

# Boise Farmers Mobile Market 2020 Impact Report

In 2020, the Boise Farmers Mobile Market's 6th year, we brought locally grown fruits and vegetables, eggs, raw honey, fresh bread and flower bouquets to 13 Boise resident neighborhoods, Monday through Wednesday, each week for 14 weeks. New this year, we added a CSA weekly purchase model in partnership with the Idaho City Rotary Club the last 11 weeks of the season. Our stops were reduced to 13 in 2020, down three from 2019, due to the COVID pandemic.

## Mobile Farmers Market Goals

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| <b>GOAL 1</b> | <b>Improve Community Health</b><br>The Mobile Market seeks to improve the health of Boise residents by increasing fruit and vegetable consumption particularly through locally grown produce.        |
| <b>GOAL 2</b> | <b>Increase Revenue for Local Farmers</b><br>The Mobile Market seeks to increase revenue of farmers at the Boise Farmers Market by purchasing produce each Saturday during the Mobile Market season. |
| <b>GOAL 3</b> | <b>Strengthen the Local Food System</b><br>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

**2213** Customer visits to the mobile market. 7% decrease over the 2019 figure of 2,282.

**10867** Pounds of locally grown fresh produce distributed. (6% increase over 2019 figure of 10,288)

**\$30,400** Spent on locally grown fruits and vegetables. A 19% increase over the 2019 figure of \$24,687.

**60+** Varieties of vegetables and fruit offered.

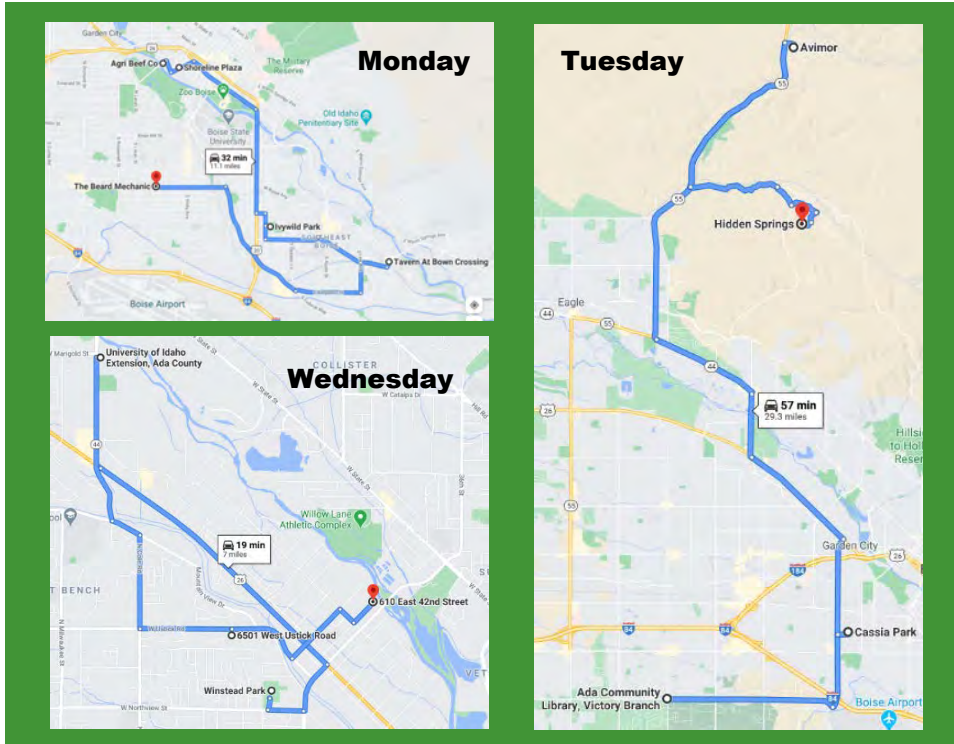
**237** Dozen eggs distributed and 88 honey bear bottles of local raw honey. 206 fresh loaves of bread. 75 fresh flower bouquets.

