

Boise Farmers Mobile Market

2018 Impact Report

In 2018, the Boise Farmers Mobile Market's 4th year, we brought locally grown fruits and vegetables, plus eggs and raw honey, to 21 Boise Area neighborhoods, Monday through Thursday, each week for 13 weeks.

Mobile Farmers Market Goals

- GOAL 1** **Improve Community Health**
The Mobile Market seeks to improve the health of Boise residents by increasing fruit and vegetable consumption particularly through locally grown produce.
- GOAL 2** **Increase Revenue for Local Farmers**
The Mobile Market seeks to increase revenue of farmers at the Boise Farmers Market by purchasing produce each Saturday during the Mobile Market season.
- GOAL 3** **Strengthen the Local Food System**
The Mobile Market works to ensure that people of all income levels have access to fresh, local, healthy fruits and vegetables.

Mobile Farmers Market Impact

2,648

Customer visits to the mobile market. 26% increase over the 2017 figure of 2,100.

8,800

Pounds of locally grown fresh produce distributed. (37% increase of the 2017 figure of 6,400)

\$22,500

Spent on locally grown fruits and vegetables. 36% increase over the 2017 figure of \$16,500.

60+

Varieties of vegetables and fruit offered.

245

Dozen eggs distributed. Also, we carried local raw honey this year and distributed 73 honey bears.

\$18,257

Paid to local farmers. 24% increase over 2016.

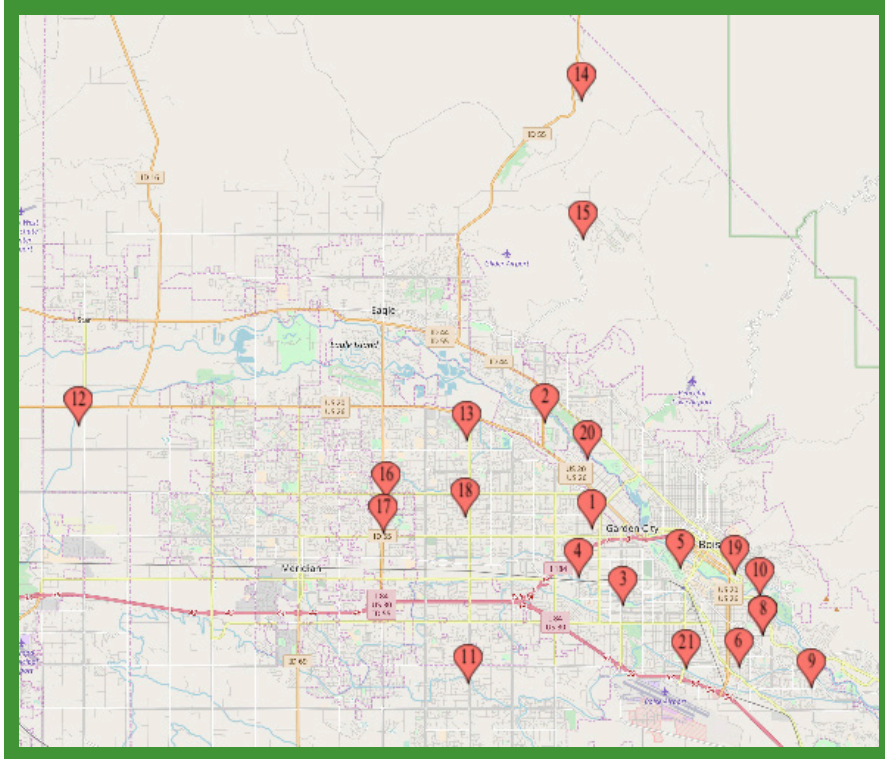
18

Local farms sold produce to the mobile market.

