

MOBILE FOOD MARKET

LAUNCHING A MOBILE FOOD MARKET

A how-to guide for planning a mobile food
distribution initiative





Photo credit: Michael Venn



A mobile food market is, essentially, fresh produce on wheels.

The purpose of such a market is to bring affordable, fresh fruits and vegetables to communities with limited access. It can involve hosting a market event on a converted bus or truck, or setting up an indoor market in a central community space. It can also take form in the delivery of a food box, bulk food orders or any number of other models.

Regardless of the form, the goal is always the same—to improve food security by making healthy and affordable food more available to those who need it most.



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✓ NO NEED
✓ NO
MAKING IT

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Photo credit: Michael Venn



We created this how-to-guide to offer advice and insights to community groups, municipalities and other partners who are interested in developing a community food project of their own.

In 2017, the Halifax Mobile Food Market (MFM) evolved from a pilot project to a year-round initiative. During the course of planning, launching, and operating the MFM, we learned many lessons and gained many insights. If you or your organization are working to address food security issues in your community, a mobile food market may be a useful approach.

It's our hope that by sharing our lessons learned your community will have more tools to support launching a mobile food market of your own.

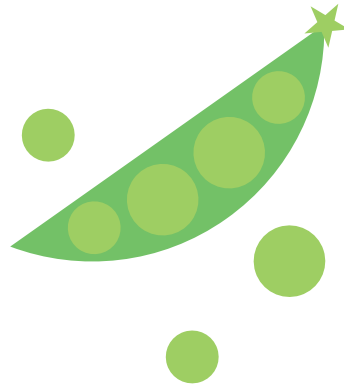
Will your solution look like the Halifax Mobile Food Market? Maybe, maybe not. Our model is but one innovative solution to address food access challenges. Regardless, we hope that the information in this guide will support your efforts—whatever form your food project ultimately takes.



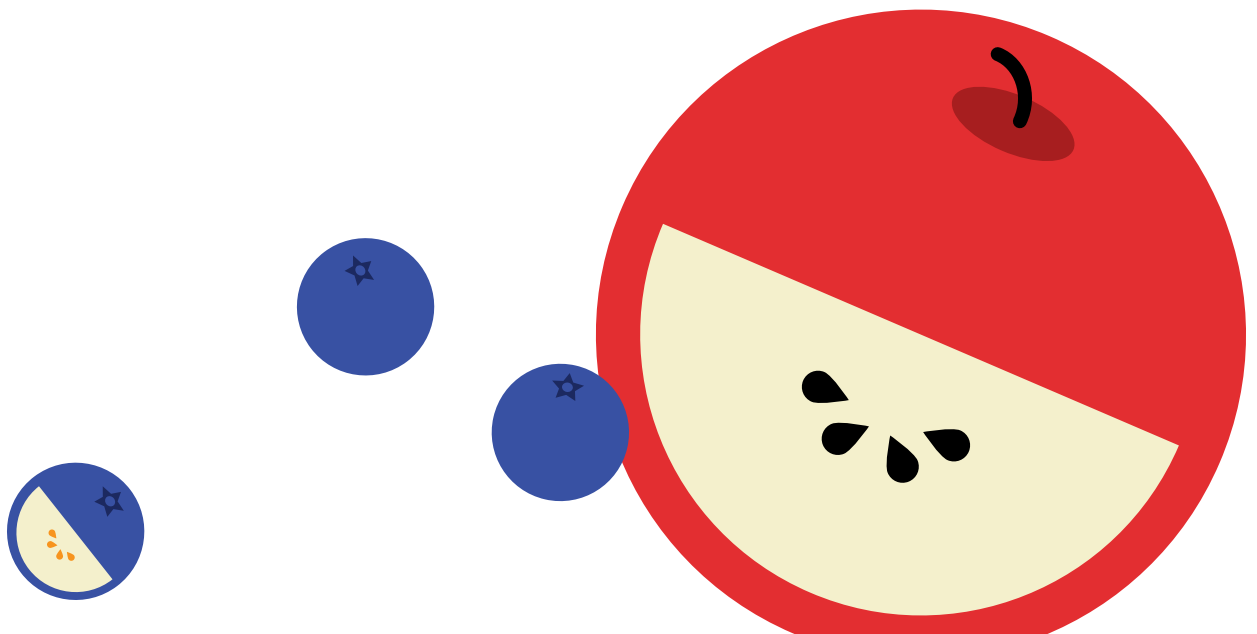


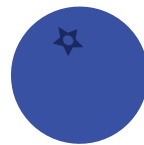
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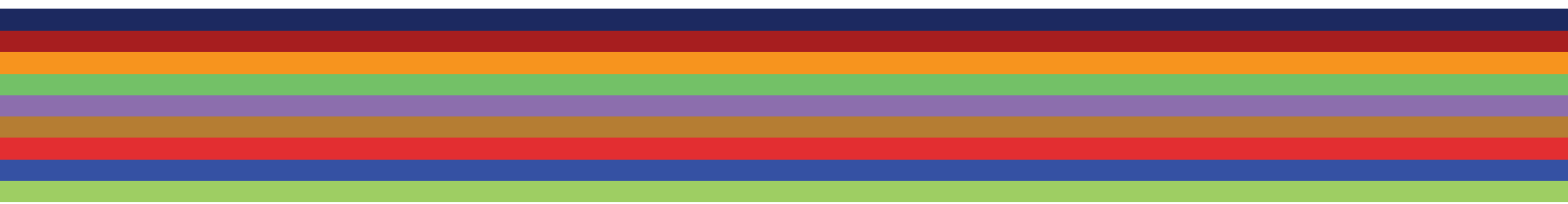
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**THE HALIFAX
MOBILE FOOD
MARKET:
AN IN-DEPTH
LOOK.**



HOW IT ALL BEGAN

In the Halifax Regional Municipality, as in many communities across North America, there are vast populations of residents—single-parent families, low-income households, seniors, and newcomers* — who often struggle to access healthy food. Between 2013 and 2014, 15.1% of Halifax households experienced food insecurity, meaning they had difficulty accessing enough healthy food on a regular basis. Between 2015 and 2016, there was a 20.9% increase in food bank usage in Nova Scotia. The need for a food project was clear. We established the Halifax Mobile Food Market (www.mobilefoodmarket.ca) to help make affordable, high quality, fresh vegetables and fruit available in communities with limited access. Although not the original focus, the MFM also has become valued for its power to create community gathering spaces and leadership opportunities for local residents looking to positively impact their community.

The project is a collaboration between the Halifax Regional Municipality, Nova Scotia Health Authority, Ecology Action Centre, and Partners for Care. We work with a variety of community partners, produce providers, and funding partners to sustain and expand the MFM while ensuring we meet the needs of our communities.

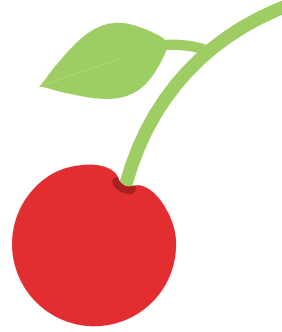
United Way Halifax funded the MFM's first two pilot runs, enabling the operational team and Advisory Team to test the initiative, which was based on existing markets in Ottawa and Toronto. During the pilots, communities were selected, relationships were formed, communities organized to host markets and a national grocery chain (Atlantic Superstore) became the MFM's primary food supplier (with Noggins and Elmridge farms as our local producers). After testing and evaluating the MFM's impact during the pilot phase, in 2017 the MFM began to operate on a yearly basis with a focus on developing sustainability plans for the future.

*See Community Selection for a detailed look at how communities were selected.





THREE MODELS, ONE HALIFAX MFM



Depending on the communities you aim to serve, your plan, and the resources available to you, there are many mobile food market models to consider. The three unique models we selected allow us to have the greatest impact and make the most efficient use of our resources. These models represent an evolution of our project over time, based on what we learned and heard from communities. We now incorporate each of the following approaches into our complete delivery model.

THE MFM MODEL (SUMMER BUS, WINTER TRUCK)

The MFM is similar to a traditional market in that customers arrive, browse, and pay for their final purchases at check-out. In the warmer months the market operates out of a converted transit bus. This isn't a retired vehicle, but an active transit bus and driver who have the MFM route scheduled into their day. When temperatures start to dip, we move our market indoors to keep our volunteers, customers and produce happy. Thanks to our partnership with the municipality, we also have access to a large cube truck which transports the food and supplies to our indoor sites. Partnerships, such as the one with the city, creates a sense of co-ownership over the project to maximize the use of existing infrastructure.

Regardless of the market model, consistency is key to operations. Each week we maintain a consistent schedule and checklist to ensure we are organized, efficient, and prepared. Preparation for a Saturday market begins on Friday at the grocery store. In the grocer's produce storage fridge, MFM staff collect their produce based on the order that was placed earlier that week. At times an item won't arrive and the order will be adjusted. The produce is then moved upstairs to an open space with tables where we create a production line. Then our [Prep Team](#) arrives on site to weigh and bag items and to divide food for our two Saturday markets.

