

Boise Farmers Mobile Market 2019 Impact Report

In 2019, the Boise Farmers Mobile Market's 5th year, we brought locally grown fruits and vegetables, plus eggs and raw honey, to 15 Boise Area neighborhoods and 1 Nampa location, Monday through Thursday, each week for 13 weeks. We reduced our stops from 21 in 2018 to 16 in 2019.

Mobile Farmers Market Goals

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| 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

2282 Customer visits to the mobile market. 14% decrease over the 2018 figure of 2,648.

10,288 Pounds of locally grown fresh produce distributed. (15% increase of the 2018 figure of 8,800)

\$24,687 Spent on locally grown fruits and vegetables. A 9% increase over the 2018 figure of \$22,500.

60+ Varieties of vegetables and fruit offered.

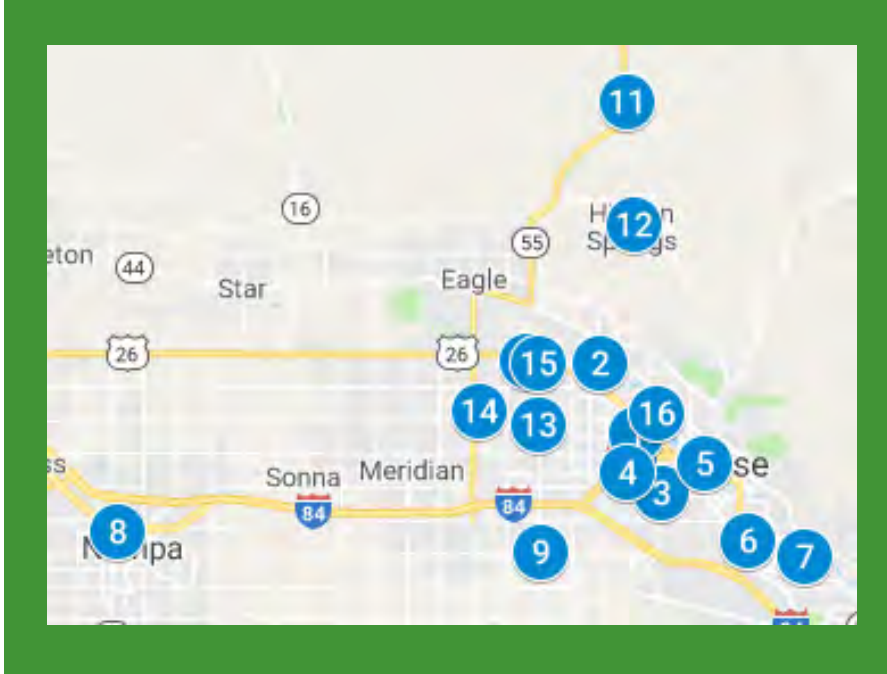
180 Dozen eggs distributed and 111 honey bear bottles of local raw honey.

\$20,064 Paid to local farmers. A 9% increase over 2018.

17 Local farms sold produce to the mobile market.

\$828 SNAP and \$465 Double Up benefits distributed and redeemed. *Increasing this figure was our #1 goal for 2019. An almost 500% increase.*

2019 Mobile Market Locations (June 3rd - August 29th)



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. Library! at Bown Crossing
8. Terry Reilly 1st Street Clinic

Wednesdays:

9. Ada County Library
10. HP, Inc.
11. Avimor
12. Hidden Springs

Thursdays:

13. Comba Park
14. Affinity at Boise
15. Morning Star Senior Living
16. Boys & Girls Club of Ada Co.

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 kohlrabi and shishito peppers were new to most of our shoppers, but will be old favorites next year.

Neighborhood Hub

The Mobile Market provides a gathering spot for local neighborhood residents where they can purchase their weekly produce and have friendly conversation with their neighbors. They talk about their favorite fruit or vegetable that is featured on the van week to week and often invite new neighbors to join in the shopping experience. Winstead Park in northwest Boise, our first stop of the week, proved to be a big stop where low income neighbors mingled with some affluent shoppers too. Many who shopped the market also had small gardens of their own and used the Mobile Market as an opportunity to talk veggies and to fill their garden gaps.



James & Desmond gearing up Day One at Winstead Park in Northwest Boise.



Two of our new weekly shoppers at the Ada County Boys & Girls Club in Garden City

Education for Children

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 - especially at the Boys & Girls Club! The last stop of the week was always ushered out by swarms of children hovering around the table and asking the daily driver a multitude of questions about all the different fruits and vegetables they saw always returning to shop with a parent in tow at the end of the day before heading for home.

How We Were Innovative

Strategic Location Planning

This year we reduced our stops from 21 to 16 to make it easier for staff to get from location to location and have the ability to restock the van throughout the day - keeping produce fresher longer. We always strive to keep our pricing as low as possible. 70% of pricing is lower than the farmers market. We have three fundraiser stops where we charge premium pricing. At these stops we charge premium farmers market prices. The affluent neighborhoods and business that were paying premium pricing knew they were paying more and were happy to help support the rest of the program.

This strategic planning showed an overall increase in per customer sales. Even though we reduced the amount of stops we managed to increase our average sale per customer.

Local Raw Honey added to the Mobile Market

With the addition of local raw honey in 2018 - sales continued to grow for this particular item throughout the year. Most weeks we were sold out before the end of the week.

Zero Waste

We do not like to see good food go to waste! This year we had the Boys & Girls Club of Ada County buy leftover fruit and vegetables at the end of the week and we offered bulk purchase options on Fridays by making a social call to our followers on Facebook. Any produce not purchased was then donated to one of the following organizations week to week: Giraffe Laugh, St. Vincent de Paul Food Pantry, Legacy Apartments (low income disabled & elderly), and/or food insecure families at the Boys & Girls Club. Anything that was not edible for human consumption was fed to local livestock.

Food Prescription Program :: Terry Reilly Health Clinic in Nampa & Idaho Hunger Relief Task Force

The food prescription program expanded to include all 16 locations this year all season long in partnership with Terry Reilly Health Clinic (1st Street Clinic) and the Idaho Hunger Relief Task Force. This program, originally 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.

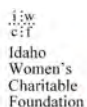
The Future

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:

- Continue to seek locations near, and ways to market to, Snap and EBT users.
- Create an opportunity for those food insecure families that are not eligible for SNAP benefits to shop the Mobile Market at the end of the week - pay what they can sort of experience.
- Continue with 16 stops and use better promotion to increase participation. Do more outreach in the surrounding neighborhood elementary schools, etc.
- Expand our volunteer core so we have more ambassadors in the community.



Our Community Partners



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