\$263

Snap and Double Up benefits distributed and redeemed. *Increasing this figure is our #1 goal for 2019.*

2018 Mobile Market Locations (June 4th - August 31st)



Mondays:

1. Winstead Park
2. U of I Extension Office
3. Franklin Grove Apartments
4. Family Medical Health Center

Tuesdays:

5. Shoreline Plaza
6. Ivywild Park
7. Brookdale Senior Living
8. Library! at Bown Crossing
9. St. Luke's Parkcenter
10. Barber Valley (Ranch Market)

Wednesdays:

11. Ada County Library
12. HP, Inc.
13. Morning Star Senior Living
14. Avimor
15. Hidden Springs

Thursdays:

16. Affinity at Boise
17. The Regency at River Valley
18. Comba Park
19. Kensington Apartments
20. CRUNCH
21. DL Evans Bank

Much More than the Numbers

Food Education for Adults

Our staff and volunteers educate our customers about the produce in the van each week. We talk about what the produce is, where it came from, how it's grown and how to prepare and eat it. Items such as shishito peppers and delicata squash were new to most of our shoppers, but will be old favorites next year.

Local Food Conversation

The Mobile Market provides a gathering spot for residents in the senior living facilities where we stop, such as MorningStar Senior Living. When we arrive, we setup produce on two long tables. Shoppers come outside slowly, mostly using walkers, and enjoy touching the produce and talking with each other, and us, about what they ate as kids, past gardens and their favorite recipes. They may not buy much, but the conversation and social interaction is just as important, and healthy, as the tomato, ear of corn or peaches they enjoy later.



Bernice helping shoppers at MorningStar

Education for Children



Two of our "regulars" at Hidden Springs

Many parents bring their children to shop at the Mobile Market. Most of the bins are at eye-level for children. This provides an opportunity for them to see the produce close up and for parents to talk to their children about the produce. If the parents didn't know what the produce was or their child had a question they couldn't answer, they would ask us and we would pass on our knowledge. Often, children would want to purchase a new vegetable or fruit and try it. Kids love to go into the van and, especially at our park stops, will ask to go inside. We let them know that we are a mobile farmers market and they need to bring a parent. They end up being some of our best salespeople as they convince their guardians that they "need" to go and see what's inside.

How We Were Innovative

Strategic Location Planning

This year we added Thursday to our schedule and increased our number of stops from 12 to 21. We always keep our pricing as low as possible. 70% of pricing is lower than the farmers market. We also added another “fund-raiser” stop to our schedule. At these stops we charge premium farmers market prices. The affluent neighborhoods and business that paid premium pricing knew they were paying more and were happy to help support the rest of the program.

This strategic planning resulted in an increase of more than 35% in both customer visits and sales.

Local Raw Honey added to the Mobile Market

We added local raw honey to our inventory this year. Shelf-stable and delicious, this new item was a hit.

Zero Waste

It is important to us that we not contribute to the food waste issue in our country. We continued our partnership with a local food restaurant (Red Feather Lounge) this year and sold them our leftover produce at cost. Anything they don't want that is edible is donated to the Giraffe Laugh food pantry. Anything not fit for human consumption is given to a local farmer and used for feed for sheep, goats and chickens.

Mobile Market Partnership with Terry Reilly Health Clinic in Nampa

We are bringing produce weekly to Terry Reilly Health Clinic, as part of their prescription program pilot, from August through October, 2018. This program, designed and implemented by the Terry Reilly staff and funded by a national grant, provides a vegetable prescription that designated patients with uncontrolled diabetes, can “spend” on produce for their families each week. We are reimbursed for the produce and given a small fee to help cover costs.

We are serving 25 to 35 families each week. At the end of the pilot, Terry Reilly will be able to assess if the program improves the health of their patients. If it does, the hope is that it will continue next summer.

The Future

Next summer we will continue our mission of improving community health, increasing revenue for local farmers and strengthening the local food system. Based on what we learned this year, we will:

- Seek locations near, and ways to market to, Snap and EBT users.
- Continue our partnership with Terry Reilly and possibly expand to another clinic.
- Concentrate on 16 to 18 stops and use better promotion to increase participation.
- Seek out a group of high school or college volunteers to assist each week.



Our Community Partners



The Boise Farmers Mobile Market is a program of the Boise Farmers Market