Once sorted and ready, the food is stored in our grocer's fridge for the night.

After packing the produce, the price list is created based on the number of items provided by the farmer (if any cases yielded more items than expected, we'll lower the price and visa versa) a map is created to determine where produce will be displayed on the bus or at the indoor market, and supplies are gathered.

Market days begin by greeting [Market Assistants](#) at the grocery store. Our team spends the morning transforming the transit bus into a market. This involves installing the bus bins that display the market produce, loading food, setting up price tags, and gathering supplies such as shopping baskets, fold out tables, and a cash box. Once everything is packed, we set off for our first community. Upon arrival, the [Local Host Team](#) and their community volunteers set up different areas outside the bus including the cash and bagging station, coffee and snack table, and a nutrition information table. Once we've moved indoors for the winter, food is transported to the indoor market locations via a truck—rather than bus. The food is then arranged and the cash is set up to create a warm market environment so customers feel welcome and hopefully stay a while to chat with neighbours and volunteers.





Photo credit: Sydney MacLennan

During the market, MFM Assistants operate the cash, monitor inventory, and rearrange produce as inventory is sold. The Local Host Team and community volunteers write receipts for customers (see [Example Receipt, Appendix G](#)) that are referred to when customers are rung through the point of sale system. This reduces the amount of time required to complete customer orders and allows customers to keep produce in their shopping bag. Purchases can be made by cash or debit. The main staff person circulates around the market, answering questions and directing volunteers where needed.

When the market is nearing an end, everyone pitches in to tidy up the market site and return tables, tents, and supplies to the bus/truck. The Coordinator takes stock of inventory and replenishes bins providing the second community with an equal opportunity to purchase food as the first. When everything on the checklist is complete, the bus/truck takes off for the next community.

At the end of the day, it's important to have a plan for leftover produce. We have had great success selling to local restaurants who are socially-minded and understand that purchasing our leftovers helps support the project by minimizing our financial risk. Beyond restaurant sales, the remaining produce is delivered to local shelters. Our goal is to donate less than \$50 per market day. To round out the day, the Coordinator returns to the office, records any comments or concerns from customers, reconciles the cash, and stores supplies for the next market.



GOOD TO KNOW

It is important to keep a very detailed list of what is left over after each community so that you have a good idea of what to order for the next market.





Photo credit: Sydney MacLennan

\$10 PRODUCE PACK MODEL

The Produce Pack model is quite simple, and was added based on feedback from community members who weren't able to make it to the Saturday market. We developed the model around convenience—busy people can swing by on their way home at the end of a long day and grab a pre-packaged box of fresh fruit and vegetables. Produce Pack days happen every two weeks on a Wednesday. The host lead in each community submits a bulk food order to the MFM Coordinator ([see Example Order Form, Appendix D](#)), based on how many customers prepaid for a produce pack. The **host lead** chooses a variety of items to fill their boxes, between 8 – 10 different items in total, including 2 – 3 types of fruit, a leafy green, 2 – 3 types of spring vegetables and 2 – 3 types of root vegetables. The key is to order a variety of well-loved items and that maximize the value of the customer's 10 dollars.

Two weeks later, the Coordinator delivers a bulk order of produce to the central pick-up location in each community with their truck. The host team volunteers help unload the produce and set up bagging stations on long tables where they build the Produce Packs. Customers then swing by to pick up their produce and pay in cash for their next order, which will arrive in two weeks time. This entire process happens in a single afternoon—bulk food deliveries take place between 1:30pm – 4:00pm, packing the produce boxes takes roughly an hour, and the window for picking up your produce pack is usually 1.5 hrs and tends to fall somewhere between 4:00pm – 6:30pm.

Most of the MFM sites require pre-payment for their Produce Packs because they're small not-for-profits without the cash-flow required to cover the cost of boxes that don't get picked up. Allowing customers to pay at pickup would significantly increase the accessibility of the program.





Photo credit: Michael Venn

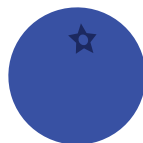
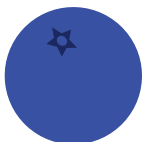
BULK SALES MODEL

Bulk sales is an area we are just beginning to explore. The idea is that organizations that fit our intended demographic have the opportunity to order bulk produce through the MFM and have fresh, affordable vegetables and fruits (and bread) delivered to their location biweekly.

The bulk sales model allows the MFM to serve four times the amount of communities we serve on a Saturday, and is much less intensive than running a full market. While the bulk food sales are much lighter touch, we do offer training and support for those organizations that would like to run markets of their own.

GOOD TO KNOW

Bulk sales offer the greatest financial return for the least amount of time and energy



OUR ORDERING PROCESS



It's critical that your market has a reliable food supplier. We're very fortunate to work with both a local farmer as well as a national grocer who provides not only food at cost, but also storage in their walk in fridge, an area to prepare for the market, and help from knowledgeable produce staff.

Along with the grocer's produce, we aim to offer as much locally-grown food as possible. In the summer months we sell up to 80% locally-grown vegetables and fruits, and in the winter months, closer to 30%. These ratios may vary depending on your location and what produce is available throughout the seasons. Because our local farmer lives at least 30 minutes from the city, we arrange our produce pickup to fall on the same day the farmer is traveling to the city for their farmer's market. In the winter, we arrange to have a neighbouring farmer pick up the produce and bring it to the city along with their other deliveries.

Every two weeks our Coordinator receives an updated price list (from the grocer and farmers) which is used to create an order form (see [Appendix D](#)). This is sent to all produce pack and bulk buying leads so they can create their order.

Each food supplier requires a specific way of ordering, whether in cases, bushels, by the unit or bag, therefore it's important to learn their method. We've found that routinely connecting with suppliers helps reduce ordering challenges.

The MFM Coordinator places two separate orders with our suppliers—one for the market model and another for the produce pack/bulk model. With the produce pack/bulk model, the Coordinator is responsible for amalgamating the orders placed by the various communities into a single order. With the market, the Coordinator is responsible for selecting the variety and quantity of produce sold. Using the detailed record of what produce sold at the previous market, the Coordinator creates an order and submits it approximately five days before the produce is set to arrive. There are many factors that influence the order, such as weekly sales or price increases, customer feedback, sales numbers, the weather, market schedule (e.g. holidays), and the number of market visitors expected. We've found that the more activities you have alongside the market, the better turnout you get!

Ordering is a bit of a guessing game and at times can be hard to predict—give yourself some time to find your rhythm.





Photo credit: Sydney MacLennan

THE MFM AS A COMMUNITY GATHERING PLACE

There's a good chance your market will quickly become more than just a place to purchase affordable produce. Our markets have evolved into vibrant community gathering spaces, where neighbours connect, customers try new foods and learn new food skills, children play while parents shop, and many not-for-profit organizations and municipal services offer interactive activities for residents. At our markets, we strive to nurture the "town square" feeling with groups and activities such as the following.

HALIFAX RECREATION VAN

Our city operates a van which provides games and activities for kids.

DIETITIANS & COMMUNITY HEALTH TEAMS

Who doesn't love free samples?

Dietitians provide healthy eating tips and tricks, and a listening ear for those with nutrition questions. Community Health Team members have hosted food skills sessions including sprouting workshops, how to make sauerkraut, fermentation workshops, and how to preserve pickles and tomatoes.

ARTS & CRAFTS

Most markets have some form of arts and craft activities for children waiting on their parents to shop. Our favourite activity is button making, but kids are always happy to just colour!

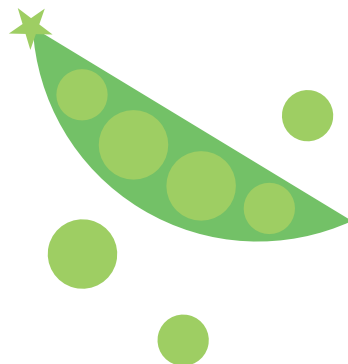




Photo credit: Sydney MacLennan

LIBRARY

Libraries are often looking for new ways to engage their community. Our libraries have offered free Wi-Fi and a pop-up library which provides an assortment of books to check out and the ability to sign up for a free library card.

MUSIC

On special occasions we'll have local musicians play, which creates a fun shopping environment for customers. On days when we don't have a musician playing, we always have a playlist going so the market feels welcoming and alive!

