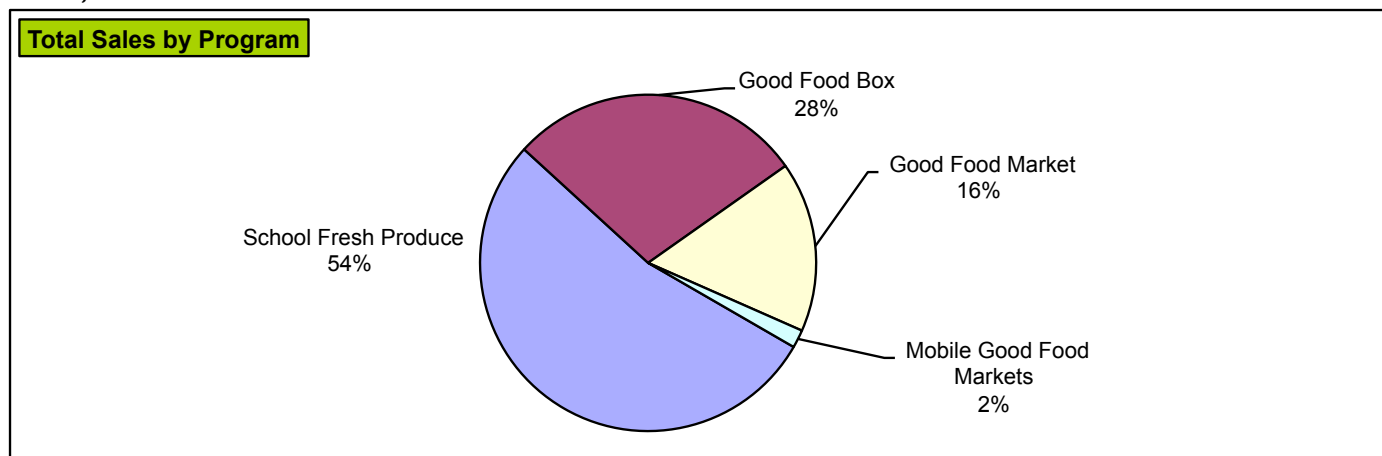
Funding

Ontario Centres of Excellence, United Way Toronto and the City of Toronto, the Toronto Food Strategy (Public Health), FoodShare Toronto, and United Way Toronto. Customers pay the cost of the produce itself, while funding covers warehouse, staff, distribution and community member honourariums.

Biggest funding need is ongoing operational costs.

January – July Sales of Whole Good Food Program
\$1, 311, 524

January – July Sales Mobile Market
\$22, 687 – 2% of total sales



Examples Elsewhere and articles

Chicago Fresh Moves

<https://www.facebook.com/freshmoves>

http://articles.chicagotribune.com/2013-10-16/news/ct-met-chicago-food-deserts-1016-20131016_1_fresh-moves-four-more-buses-food-desert-action

Boston Fresh Truck

<http://thefreshtruck.org/>

<https://www.kickstarter.com/projects/1530126668/fresh-truck-mobile-farmers-market>

Food  Share

www.foodshare.net