



Growing Green Mobile Market 2018-2019

Massachusetts Avenue Project's mission is to nurture the growth of a sustainable and equitable community food system to promote local economic opportunities, access to affordable, nutritious food and social change education. The purpose of the Growing Green Mobile Market is to serve areas of Buffalo where access to healthy, affordable and fresh food is limited. The Mobile Market provides produce, grown at MAP and local partner farms, to neighborhoods that lack adequate access to fresh fruits and vegetables. The Mobile Market accepts cash, SNAP benefits (food stamps), WIC Farmers' Market Nutrition Program checks¹, and serves as a vehicle for community nutrition education and food justice awareness.

The Growing Green Mobile Market is stocked with a variety of seasonal fruits, vegetables, and eggs. Naturally grown² or certified organic produce is stocked whenever possible. Prices are generally lower than local grocery stores. The Double Up Food Bucks³ program allows SNAP recipients to maximize their purchases even further. Clear signage allows customers to easily navigate the various assistance programs accepted at the Mobile Market.

The Mobile Market operates from June to November, rain or shine, in daylight hours.⁴ The operation schedule is mutually determined between the host site and Mobile Market.



The Mobile Market truck is a 16-foot, brightly-colored, refrigerated box truck. Market operations require a clear space to park with street visibility. The vehicle must be parked on private property and MAP cannot operate in the public right-of-way. Optimal operations occur in close proximity to the vehicle, consuming a space the size of 2-3 parking spaces or about 400-600 square feet in total. Alongside the Mobile Market truck, MAP sets up ≥ 3 banquet tables and a canopy. Configuration depends on the site and arrangements are flexible.

Recipes, food samples, nutrition information and customer surveys are all part of the Mobile Market program. MAP partners with Eat Smart New York⁵ to bring nutritionists to Mobile Market locations. MAP sends weekly emails containing cooking and nutrition information to anyone who signs up online. Paper copies of the weekly email are available upon request.

Weekly operation is ideal to establish a viable customer base. Event-based or monthly visitations are also an option. MAP suggests community partners choose a schedule that complements your facility's programs, including youth activities, senior services, community meetings and neighborhood events.

Outreach and promotion-related communication duties are shared by MAP and the community partner. Details, outlined on the following page, include but are not limited to posting signage, social media announcements, and flyer distribution.

For Mobile Market updates, follow MAP social media posts tagged #FoodThatMoves!

¹ We are always working to expand the currency we accept. WIC Vegetables and Fruits (WIC VF) approval on an annual basis.

² Naturally grown is defined, by MAP, as produce grown utilizing environmentally responsible methods that do not employ any chemicals or pesticides. All of MAP's produce is naturally grown.

³ Double Up Food Bucks is a SNAP-based incentive program, managed by Field and Fork Network. Approval of sites is pending.

⁴ Lightening and/or high winds may inhibit safety.

⁵ Eat Smart New York is a SNAP education program managed by Cornell Cooperative Extension and funded by the Office of Temporary and Disability Assistance. Approval of site visitations for 2018 is pending.

2018-2019 Mobile Market Partner Application

Partner Relationship

The Growing Green Mobile Market operates in accordance with MAP's mission and values. All types of communities (interest, action, or place-based) are welcome and encouraged to apply to host the Mobile Market. MAP strives to build a relationship where both parties are working to build community around food.

The MAP Mobile Market has limited openings each season. The following criteria are utilized to prioritize candidates. Requirements are further described below.

Partner Requirements:

- demonstrate a **community need**¹ for Mobile Market site visits;
- draw enough market sales and foot traffic to sustain the minimum program costs to operate and meet MAP's **consumer activity**² requirement;
- maintain a **schedule**³ for market day that is consistent and convenient to area consumers;
- identify and maintain a consistent **point of contact**⁴ and maintain **communication duties**⁵ to attract consumers to market day; and
- provide a **location for operations**⁶ that is within the City of Buffalo, visible, high-traffic, off-street, and safe to park the Mobile Market vehicle with ample space to set up tables and canopy.

1. **Community need** is defined as a neighborhood or community that does not have adequate access to healthy, fresh, and/or affordable food. Need can be demonstrated using demographics, geographic location, circumstance, and/or obstacles such as car ownership, income, or access to public transit.

2. The host site is required to draw enough **consumer activity** to sustain minimum program costs. Each Mobile Market site will be granted a 4-visit probationary period to meet consumer activity requirement. Sites which generate a significant volume of transactions, (for example, >75 customers/week) yet do not meet sales goals, will be reviewed on a case-by-case basis. MAP reserves the right to continue/terminate operations as necessary.

Each Mobile Market site should generate at least \$110 in TOTAL SALES or 40 CONSUMERS per HOUR. A consumer is defined as a person or family who makes a single transaction. This requirement is put in place to ensure the Mobile Market program brings in enough revenue to sustain operations.

