

Boise Farmers Mobile Market 2021 Impact Report

In 2021, the Boise Farmers Mobile Market's 7th year, we brought locally grown fruits and vegetables, eggs, raw honey, fresh bread and flower bouquets to 14 Boise resident neighborhoods, Monday through Wednesday, each week for 17 weeks. We continued with weekly produce delivery to Idaho City residents in partnership with Idaho City Rotary Club July through September for 12 weeks.

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

1894 Customer visits to the mobile market. 15% decrease over the 2020 figure of 2,213.

9812 Pounds of locally grown fresh produce distributed. (9.8% decrease from 2020 figure of 10,867)

\$36,552 Spent on locally grown fruits and vegetables. A 17% increase over the 2020 figure of \$30,400.

60+ Varieties of vegetables and fruit offered.

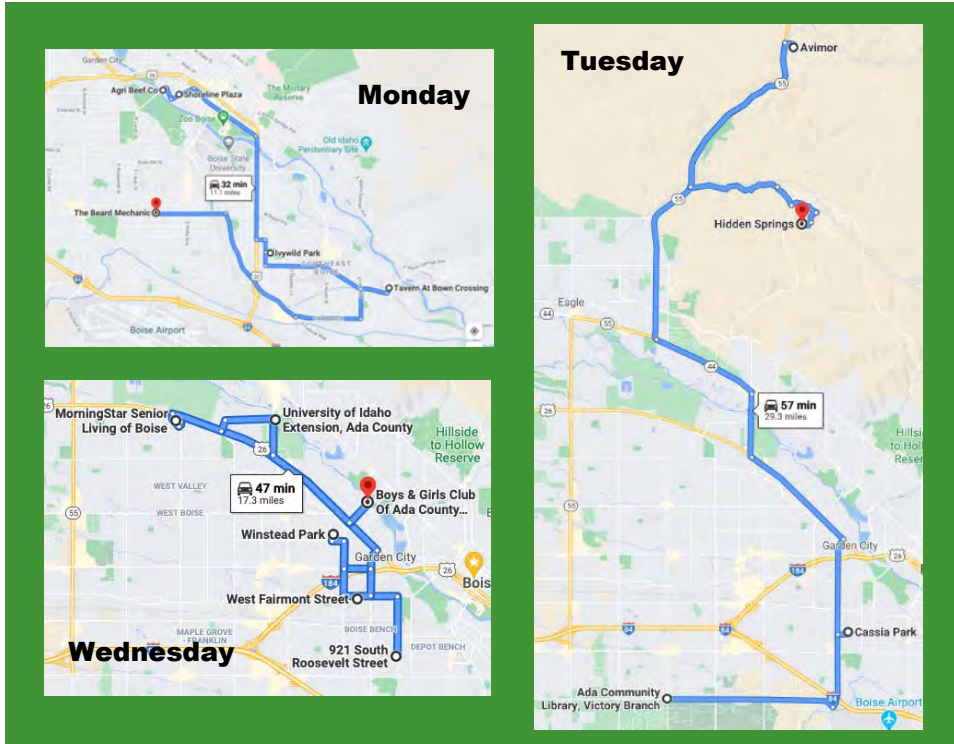
195 Dozen eggs distributed and 68 honey bear bottles of local raw honey. 421 fresh baked loaves of bread. 86 fresh flower bouquets. 376 bunches of carrots!

\$26,244 Paid to local farmers and producers A 16% increase over 2020.

20 Local farms sold produce to the mobile market.

\$545 SNAP and \$465 Double Up benefits distributed and redeemed. *Down 20% over 2020. We would like to increase this to a minimum of 3% of sales.*

2021 Mobile Market Locations (June 1 - September 29)



Mondays

1. Shoreline Apartments
2. Green Acres Boise
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. Fairmont Park
12. Morningstar Senior Living Ctr
13. University of Idaho Extension
14. 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 micro greens, ostergrass radishes and Jimmy Nardello peppers 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. Every stop we hear and engage in conversations with our customers who talk about their gardens and how we help supplement the food on their tables week to week. Many come week to week with friends and family introducing them to our unique shopping experience.



Reham Aarti, a 2021 BFMM volunteer, chats with a weekly regular at Winstead Park in Northwest Boise.



Michelle Marks, a 2021 BFMM volunteer, hangs the menu board at Avimor.

Streamline Shopping Service

2020 was a great learning year for efficiencies in our system of delivery. We discovered hanging a menu board and storing our produce in coolers throughout the day lent to servicing more customers and providing crisper produce. In 2021 we are still working through the Covid-19 pandemic so maintaining a safe shopping experience continues to be top of mind.

How We Were Innovative

Location

We are still in the midst of the Covid-19 pandemic which continues to affect how people move about and shop. We had 14 stops for 2021, Monday through Wednesday, and will continue to host 14 stops into 2022. We work to keep our pricing affordable and offer an additional 10% discount at select locations that are underprivileged. 85-90% of our pricing is lower than the farmers market.

No Waste Food Market

We work hard to have no waste! The last stop of the day, for the last thirty to forty five minutes, we hosted our Seconds Market and Bargain Bag discount. The Seconds Market and Bargain Bag discount are primarily 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, the Mobile Market set up at the 34th Street Market in Garden City (after the last stop of the week) to solicit sales and bring awareness to the program. Any leftover vegetables for the week were then purchased by Bittercreek Alehouse for use in their restaurant.

Idaho City / Wholesale Program / BFM Drive Thru Market

We expanded the Idaho City Rotary Club produce delivery program, year two, by creating a storefront through the Boise Farmers Market on-line shopping portal that allowed customers to pick and chose produce of choice - along with customizing availability based on farmers needs. The program continued to be marketed by word of mouth.

The Mobile Market continued in partnership with farmers to facilitate additional produce sales to retail outlets and restaurants of excess product to help reduce waste in the fields.

Extended Market Season Through September

2020 saw us expand our Mobile Market season due to the Covid-19 pandemic. With people moving around more and returning to their regular shopping routines we were uncertain if September would bare fruit with regards to consistent shoppers. What we discovered was our regulars continued to shop through the month of September and we continued to see new faces every week. During September we reduced our stops to 12 based on popularity.

The Future

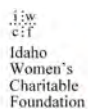
Next summer we will continue to strengthen our mission of improving community health, increasing revenue for local farmers and strengthening the local food system.

Based on what we learned this year, we will:

- Continue with 14 stops Monday through Wednesday with more outreach in the surrounding neighborhoods to increase the regular customer base.
- Continue the 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