



Taking It To the Streets: More About Mobile Markets

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Agenda



- Opportunities / Successes
- Mobile Market Case Studies
- Different Models
- Relationships with Key Partners
- Financial & Backend Questions
- Small Group Discussion

GROWN TO GO

YOUR COMMUNITY MOBILE MARKET

SNAP
WELCOMED

FRE

SIBLE

PLEASE REUSE
USE A REUSE



Mobile Market Analysis

Strengths:

- Mobility!
- Low overhead, keeps farmers farming, can be a revenue generator
- Pinpoint communities with need (and offer more curated market space for nontraditional farmers market shoppers)
- Mitigate community transportation issues

Weaknesses:

- Products offered can be limited compared to traditional markets
- Logistically/administratively burdensome
- Seasonal/weather dependent

Opportunities:

- Ability to travel to community events,
- Build new partnerships
- Develop program to meet your specific goals
- Test innovative new programs/ideas

Threats:

- Maneuverability through urban congestion
- Adverse weather
- Funding and support



GreensGrow, Philadelphia
PA



Low Country, South Carolina



Arcadia Market, Washington DC



LEAP Mobile Market, Roanoke VA

Identifying Key Community Partners

- Find champions whose programs align with healthy food incentives
- HeadStart and senior living facilities, activity coordinators
- Hospitals, health foundations, DSS, VDH



VIRGINIA DEPARTMENT OF
SOCIAL SERVICES



**YOU
SNAP.
WE
MATCH.**

Buy 1 = Get 2

.....
It's the healthy way to stretch your SNAP.

Management & Logistics of Mobile Markets



VS.





Wrap-up & Discussion

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