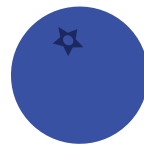
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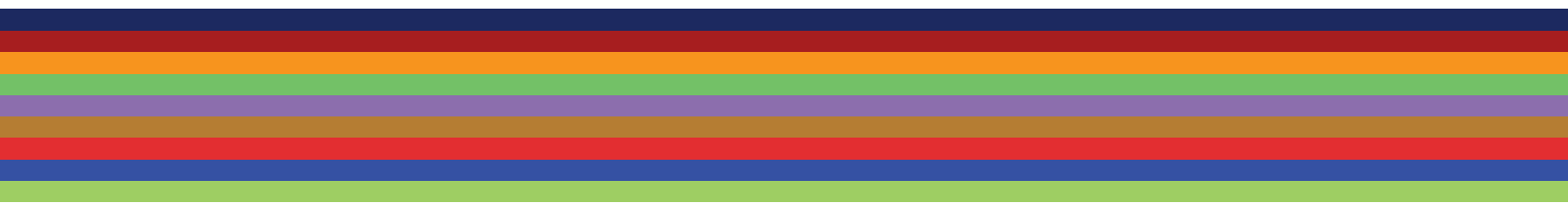
University students are a fabulous resource to tap into because they are always looking for opportunities to get out into the community and share their work. It's really fun to have food-related science experiments that kids can take part in, and it encourages parents to hang around a bit longer and meet neighbours.

SNACKS & REFRESHMENTS

It's not an early market without coffee! Most markets will have free snacks and refreshments for customers and volunteers.







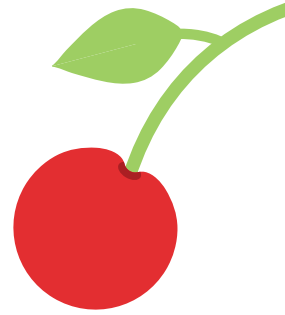
DECIDING ON A MODEL THAT WORKS FOR YOU

We quickly learned that the different models required varying amounts of labour and resources, and resulted in different returns. You'll need to find the model, or balance of models, that works best for you.

	CAPACITY	TIME	VEHICLE	STORAGE	SUPPLIES	FINANCIAL RETURN
MARKETS	High	Order, collect, transport, prepare produce, manage volunteers, run market, financial risk of unsold food.	Converted bus/truck	Walk-in fridge; storage space for supplies	iPad, till, lockbox, promotional materials, aprons, dolly, tables, display bins, tents, chairs, scales, baggies	Low
PRODUCE PACKS	Mid	Refine and place orders, collect and deliver produce. More order support required.	Transport vehicle	Walk-in fridge	Dolly, produce bags	Mid
BULK FOOD ORDERS	Low	Order, collect, deliver produce	Transport vehicle	Walk-in fridge	Dolly	High



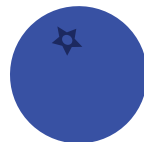
DECIDING ON TIME & PLACE



Time and location can greatly impact the success of your market. We have found that our sites with the highest sales and which reach our targeted demographic best, are in areas that are accessible and visible—they have lots of foot traffic, are located on bus routes, and are often found near main arteries in the city. Consider setting up your market close to a community hub such as a sports arena, a library, or a community centre. The more people traveling through the area, the more likely you are to have a successful market.

Time of day also plays heavily into the success of your market. Typically, farmers' markets open early in the morning and close late morning/early afternoon. Our markets have been more successful in the mornings (between 9:00am – 11:00am) and in the evenings (between 4:00pm – 6:00pm). It's important to also consider the availability of your volunteers who will be helping to operate the market.

And remember that what works for one community might not work for another, so connect with community members to determine potential market times. Also keep an eye out for similar programs that may conflict with your market and create competition. Our goal is to align with current programs to ensure there are a variety of options for residents to purchase affordable healthy foods.



THE IMPORTANCE OF PROMOTION

Quality promotion can make or break a market. We use three types of print materials—posters, postcards, and door-knockers—which are distributed in strategic locations throughout our market communities. We have learned that the more professional-looking, clear, and concise our promotional materials, the more likely partners are to distribute on your behalf (see [sample poster](#), Appendix F).

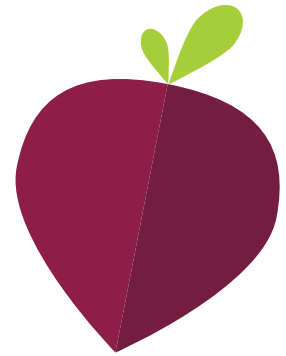
Additional types of promotion may include radio interviews, newspaper articles, and panel discussions. We are also active on Facebook and Instagram, and use our social media pages to link partners sharing similar goals. Largely though, our customers learn about the market through word of mouth—so talk it up! Let your politicians, health care professionals, social workers, and community organizations know about your project and clearly lay out the benefits of your service to their patients/clients/constituents.

While everyone is welcome to the market, targeted outreach is key to reaching the people who will benefit most. So focus your energy on select settings in your communities where populations in need spend their time—such as libraries, community centres, health clinics, and food banks.

Check out our Outreach Cheat Sheet ([Appendix I.](#)) for tips and tricks on promoting your market.



COMMUNITY SELECTION



Target communities for the MFM are selected based on community indicators such as higher levels of food insecurity, community capacity, and community interest in supporting a market. Currently, our bus market locations must be within the service areas of local public transit while Produce Packs and bulk sales are not limited by this requirement as deliveries are made using a municipally-owned moving truck.

The following population health indicators are considered when selecting market communities:

- Deprivation score at the community level* (a measure of the health status of a population in relation to the determinants of health)
- Material deprivation score at the community level
- Percentage of seniors
- Public and other affordable housing units per 1000 population
- Percentage of population self-identified as a newcomer
- Percentage of single-parent families
- Percentage of low-income families
- Grocery store density by community

Other criteria include population, population density, unemployment rate, and total number of grocery stores. Most data was obtained through the Statistics Canada Census.

Keep in mind: Many communities who may appear to have a greater need for a mobile market do not necessarily have the capacity and readiness to host a market. Exploring community partners and volunteer interest in hosting a market is essential.



* Total deprivation score (proxy measure of the health status of a population based on the aggregation of a number of variables representing the determinants of health).





Photo credit: Sydney MacLennan

THE INGREDIENTS OF A SUCCESSFUL MOBILE FOOD MARKET



In our experience, there are a few crucial components to a successful mobile food market.

LEADERSHIP

Strong leadership is the glue for a dynamic, community-oriented initiative like this. This leadership may take many forms, but for the Halifax MFM it includes an advisory team and two full-time staff members. The MFM Advisory team is composed of representatives from the Mayor's office, Nova Scotia Health Authority, Ecology Action Centre, Partners for Care as well as the MFM staff. This group is responsible for making decisions about the overarching strategic direction of the work as well as supporting activities such as fundraising, partnership development, and evaluation. It's important to ensure that the leadership team has the right diversity of skills and influence to build and sustain the initiative over time.

Market staff includes a MFM Manager and Coordinator. The Manager provides leadership for the Advisory Team, mentors the Coordinator, maintains partner and funder relations, maintains market promotion and scheduling, and spearheads expansion activities. The Coordinator operates the markets, places food orders, coordinates volunteer recruitment, and manages social media content. We've evolved from operating 5 sites with one full-time staff person to 12 sites with two full-time staff. This evolution took time and we recommend starting small and building upon success.

Leadership at the community level is equally important and plays heavily into community selection ([see Community Selection](#)). Identifying stakeholders and volunteers with a passion for food work is essential. These partners bring energy and excitement to the project, add legitimacy, and earn the trust of community members. All this helps shape the market to ensure it is relevant to specific community needs.

Lastly, when launching your initiative, be sure to harness the power of charismatic project champions who can get the word out and begin establishing a name for the work. In Halifax, this role was filled by the city's mayor, several elected officials, and the local health authority.





Photo credit: Michael Venn

FUNDING

In the beginning, the MFM was merely an idea that a few passionate individuals took on as a project. Seed funding from a local community funding agency was critical to piloting and evaluating the program. After demonstrating success in the first pilot, a second pilot was implemented to assess the market's functionality as a year-round program, particularly during the cooler winter months.

After the year-round market was also deemed successful, the MFM Advisory Team launched into a new phase of fund acquisition. Currently, our program continues to be supported by a local community funding agency as well as our provincial government, and we are redirecting our focus to secure longer-term, sustainable funds. This comes with added challenges, and pushes the team to stretch their imagination, but we believe that finding diverse funding streams (and embedding the project within the community) is key to long term sustainability. It's important to identify financial goals from the beginning with the understanding that an initiative like this is always going to be a mixed financial model (i.e. revenue generation plus fundraising). The more clarity you can develop on financial goals, the better off you'll be.

GOOD TO KNOW

Paid staff are essential to sustainability.





Photo & inset photo credit: Sydney MacLennan

FOOD SUPPLIER

The MFM works with two main food suppliers, a large national grocery chain (Atlantic Superstore) and a local farmer (Noggins Farm). To avoid purchasing additional infrastructure, the Halifax MFM has taken advantage of the grocer's offer of a fridge for produce storage, crates and shelving for storing supplies, and space for sorting and preparing produce for the market. We also appreciate knowledge from staff in the produce department and the grocer's dietitians, who provide educational sessions during weekly markets.