Other produce distribution relationships will be evaluated on a case-by-case basis.

3. The host site is required to maintain a consistent **schedule**. Host sites may operate weekly, monthly, or ad-hoc, depending on the relationship, availability, and consumer activity at each site. MAP requires 24-hour notice for one-time cancellations and 14-day notice to terminate the Mobile Market Site Agreement.

4. The host site will provide a consistent **point of contact** that must be available for phone, email, and face-to-face communication with both MAP and the community regarding scheduling, operations, and promotion. The point of contact is responsible for carrying out outreach/promotion-related duties and ensuring consumer activity requirements are met.

5. Outreach and promotion-related **communication duties** are shared. MAP will send a weekly email informing subscribers of produce availability, healthy recipes, and nutrition information. MAP will provide the host site with marketing materials, including digital flyers, posters, and social media tips. The host site is responsible for informing the community about the Mobile Market and ensuring people shop on market day. Promotion includes distributing flyers door-to-door, posting information in public places where posting is permitted, posting social media blasts, emailing, calling and/or presenting to the community about market day and what is available on the Mobile Market. MAP's Market Director is ALWAYS available for consultation regarding outreach and promotion. A successful partnership is one where MAP provides ample marketing materials and the point of contact works to distribute these materials on a consistent basis to the largest community base possible.

6. The **location for operations** must be located in the City of Buffalo, on private property, off-street, in an area that is visible to public foot traffic. The Mobile Market cannot operate in the public right-of-way. This location should remain consistent throughout the operation season.

2018-2019 Mobile Market Partner Application

| | |
|----------------------------|-------|
| Organization/Business Name | |
| Address | |
| Main Phone | |
| Chief of Staff | Title |
| Point of Contact | Title |
| Point of Contact Phone | Email |

| |
|-----------------------------|
| Off-Street Parking Location |
|-----------------------------|

| Proposed Market Schedule: | Day | Timeframe |
|---------------------------|-----|-----------|
| 1st Choice | | |
| 2nd Choice | | |

| | |
|---|--------|
| Please list any foreign languages spoken in your organization's community. | |
| Do you have access to a interpreter who can help translate marketing materials and/or volunteer to interpret for consumers? | Yes No |

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|---|--------|
| Do you give MAP permission to invite nutritionists, wellness educators, and/or representatives from SNAP and WIC to provide education during market visits? | Yes No |
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|--|--------|
| Will market operators have access to a restroom? | Yes No |
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2018-2019 Mobile Market Partner Application

Please answer the following questions. Attach separate sheets as necessary.

1. Please demonstrate your site's **community need**. Example questions: How far to the nearest source of fresh food? How many people does your facility serve? Are you located near a farmers' market? What are the economic demographics of your area?
2. Please demonstrate your site's potential for **consumer activity**. Example questions: Is there sufficient foot traffic? Where will you flyer? What time of day is busiest?
3. How did you arrive at your desired **schedule**? List any activities occurring during the schedule time. Please include date ranges for summer programs when possible.
4. Please detail the off-street **location** intended for operations. Attach a photo or sketch if necessary.
5. Include a plan for **communications**. What is your facility's plan for reaching out? Please let us know if you have a printing budget for flyers, volunteers to canvass, etc.

The MAP Mobile Market Site Agreement is in place to ensure the sustainability and success of MAP's mission to improve access to healthy, fresh, and affordable food in Buffalo. MAP is committed to working with the host site to develop the best relationship possible and distribute as much fresh food as we can.

By signing this agreement below we, the site applicant, agree to carry out all duties as outlined in the Massachusetts Avenue Project Mobile Market Site Application.

We, the site applicant, understand that if we are unable to meet scheduling, communication, and/or distribution requirements, MAP reserves the right to reevaluate, adjust and/or suspend this agreement and terminate site visits.

| | |
|-------------------------|-------------|
| Point of Contact | Date |
| Signature | |

Please mail, email or fax completed applications to:

Massachusetts Avenue Project

Attn: Markets Director

271 Grant Street

Buffalo, NY 14213

mobilemarket@mass-ave.org

phone: 716-882-5327 x4

fax: 716-882-5338

Mobile Market Season Schedule

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|-------------|--|
| FEBRUARY 16 | REQUEST FOR PARTNERS RELEASED |
| MARCH 9 | SITE APPLICATIONS DUE |
| MARCH 12-23 | SITE VISITS |
| MARCH 26-30 | NOTIFICATIONS |
| MARCH 30 | COMPLETED SITE AGREEMENT DUE |
| APRIL 2 | MOBILE MARKET SCHEDULE ANNOUNCEMENT TO THE PUBLIC |
| JUNE-NOV | MOBILE MARKET OPERATIONS (EXACT START DATE IS WEATHER DEPENDENT) |
| DECEMBER | SEASON REVIEW AND PARTICIPANT SURVEY |