



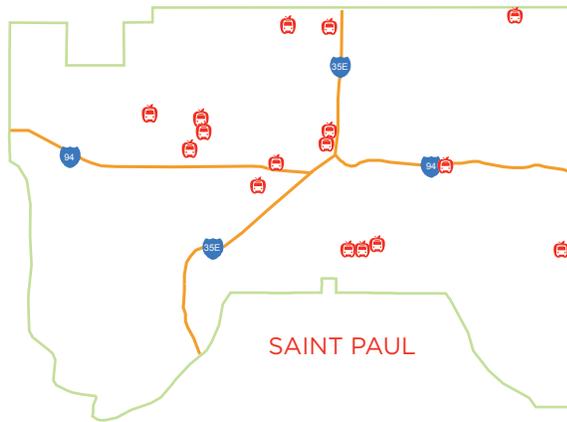
TWIN CITIES MOBILE MARKET

A program of the Amherst H. Wilder Foundation

The Twin Cities Mobile Market (“the Mobile Market”) is a grocery store on a bus, bringing affordable, healthy food to under-resourced neighborhoods across the Twin Cities. Launched in 2014 as a program of the Amherst H. Wilder Foundation, the Mobile Market sells a variety of fresh fruits and vegetables, dairy, meats, and staple dry goods year-round at below-market prices. The program was designed to address local inequities in healthy food access by bringing fresh, affordable food to neighborhoods with few grocery stores or where residents struggle to afford fresh food prices.

The Twin Cities Mobile Market in 2016

In 2016, the Mobile Market had **19 stops** in Saint Paul and surrounding areas, including affordable housing complexes, community centers, and child care centers.



SALES TRANSACTIONS

15,751 transactions

41% of sales from fresh produce

Nearly **\$160,000** in net sales

42% of sales from Electronic Benefit Transfer (EBT) transactions¹

400 customers provided feedback about their experience shopping at the Mobile Market.

BECAUSE OF SHOPPING AT THE MOBILE MARKET:

89% of customers buy more fruits and vegetables

85% prepare more meals at home

84% prepare healthier meals and snacks

82% feel more connected to their neighborhood

80% met people in their neighborhood

REASONS PEOPLE SHOP AT THE MOBILE MARKET



¹ EBT is a method of payment for the Supplemental Nutrition Assistance Program (SNAP), a benefit program for lower income individuals and families. This figure may not represent all customers enrolled in the SNAP program, as some may use cash or other forms of payment to pay for groceries on the bus.



Customer education and outreach

In 2016, the Mobile Market partnered with the University of Minnesota-Extension's Supplemental Nutrition Assistance Program Education (SNAP-Ed) to develop education and outreach strategies to:

 **influence changes to policy, systems, and the environment** that impact healthy eating

 **increase community members' knowledge and skills** related to healthy eating

Community councils

With the support of Mobile Market and SNAP-Ed staff, community members worked together to identify, develop, and lead projects designed to improve the health of people in their communities at five Mobile Market sites. These culturally diverse community councils involved over 100 residents and included children and adults of all ages.

NEIGHBORHOOD PROJECTS AND ACTIVITIES AT MOBILE MARKET SITES

Seven series of **cooking classes**



Community potlucks, including a **cookout and a vegetarian meal** with produce from the local garden

Three **tai chi** classes and two **mindfulness** classes



Two **self-defense** classes

Creation of a Resident Council to provide **resident input** on a property management company's policies and practices

A **walking** group



A "Paint the Pavement" project through the City of Saint Paul, **creating a public mural** on a low-traffic residential street

A **tour of the bus** with families and young children



A meeting with the Saint Paul Police Department and Parks and Recreation to **discuss concerns about safety** and lack of community space

A **back-to-school** event with healthy snacks



HOW BEING INVOLVED IN THE COMMUNITY COUNCILS IMPACTED RESIDENTS

"The kids are realizing that trying new food is actually a good choice and [that] they may like the food...Opening up new friendships and seeing others trying new things with you isn't so bad."

"We learned a lot and we can teach what we learned to others in our community."

"We are better connected as a community."

"I say 'hi' to a lot more people than I did before. I interact with people I normally don't see or talk to. I say 'hi' in the elevators. I didn't used to do that."

"It was hands-on. Instead of just standing there watching, we put our two cents worth in. We participated."

"I'm less afraid to be in the kitchen and using vegetables in a different way."



Direct education

Six Mobile Market sites offered classes focused on healthy eating, nutrition, food preparation, and shopping for healthy food. About 60 community members participated in the classes.

BECAUSE OF THE CLASSES, PARTICIPANTS:

felt more comfortable preparing **healthy snacks and meals** at home (87%)



made **changes in the way they eat** (83%), such as eating more fruit or vegetables, trying new recipes, or cooking healthy meals more often



Moving forward

In 2017, the Mobile Market added a second bus and expanded to include stops in North Minneapolis, Cedar-Riverside, and other areas in the Twin Cities. Mobile Market staff are also providing technical assistance to organizations in Minnesota and nationally to develop similar programs in other communities. Two of the community councils have plans to continue convening. For more information about the Mobile Market, visit www.twincitiesmobilemarket.org





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Wilder Research

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For more information

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