TRANSPORTATION

A mobile food market can take many physical forms. A few of the iterations across Canada use transit buses, truck and trailer, and a converted postal van. While the sky's the limit, much can be done with a basic transport vehicle. From November to the end of April, the Halifax MFM moves the market off the transit bus and into local seniors complexes, community centres, churches, and not-for-profit centres using a van to transport food and market set-up equipment. Both the transit bus (and driver) and a fleet service van are in-kind contributions provided by our local municipality. Rather than owning our own vehicle, the MFM taps into existing infrastructure. The bus is an active transit bus scheduled in advance. Each Saturday the bus comes off its route, and within an hour is retrofitted (with wooden covers on the seats and plastic inserts to store produce). At the end of the day, the bus is taken apart, cleaned, and sent back out on its normal transit route.



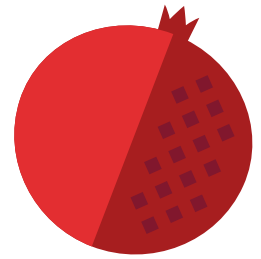


Photo credit: Sydney MacLennan

VOLUNTEERS

On top of securing funding, infrastructure, and food suppliers, you will need many helping hands to operate a market. So creating a solid volunteer base for your project is critical. Some volunteer shifts may require long hours, therefore it's important to orient each volunteer to their role prior to their first shift. The more invested you are in them, the more they will give back to the project, so get personal and find out what makes them tick! A volunteer who feels needed and valued will add so much to the environment of your market. The following table describes the key volunteer roles for the MFM including the time commitment, frequency of shifts, as well as the number of volunteers required per market. Keep in mind this table is representative of the Halifax MFM. Depending on the model you implement and the level of community involvement, your volunteer needs may be different.





VOLUNTEER POSITIONS	VOLUNTEER ROLES / RESPONSIBILITIES	VOLUNTEER TIME COMMITMENT	FREQUENCY OF VOLUNTEER SHIFTS	NUMBER OF VOLUNTEERS / MARKET
MARKET ASSISTANTS	Serve as the Market Coordinator's right hand on market days, assisting in all operations from start to finish. They travel with the bus to each community and are responsible for running the checkout and handling cash.	8 hours on market day	Once every month	2 per market
PREP TEAM	The day before market the Prep Team works with the Coordinator to weigh, bag, and sort produce in preparation for distribution to communities.	2 – 3 hours per shift	Twice per month	4 per shift
LOCAL HOST LEAD	The main liaison between the community and the MFM Manager and Coordinator, responsible for overseeing local promotion, applying for grants, keeping financial records and coordinating a group of community volunteers. More often than not the Local Host Lead is a staff person in a community organization or service provider in that community.	5 – 7 hours biweekly	Twice per month	1 host lead
LOCAL HOST TEAM	Group of local service providers, volunteers and community residents that work in partnership with the Local Host Lead to help shape and run the market, distribute promotional materials, organize demos/ workshops at the market and invite community groups to participate in the market.	2 hours on market day	Twice per month	4 – 5 individuals
COMMUNITY VOLUNTEERS	Community residents who support operating the market, acting as personal shoppers, loading food, bagging groceries, greeting customers and serving refreshments. They are recruited and supported by the Local Host Team members and support only the market location in their community. Community Volunteers and Market Assistants work together to run the market.	2 hours biweekly	Twice per month	3 – 4 volunteers present at each market, 10 – 15 to call on throughout the year
CONTENT CREATOR	Updates our newsletter and keeps an eye out for relevant content to share with our followers on social media, whether it be an event, a news article, or research related to food security.	2 hours biweekly	Twice per month	1 content creator





Photo credit: Michael Venn

COMPLIANCE WITH LOCAL/REGIONAL HEALTH & SAFETY REGULATIONS

Health and safety regulations will differ region to region, therefore we recommend forming an early relationship with a food safety officer in your area who should be able to quickly inform you of any required permits and guidelines that must be adhered to. These guidelines will be important in shaping how and where to store, display, and sell produce. In many areas, the sale of fresh, whole vegetables and fruits does not require a permit. If you decide to expand, however, to pre-chopped vegetables or other prepared foods, you may require a certified kitchen and staff with food safety training. This may also require updating your transportation to include infrastructure such as refrigeration and a power source.

INSURANCE & LIABILITY

Insurance is essential, whether you are driving your own vehicle or partnering with an institution who is providing the transportation in-kind. The Halifax MFM obtained insurance through its host organization to cover staff, market attendees, product, and vehicles while operating the markets. You'll also want to check with any indoor locations to see if they have their own insurance or if they should be named on your plan.

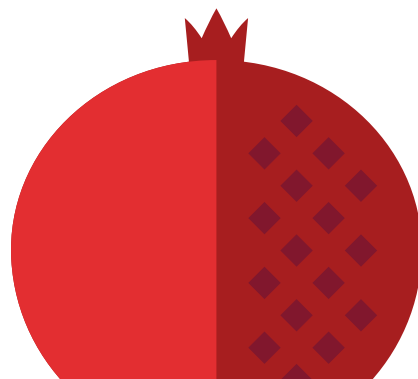




Photo credit: Sydney MacLennan

EVALUATION

Thoroughly evaluating your mobile food market is essential for assessing the extent to which the project objectives were achieved, and to document lessons learned to help inform next steps. We recommend having an evaluator on your team, if possible, to develop and implement an evaluation that supports decision-making processes—particularly in the start-up phase. An insightful evaluation provides critical feedback on the processes, uptake, and impact of the program. Tracking and monitoring food sales, customer satisfaction, and other elements can help to inform ongoing improvements and program evolution. This information is also useful for proactive reporting back to program funders.

Due to the innovative and dynamic nature of the MFM pilot, we used a developmental evaluation approach, which promoted evaluative thinking among members of the team, while encouraging reflective processes and feedback. Our evaluation model included the creation and identification of:

- A program logic model (a visual illustration of a program’s resources, activities and expected outcomes)
- Program objectives
- An evaluation plan/framework
- Data collection tools.

Some of the data collection tools we used include:

- Customer/visitor feedback posters and comment cards
- Customer/visitor surveys ([see Appendix H](#))
- Tracking market sales
- Focus groups with Local Host Teams and community volunteers
- Key informant interviews with stakeholders
- Focus groups with key partners

Key findings were detailed within comprehensive evaluation reports which can be found on our website:

www.mobilefoodmarket.ca/evaluation

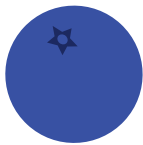




Photo credit: Sydney MacLennan

EVALUATION RESOURCES

www.publichealthontario.ca/en/eRepository/Focus_On_Logic_Models_2016.pdf

www.ctb.ku.edu/en/table-of-contents/structure/strategic-planning/create-objectives/main

www.evaluationtoolbox.net.au/index.php?option=com_content&view=article&id=20&Itemid=159

www.ctb.ku.edu/en/table-of-contents/evaluate/evaluation/evaluation-plan/main

www.evaluationtoolbox.net.au/index.php?option=com_content&view=article&id=46&Itemid=58