**\$22,537** Paid to local farmers and producers. A 11% increase over 2019.

**17** Local farms sold produce to the mobile market.

**\$545** SNAP and \$465 Double Up benefits distributed and redeemed. *Down 20% over 2019 . We would like to increase this to a minimum of 3% of sales.*

# 2020 Mobile Market Locations (June 1 - September 2)



## Mondays

1. Shoreline Apartments
2. Rivershore Development
3. Ivy Wild Park
4. Bown Crossing
5. The Beard Mechanic

## Tuesdays

6. Ada Community Library, Victory
7. Cassia Park
8. Avimor
9. Hidden Springs

## Wednesdays

10. Winstead Park
11. University of Idaho Extension
12. Ustick Towne Square
13. Boys & Girls Club, Ada County

## 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 black radishes, Israeli melons and celeriac were new to most of our shoppers, and 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, continues to be a big stop, where low income neighbors mingle with affluent shoppers. 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.



Reham Aarti, a 2020 BFMM volunteer, chats with a weekly regular at Winstead Park in Northwest Boise.



Michelle Marks, a 2020 BFMM volunteer, hangs the menu board at Avimor.

### A New Shopping Experience

The Mobile Market was reconfigured this year with public safety top of mind due to the Covid-19 pandemic. Customers are no longer allowed to physically climb aboard to shop. The majority of produce is regularly stored in coolers throughout the day - making for fresher more crisp vegetables. A menu board is mounted to the outside of the van to allow for customers to place their orders with the cashier while additional staff pick their order inside the van. What has been discovered through the new process is it made for a much more efficient shopping experience that allows the Mobile Market to service more customers in less time.

## How We Were Innovative

### Strategic Location Planning

This year our stops were reduced to 13 due to the COVID-19 Pandemic. In May, just a couple weeks prior to the season starting, we lost six previously secured stops and were required to work swiftly to find replacement locations. We strive to keep our pricing affordable and offer an additional 10% discount at select locations that are underprivileged. 90% of our pricing is lower than the farmers market.

### Seconds Market & Bargain Bags

Zero waste is our motto when it comes to good food! The last stop of the day, for the last thirty minutes, we hosted a Seconds Market. The Seconds Market is meant to serve the food insecure community. It is an opportunity for customers to shop and pay nothing for the food they know they need and will eat. In addition, weeks where there were leftover vegetables from the weekly route - Bargain Bags were made up for purchase - again serving the food insecure community. Any vegetables leftover that were not purchased for the week were then donated to the Rolling Tomato to be redistributed to kitchens and food pantries.

### New Relationships :: Idaho City / City of Good / Lark & Larder / BFM Drive Thru Market

Spring 2020 the Idaho City Rotary Club inquired about produce delivery to Idaho City. We set up a shopping solution similar to a weekly CSA model where we provided them with 16 weekly shares - continuing until the first frost. The program was only shared with their community via word of mouth and we look forward to expanding the program in 2021.

The 2020 pandemic saw more and more families become food insecure. In partnership with the newly developed City of Good, the Boise Farmers Mobile Market, provided weekly transportation for meal deliveries to five local underprivileged schools in the Boise community.

In August 2020, Lark & Larder, a small local produce and artisan retail boutique reached out to gain access to our leftover weekly produce for purchase. For produce that was not purchased or donated through the end of day Wednesday, Lark & Larder purchased items fresh off the veggie van prior to donation to local area non profits.

Beginning in early July the Mobile Market was activated to make Saturday deliveries for the Boise Farmers Market Drive Thru. In addition, the Boise Farmers Market, was able to secure additional produce sales for our farmers through Thomas Cuisine at Micron in September and October. The Mobile Market is being used to transport and deliver the vegetables to the two cafeterias on site.

### Extended Market Season Through September

A one time grant from the Treasure Valley Food Coalition provided funds to pay for our BFMM staff to continue to sell produce through the end of September. The COVID-19 pandemic provided an opportunity to build the foundation for running the Mobile Market June through September. With extending the season through September we will see an additional \$10-12,000 in fresh fruits and vegetables sold to our community.

## The Future

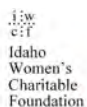
Next summer we will continue to strengthen our mission of improving community health, increasing revenue for local farmers and strengthening the local food system.

Based on what we learned this year, we will:

- Continue with 13-14 stops Monday through Wednesday with more outreach in the surrounding neighborhood elementary schools to increase regular customer base.
- Expand regular Mobile Market season June through September.
- Continue to grow community partnerships in unique and innovative ways = more vegetables eaten!



## Our Community Partners



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