

## FARMS WE WORK WITH

In 2014, we sourced 58 products from 26 local California farmers.



### Medina Berry Farm, Watsonville, CA

- MARCH - SEPTEMBER
- Strawberries, blueberries, raspberries



### Swank, Hollister, CA

- JANUARY - DECEMBER
- Cauliflower, kale, squash, cabbage, brussels sprouts



### Halog Farms, Merced, CA

- MAY - DECEMBER
- Carrots, corn, eggplant, hot peppers



### In our pilot period, Freshest Cargo has:

- Brought 32,044 pounds of produce to communities
- Supported local farms with \$36,317 of purchases
- Increased consumption of fresh fruit and vegetables for over 50% of customers
- Encouraged two-thirds of customers to try different kinds of produce



Freshest Cargo is a project of:



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[freshapproach.org](http://freshapproach.org)



This program is made possible by:



**KAISER PERMANENTE.**

*in the community*



**HEALTHTrust**



— MOBILE —  
FARMERS' MARKET



Bring tasty, affordable, farm-fresh produce to your community





## ABOUT

Freshest Cargo Mobile Farmers' Market is a "farmers' market on wheels" that increases access to fresh, locally-grown produce in the Bay Area.

## HOW IT WORKS

We negotiate fair wholesale rates directly with local farmers. We pick up produce at local farmers' markets in the morning, then visit 3-4 sites daily: half our sites are in underserved communities, and the other half are mixed-income sites like office parks. Produce prices are adjusted to be affordable in each community we serve. Customers pay with cash, check, credit card, and CalFresh-EBT.



## OUR GOAL



To serve high need neighborhoods where finding affordable produce is a challenge.

In order to subsidize our operating costs, we also would like to serve at least one mixed-income site per day, such as an office campus or commerce center.



## BRING FRESHEST CARGO TO YOUR COMMUNITY

We're looking for partners to host us at sites in Contra Costa and Santa Clara counties starting in Spring 2016.



In Spring and Summer 2016, we will be operating our mobile farmers market, stopping at sites for one to two hours on a designated day. Sites are typically expected to host the market for a 6 week trial period, with the potential to extend longer based on mutual agreement.

## PARTNER WITH US

Partners provide us a guaranteed parking spot and help get the word out to shoppers, while Freshest Cargo provides knowledgeable and attentive staff, and a truck full of fresh fruits and veggies to purchase and take home.

Partner sites that work best are natural gathering places for community members.

### Examples of potential partner sites include:

- Agency service sites
- Elementary schools
- Community health clinics and hospitals
- Community centers
- Churches
- Public Libraries

## CONSIDERATIONS FOR HOSTING FRESHEST CARGO

### Where will the Freshest Cargo vehicle stop?

At 22 feet long, the vehicle needs a parking spot long enough to accommodate its size, plus about 4 feet of open space on the passenger side to open the sales door.

### Is my site right for Freshest Cargo?

We are most interested in serving areas where fresh produce is not readily available within walking distance from the site. Once we get your application we will look at food options in your area.

### Does it cost money to host the truck?

We are seeking funding to support our program in cities where we are currently unfunded. We are particularly interested in seeking support from corporate and government partners.

### How can I support the program at my site?

It's important that host sites have the capacity to "get the word out" about the program. Think about any community connections or outreach tools you can use to support us at your site.



## INTERESTED?



Contact us to find out about adding your site at [freshestcargo@freshapproach.org](mailto:freshestcargo@freshapproach.org), or (925) 771-2990.