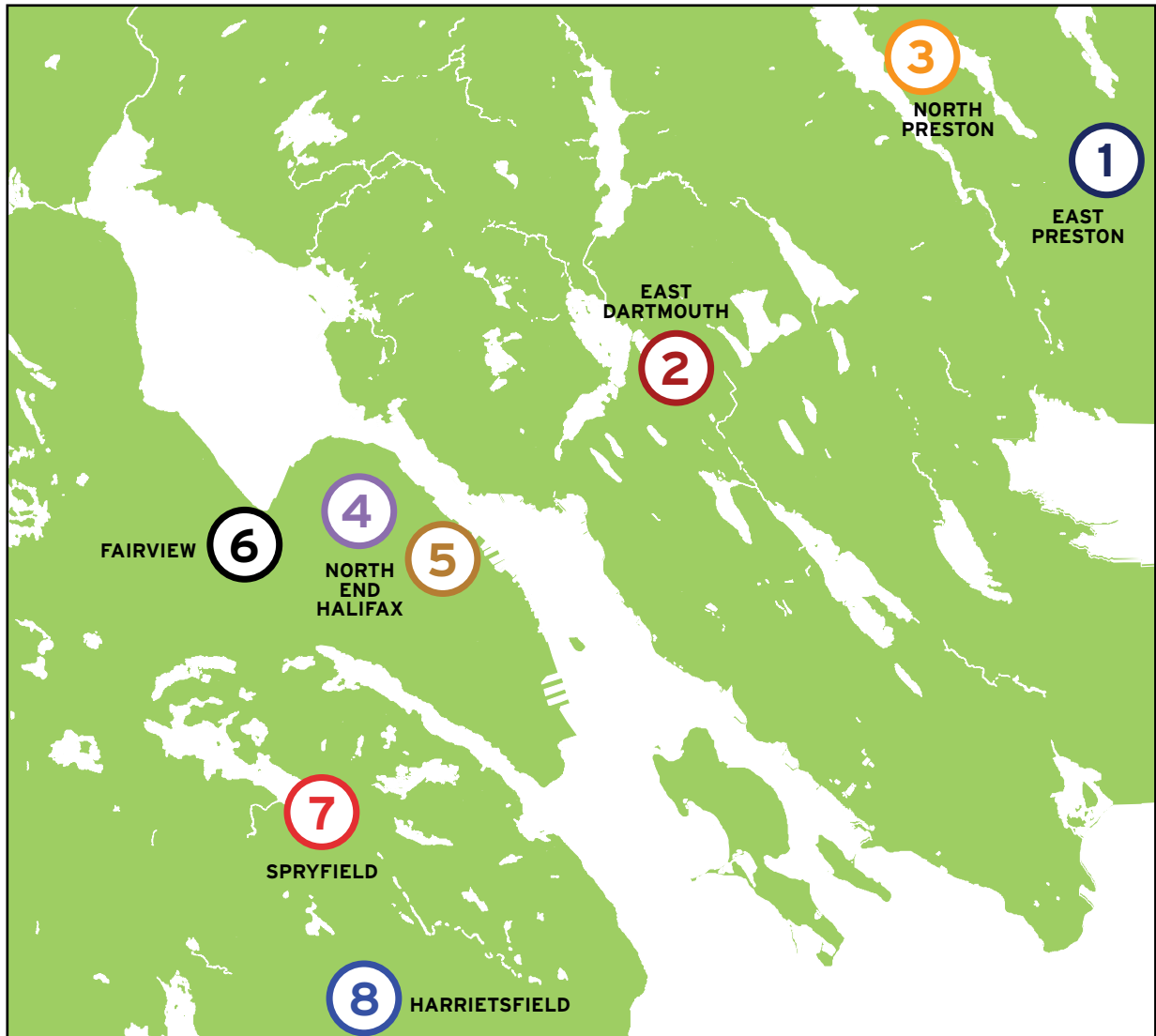
www.evaluationtoolbox.net.au/index.php?option=com_content&view=article&id=48&Itemid=60

www.ctb.ku.edu/en/table-of-contents/evaluate/evaluate-community-interventions/collect-analyze-data/main





LOCATIONS MAP





- 1** **EAST PRESTON UNITED BAPTIST CHURCH – MINISTRY HOUSE**
224 Upper Partridge River Rd, East Preston
- 2** **EAST DARTMOUTH – COMMUNITY CENTRE, SALVATION ARMY & PORT WALLIS CHURCH**
East Dartmouth Community Centre – 50 Caledonia Road
The Salvation Army, Community Church & Family Services – 171 Main Street
Port Wallis United Church – 263 Waverley Road
- 3** **NORTH PRESTON COMMUNITY CENTRE**
44 Simmonds Road, North Preston
- 4** **NORTH END HALIFAX – BETHEL CHURCH**
5406 Roome Street, Halifax (at the corner of Roome Street and Devonshire Avenue)
- 5** **NORTH END HALIFAX – NORTHWOOD APARTMENTS**
2615 Northwood Terrace, Halifax
- 6** **FAIRVIEW – TITUS SMITH MEMORIAL PARK**
44 Vimy Avenue, Fairview (at the corner of Titus Street and Evans Avenue)
- 7** **SPRYFIELD – YWCA HALIFAX, CHEBUCTO FAMILY CENTRE & FAMILY SOS**
YWCA Halifax – 358 Herring Cove Road, Spryfield
Chebucto Family Centre – 3 Sylvia Avenue, Spryfield
Family SOS – 4 Cranberry Court, Spryfield
- 8** **HARRIETSFIELD – HARRIETSFIELD WILLIAMSWOOD COMMUNITY CENTRE**
1138 Old Sambro Road, Harrietsfield



ACKNOWLEDGMENTS & CONTACT INFORMATION

FUNDERS

Province of Nova Scotia and United Way Halifax

ADVISORY TEAM

Halifax Regional Municipality, Nova Scotia Health Authority, Ecology Action Centre, Partners for Care

SUPPORTERS, FOOD SUPPLIERS & PARTNER RESTAURANTS

Atlantic Superstore, Noggins Corner Farm, Stone Hearth Bakery, The Wooden Monkey, Freeman's Little New York

LOCAL HOST TEAMS & VOLUNTEERS

For a full listing of our partners, visit www.mobilefoodmarket.ca/partners

THANK YOU

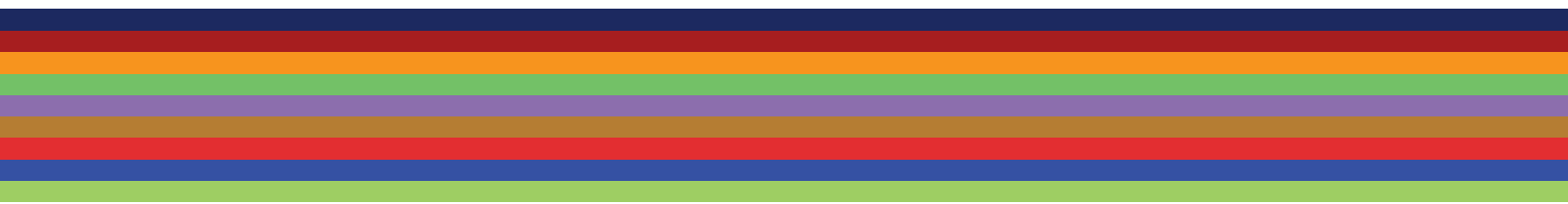
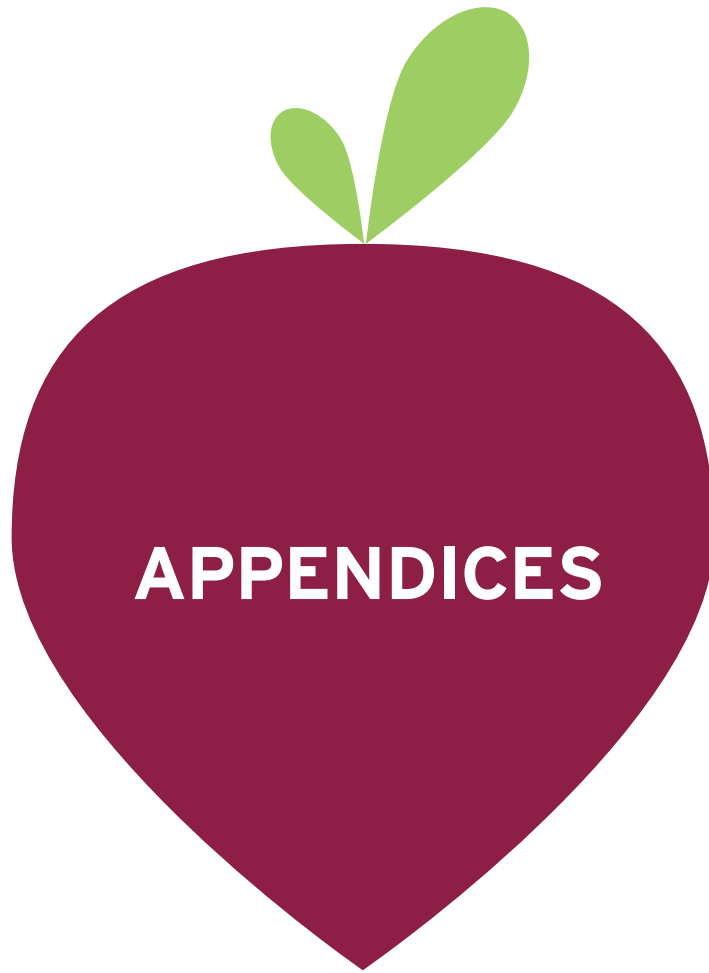
to Toronto & Ottawa markets for their mentorship and inspiration



MOBILEFOODMARKET.CA









STONE HEARTH
Bakery

Multi-Grain Bread



STONE HEARTH
Bakery

Multi-Grain Bread

Ingredients: All Purpose Flour, Whole Wheat Flour, Harvest Seed Mix, Water, Sugar, Oil, Salt, Yeast, Dough Conditioner, Calcium Phosphate



STONE HEARTH
Bakery

www.stonehearth.ca

APPENDICES

A. MOBILE FOOD MARKET BROCHURE

<https://goo.gl/ijA8gV>

VIEW FULL DOCUMENT ONLINE

MOBILE FOOD MARKET PRODUCE PACK BROCHURE

<https://goo.gl/sDeQLg>

VIEW FULL DOCUMENT ONLINE



APPENDICES CONT'D.

B. STAKEHOLDER ENGAGEMENT LIST

<https://goo.gl/Xt7qrh>



STAKEHOLDERS

Stakeholder engagement has occurred through interviews, meetings, emails, stakeholder workshops, etc.

DARTMOUTH

- Dartmouth Community Health Board
- Nova Scotia Health Authority
- Dartmouth Family Resource Centre
- Take Action Society
- Public Good Society of Dartmouth
- Downtown Dartmouth Business Commission
- Feed Others of Dartmouth
- Dartmouth North Association
- Dartmouth North Community Food Centre
- Woodlawn Public Library
- Dartmouth North Community Centre
- Dartmouth East Community Centre

HALIFAX

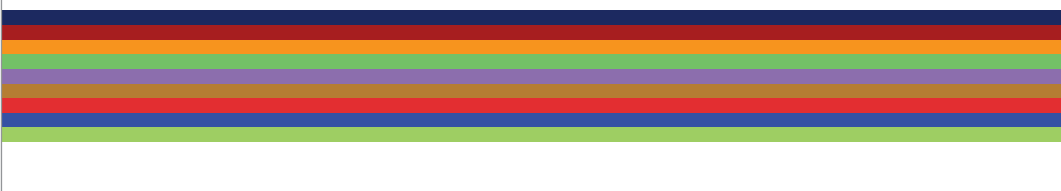
- North End Community Circle
- Phoenix Youth
- Halifax Community Health Board
- Nova Scotia Health Authority
- Halifax Community Health Team
- Veith House
- Hope Blooms
- Mulgrave Park Caring & Learning Centre
- Needham Community Centre
- North End Community Health Centre
- Community Health Team

SPRYFIELD / HARRIETSFIELD

- Spryfield Urban Farm Museum
- YWCA Women's Services and Operations
- Boys and Girls Club
- Chebucto Connections
- St. Paul's Family Resource Institute
- Community Wellness Centre
- Nova Scotia Health Authority
- Family SOS
- Chebucto Family Centre
- Harrietsfield Williamswood

NORTH PRESTON EAST PRESTON AREA

- Southeastern Community Health
- Nova Scotia Health Authority
- African United Baptist Association
- Association of Black Social Workers
- Akoma Family Centre
- Community Health and Wellness
- Nova Scotia Health Authority
- East Preston Day Care
- Family Health Resource Centre
- Health Association of African Caribbean
- East Preston United Baptist Church
- Baptist Youth Fellowship
- I am North Preston's Future
- Woman with a Vision
- Also – Public Meeting held in East Preston and North Preston (19 people)



C. SAMPLE PARTNERSHIP AGREEMENT

<https://goo.gl/evCp2P>

VIEW FULL DOCUMENT ONLINE



PARTNERSHIP AGREEMENT

The Mobile Food Market (MFM) is a year-round project that provides fresh, high quality and affordable vegetables and fruit to communities in the Halifax region that have limited access to healthy food. Using a Halifax fleet vehicle, the MFM Coordinator and volunteers bring the MFM to participating communities either every second Wednesday or Saturday.

The project is a partnership between Partners for Care, Public Health (Nova Scotia Health Authority, Central Zone), the Mayor's Office, Ecology Action Centre, Halifax Transit, and other local community organizations and businesses.

MOBILE FOOD MARKET OBJECTIVES:

1. To improve the accessibility of fresh, high quality and affordable fruit and vegetables for residents within the MFM communities.
2. To increase engagement and collaboration among and between existing and new partners.
3. To build capacity among community volunteers and local hosts to play an active role in shaping food systems in their communities.
4. To enhance the sense of neighbourhood pride and community engagement among residents, MFM visitors, and MFM customers.
5. To assess the potential for alternative methods of food distribution for under-served communities within the Halifax region.

THIS PARTNERSHIP AGREEMENT:

This agreement sets out the parameters for collaboration for the Mobile Food Market and the roles and responsibilities of the collaborators.

Between:

_____ and Mobile Food Market

WHEREAS _____ and the Mobile Food Market have entered into the Partnership (as defined in the MFM Charter) on the _____ day of _____, 20____ hereinafter set forth;



APPENDICES CONT'D.

D. ORDER FORM
<https://goo.gl/XZbmR4>



ORDER FORM

SUBMIT ORDERS TO:
orders@orders.ca

NAME: Jodi Smith
 EMAIL: jodi.smith@organization.com
 TELEPHONE: 902-485-6294
 ORDER DEADLINE: July 23, 2018
 DELIVERY DATE: August 1, 2018

To begin, enter number of produce packs to determine maximum value:

NO. OF PRODUCE PACKS: 52
 MAXIMUM VALUE: \$520.00
 TOTAL COST: \$520.16



The prices of LOCAL strawberries and green/yellow beans change daily. If you would like to order some, write a comment in the NOTES column and I will let you know how much they cost next week.

PRODUCT	CASE SIZE	CASE COST	# of CASES	TRANSPORT COSTS	TOTAL	NOTES
LOCAL FRUIT						
Apples	Bushel, ~100 apples					
#2 Apples	*	\$16.50		\$0.00	\$0.00	
Crispin	*	\$33.00		\$0.00	\$0.00	
Empire	*	\$33.00		\$0.00	\$0.00	
Jonagold	*	\$33.00		\$0.00	\$0.00	
Strawberries	???	???		\$0.00	\$0.00	Changes daily, check with Jessie
FRUIT						
Avocado	6 units x 21 bags	\$95.70		N/A	\$0.00	
Bananas	~90 units, 18.14kg	\$27.05	2.25	N/A	\$60.86	
Blueberries	12oz x 12 units	\$31.85		N/A	\$0.00	
Cantaloupe	9 units	\$34.20		N/A	\$0.00	
Cherries	8kg (~35 1/2lb bags)	\$33.45	1.49	N/A	\$49.84	Grapes subbed instead
Grapes (red seedless)	8.1kg / 18lbs	\$57.70		N/A	\$0.00	
Kiwi	1kg, ~11 units x 10 bags	\$53.20	2	N/A	\$106.40	some oranges subbed
Mango (Red)	3 units x 4 bags	\$12.15		N/A	\$0.00	
Oranges	3lb bags x 9 (8-9 units/bag)	\$34.20		N/A	\$0.00	
Raspberries	12 x 6oz units	\$36.45		N/A	\$0.00	
Strawberries	8 Quarts	\$30.40		N/A	\$0.00	
LOCAL VEGETABLES						
Cabbage - NEW	50lb	\$25.30		\$0.00	\$0.00	
Carrots	20 x 2lb bags	\$43.70		\$0.00	\$0.00	
Carrots, bunched	24 units	\$63.25		\$0.00	\$0.00	
Beans, Yellow or Green	1lb	???		\$0.00	\$0.00	Changes daily, check with Jessie
Beets, bunched	24 bunches	\$63.25		\$0.00	\$0.00	
Broccoli	18 units	\$27.05	3	\$11.25	\$92.40	
Cauliflower	12 units	\$34.50		\$0.00	\$0.00	
Cucumbers (English)	12 units	\$20.70		\$0.00	\$0.00	
Green Onions	12 bunches	\$20.70		\$0.00	\$0.00	
Kale	12 bunches	\$27.60		\$0.00	\$0.00	
Mushrooms	5lb	\$19.00		\$0.00	\$0.00	*Transport fee \$3.75 for Mushrooms if > 40lbs
Onions	10lb bulk	\$4.90		\$0.00	\$0.00	
Onions	24 x 2lb bags	\$23.00	2.17	\$8.14	\$58.05	
Peas - regular	25lb	\$66.25		\$0.00	\$0.00	
Potatoes - Last Season's	50lb	\$17.25		\$0.00	\$0.00	
Potatoes - NEW	50lb	\$51.75		\$0.00	\$0.00	
Radish	24 bunches	\$25.90		\$0.00	\$0.00	
Lettuce (Iceberg, naked)	18 units	\$22.75	2.89	\$10.84	\$76.59	
Lettuce (Romaine)	24 units	\$18.40		\$0.00	\$0.00	
Sweet Potatoes	40lb	\$49.45		\$0.00	\$0.00	
Swiss Chard	18 units	\$51.75		\$0.00	\$0.00	
Turnip	50lb	\$22.45		\$0.00	\$0.00	
Zucchini - yellow	20lb	\$27.60		\$0.00	\$0.00	
Zucchini - green	20lb	\$23.00	1.5	\$5.63	\$40.13	Probably need 1.5 to get 52 zucchini
VEGETABLES						
Beets, bunched	12 bunches	\$27.30		N/A	\$0.00	
Broccoli	18 units	\$38.20		N/A	\$0.00	
Cabbage - green	18.18kg	\$39.30		N/A	\$0.00	
Cauliflower	12 units	\$45.55		N/A	\$0.00	
Garlic	3 heads	\$0.80		N/A	\$0.00	
Green Beans	11.34 kg (50 x 1/2 lb)	\$76.05		N/A	\$0.00	
Green Onions	48 units	\$36.15		N/A	\$0.00	
Kale	12 units	\$31.85		N/A	\$0.00	
Lettuce (Iceberg)	24 units	\$54.60		N/A	\$0.00	
Lettuce (Romaine)	24 units	\$45.45		N/A	\$0.00	
Mushrooms	5lb (10 x 227g)	\$19.00		N/A	\$0.00	
Snap Peas	200g x 20pkgs	\$60.70		N/A	\$0.00	
Parsnip	12 x 1lb bags	\$36.45		N/A	\$0.00	
Peppers (coloured)	3 units x 8 bags	\$24.30		N/A	\$0.00	
Potatoes - Russet	10lb	\$3.80		N/A	\$0.00	
Spinach (bunched)	24 units	\$49.10		N/A	\$0.00	
Swiss Chard (red or green)	12 units	\$27.30		N/A	\$0.00	
Tomatoes (grape)	907g x 12 pkg (255g x 42)	\$63.80		N/A	\$0.00	
Tomatoes (beefsteak)	6.803kg (28+ units)	\$19.30	1.86	N/A	\$35.90	vine tomatoes subbed
Rutabaga	50lb	\$49.10		N/A	\$0.00	
Zucchini	11.34kg (25lbs) ~60 units	\$56.85		N/A	\$0.00	

Numbers used are for sample



E. SAMPLE VOLUNTEER DESCRIPTION

<https://goo.gl/DUwTg8>

VIEW FULL
DOCUMENT
ONLINE

MOBILE FOOD MARKET

ASSISTANTS

Mobile Food Market (MFM) Assistants are essential to the success of the project. Two assistants travel on the MFM bus on Saturdays and help ensure the smooth, safe operation of the market at each stop. Responsibilities include assisting in market set-up and take-down, traveling with the bus to each location, working cooperatively with community volunteers, working the check-out and restocking produce, assisting customers, representing the Mobile Food Market, and answering questions about the project. This exciting volunteer role provides an opportunity to work on the ground in local communities and behind the scenes.

WHAT YOU BRING

You are an extremely dependable person, and feel comfortable working in a fast-paced environment. You enjoy working with diverse communities of people and thrive in a team environment. You are capable of lifting boxes of produce and willing to commit to a full Saturday once a month to support the MFM.

WHERE AND WHEN

You will work one Saturday shift a month, in rotation with the other MFM Assistants on our team. The Saturday shift has a commitment of 7:30am – 3:00pm. We meet at, and return to, the Joseph Howe Superstore, 3601 Joseph Howe Drive.

HOW WE'LL SUPPORT YOU

You will receive a general orientation as well as one-on-one support from the MFM Coordinator on all market days.

PERKS

This is an extremely fulfilling role, rich in positive feedback and community building. While working your shift at the market, you are welcome to purchase from our great selection of fresh and affordable produce—save time grocery shopping! Plus, our Coordinator is happy to provide a reference letter if needed.

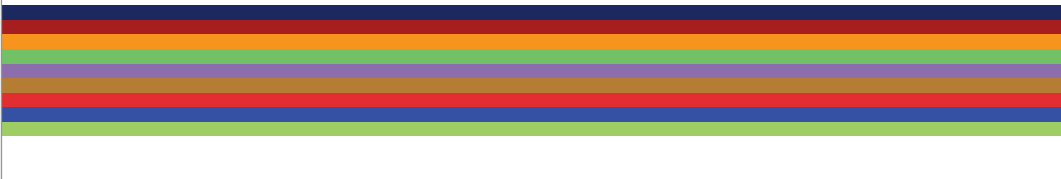
NEXT STEPS

If this sounds like an opportunity you'd like to be a part of, we'd love to hear from you. Please send an expression of interest to Jessie Dale (jessie.dale@nshealth.ca) outlining why you would like to be involved with the project, and how you can contribute to its overall success.

ABOUT THE MOBILE FOOD MARKET

The Mobile Food Market makes healthy food available to communities that struggle with access to fresh produce. Once a week, we transform a city transit bus into a mobile market that delivers fresh and affordable produce to a growing number of communities around the Halifax region, including North Preston, East Preston, Spryfield / Harrietsfield, Fairview, and North End Halifax.

The communities have been chosen based on their limited access to healthy food and also community capacity and interest in supporting the market at a local level. The produce is selected based on residents' preferences, purchased in bulk and sold at costs that are in line with discount grocery operations. For more information on the MFM, visit mobilefoodmarket.ca, or check out our video: vimeo.com/169042416



APPENDICES CONT'D.

F. POSTER SAMPLE (PRODUCE PACK)

<https://goo.gl/drEoMV>

VIEW FULL DOCUMENT ONLINE





PRODUCE PACKS

Get staple fruits & vegetables every 2nd Wednesday.

*\$10 too much? Ask about available discounts.



Cash payments only.

 	ORDER & PAY	JUN 20	JUL 4	JUL 18	AUG 1	AUG 15	AUG 29	SEPT 12	SEPT 26	OCT 10
	4PM - 6PM									
	PICK UP	JUL 4	JUL 18	AUG 1	AUG 15	AUG 29	SEPT 12	SEPT 26	OCT 10	OCT 24
	4PM - 6PM									

FOR MORE INFORMATION, CONTACT YOUR NEAREST PICK UP LOCATION:

<p>East Dartmouth Community Centre 50 Caledonia Road 902-435-6211 jessica.enman@bgcgh.ca</p>	<p>Salvation Army 171 Main Street, Unit 104 902-466-6847</p>
---	---







Hosted by: East Dartmouth Community Centre, Salvation Army, Woodlawn Public Library, Councillor Tony Mancini and MLA Tim Halman.



F. POSTER SAMPLE (MARKET)

<https://goo.gl/FDB586>

VIEW FULL
DOCUMENT
ONLINE

MOBILE FOOD MARKET

NORTH
END



BETHEL CHURCH

5406 Roome Street
Every 2nd Saturday



5406 Roome Street
(at Devonshire Street & Roome Street)
9:30am to 11:00am

May 5, 19 | June 2, 16, 30 | July 14, 28
Aug. 11, 25 | Sept. 8, 22 | Oct. 6, 20

FOR MORE INFORMATION CONTACT: JESSIE.DALE@NSHEALTH.CA | 902-719-5676

Cash and Debit. Please bring your own bags.



United Way
Halifax



HALIFAX



Partners for Care



Hosted by: East Dartmouth Community Centre, Salvation Army, Woodlawn Public Library, Councillor Tony Mancini and MLA Tim Halman.



APPENDICES CONT'D.

G. SAMPLE RECEIPT CARD

<https://goo.gl/oBKm7y>



MARKET RECEIPT

PRODUCT	QUANTITY	UNIT	PRODUCT	QUANTITY	UNIT	PRODUCT	QUANTITY	UNIT
Apple - Ambrosia Local		Each	Green Onion		Bunch	Raspberries		Pkg
Apple - Crispin Local		Each	Kale - Local		Bunch	Rhubarb		Bunch
Apple - Empire Local		Each	Kiwi Fruit		Bag	Salad Mix - Local		Bag
Apple - MacIntosh		Each	Lettuce - Romaine		Each	Spinach		Bundle
Asparagus		Bunch	Mango		Each	Squash - Buttercup		Each
Avocado		Each	Mint		Bunch	Stone Hearth Bread - Local		Each
Banana - Individual		Each	Mushrooms - White Local		Bag	Strawberries		Pkg
Basil		Bag	Nectarines		Each	Sweet Potato		Each
Beans - Green		Bag	Onions		Each	Swiss Chard		Each
Beets - Local		Bag	Onions - Green		Each	Tomatoes		Each
Beets - Local		Bunch	Onions - Yellow		Each	Tomatoes - Cherry		Pkg
Blackberries		Pkg	Onions - Yellow Local		Each	Tomatoes - Grape		Bag
Blueberries - Local		Pkg	Oranges		Each	Tomatoes - Greenhouse		Each
Broccoli		Head	Oranges - Naval		Each	Turnip - Local		Each
Cabbage - Local		Each	Parsley		Bag	Turnip		Each
Cabbage - Local		Head	Parsnips Local		Bag	Zucchini		Each
Cantaloupe		Each	Peaches		Each			
Carrots - Local		Bag	Pears - Local		Each			
Carrots Rainbow - Local		Bag	Peas - Snap		Bag			
Cauliflower		Head	Peas - Snow		Bag			
Celery		Bunch	Peppers		Each			
Cherries		Bag	Peppers - Green		Each			
Cilantro		Bunch	Peppers - Orange		Each			
Cilantro - Local		Bunch	Peppers - Mixed		Each			
Cloth bag		Each	Peppers - Jalapeno		Each			
Corn - Local Individual		Each	Pineapple		Each			
Cucumbers		Each	Plantain		Each			
Dill		Bunch	Potatoes - Local		Each			
Garlic		3 Pkg	Potatoes - Local Red		Each			
Ginger		Head	Potatoes - Local Russet		Each			
Grapes		Bag	Potatoes - Russet		Bag			
						TOTAL	_____	_____



H. SAMPLE CUSTOMER SURVEY

<https://goo.gl/cBmzCa>

VIEW FULL DOCUMENT ONLINE



CUSTOMER SURVEY

PLEASE TAKE A FEW MOMENTS TO TELL US WHAT YOU THINK!

The Mobile Food Market can serve you and your community best when we know from your market experience. There are no right or wrong answers! And remember, if you are not sure, or if you are busy, you may skip any questions you do not want to answer, and you may skip any questions you do not want to answer, and you may skip any questions you do not want to answer.

1. Which market did you attend today? (Check only ONE answer)

- North End Halifax
- Fairview

2. Is this your first time shopping at the market?

- (Check only ONE answer)
- Yes
 - No

3. How did you travel to the market today?

(Check ALL answers that apply)

- Walked
- Biked
- Transit Bus
- Carpooled
- Taxi
- Personal Vehicle
- Food Box was delivered to me by a market volunteer
- I live in the building

4. How many minutes did it take you to travel from your home to the market today? (Write the NUMBER in the space below)

_____ minutes

5. Was there anything that made it difficult for you to get to the market today? (Check only ONE answer)

- Yes
- No

If you answered YES, please choose what it is that made it difficult. (Check ALL answers that apply)

- Poor weather
- The location of the market was difficult to get to
- It was difficult to access public transportation to the market
- The market time was inconvenient
- The market day was inconvenient
- Other (please describe):

6. Over the past 12 months, the availability of food in and others in your home)

- You always had enough wanted to eat.
- You had enough to eat of foods you wanted.
- Sometimes you did not
- Often you didn't have e

7. Considering the last 12 months, best answers each question.

a) Were you worried that food w had money to buy more?

- Never | Sometimes

b) Did the food that you bought ju wasn't money to get more?

- Never | Sometimes

c) Did you ever eat less than you fel there wasn't enough money to bu

- Never | Sometimes | Often

d) Were you ever hungry but didn't eat because you couldn't afford enough food?

- Never | Sometimes | Often

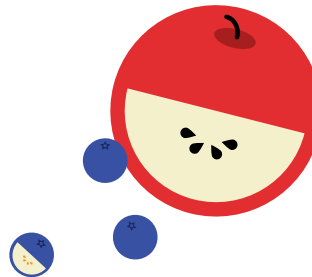


CUSTOMER SURVEY

8. Check the one box that best describes your agreement with each of the following statements.
- a) The market has made it easier for me to purchase both fruits and vegetables.
 Strongly Disagree | Disagree | Agree | Strongly Agree | Does not apply
- b) There is an adequate variety of fruits and vegetables available at the market.
 Strongly Disagree | Disagree | Agree | Strongly Agree | Does not apply
- c) The produce at the market is affordable.
 Strongly Disagree | Disagree | Agree | Strongly Agree | Does not apply
- d) The market feels like a welcoming space in my community.
 Strongly Disagree | Disagree | Agree | Strongly Agree | Does not apply
- e) I have the opportunity to connect with friends/neighbors at the market.
 Strongly Disagree | Disagree | Agree | Strongly Agree | Does not apply
9. Any other ideas or thoughts on the Indoor Mobile Food Market? Please tell us what you like and what we can do better!



THANK YOU FOR COMPLETING THIS SURVEY



APPENDICES CONT'D.

I. OUTREACH CHEAT SHEET

<https://goo.gl/2zBmT4>



MARKET OUTREACH & PROMOTION TIPS

The Mobile Food Market (MFM) helps make affordable, healthy food accessible for people across the Halifax region. But for the market to serve as many communities that need us as possible, we have to get the word out! Here are some ideas for how to best spread the word about the Mobile Food Market.

SHARE

Find related community group pages on Facebook—like partner organization pages, community organization pages, food-related groups, and new-Canadian related groups. Ask if they will help promote the Mobile Food Market or link to our content, even just a mention (@mobilefood_market) can reach a whole new audience!

EMAIL/CALL

Chat with business owners, directors, and managers about collaborating and spreading the word. See if they will include MFM details in an email newsletter and/or event listings.

DISTRIBUTE

Hang your community's poster, pass out post cards, or distribute door knockers to local hot spots and neighbourhoods surrounding the market site. For best results, find out who's in charge of making sure your poster gets hung or postcards get distributed.

For help with door-to-door delivery, reach out to your volunteer groups or connect with local youth groups, church groups, girl guide/boy scouts (guides and scouts can earn badges for their time).

When targeting a building (such as low-income housing apartments or seniors complexes), remember to always ask permission before slipping posters or cards inside mailboxes.

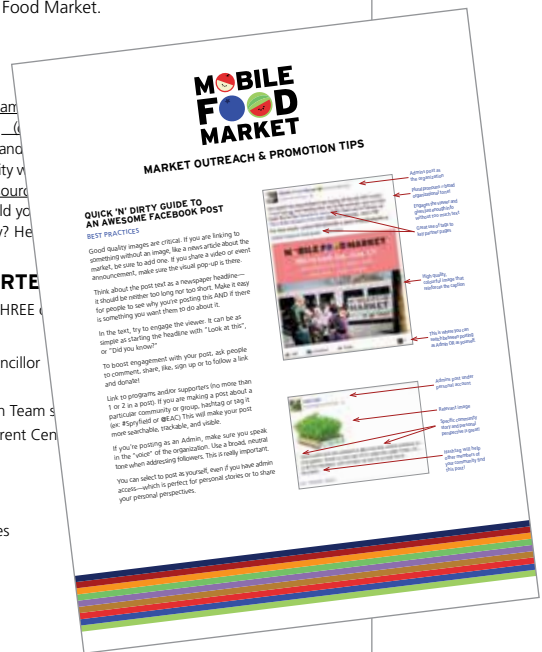
REPRESENT

"Hello, my name is (name) from (organization) at (location). I represent the Mobile Food Market in (city/region). We're running our year-round market and we need more people in your community who can help spread the word! We think (type of resource) would be a great way to reach your community? Help us out!"

LET'S GET STARTED

Reach out to at least **THREE** people in your community to get the ball rolling!

- Local MLA or Councillor
- YMCA/YWCA
- Community Health Team
- Family & Single Parent Centre
- Food banks
- Legions
- Daycares
- Community centres
- Schools
- Local paper
- Doctors offices
- Libraries
- Summer camps
- Near bus stops
- Seniors Complexes
- Low-income housing apartments or neighbourhoods



J. BANNERS

<https://goo.gl/2dqC1z> | <https://goo.gl/JkHGLU>



**MOBILE
FOOD
MARKET**

MOBILEFOODMARKET.CA | f @

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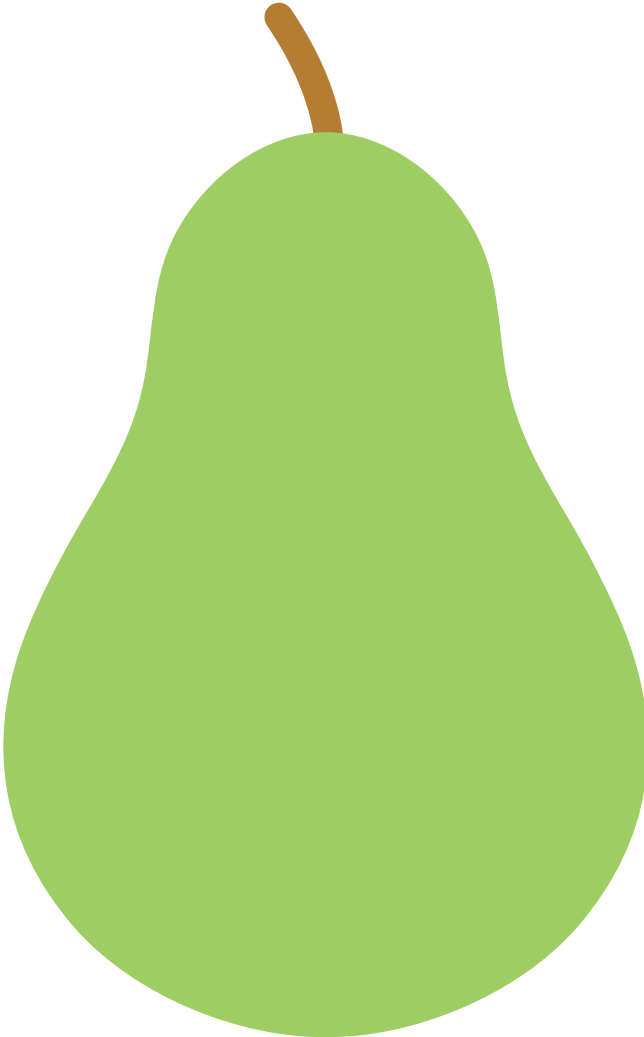




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