Mobile Grocery Stores for Rural Communities

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Mobile Grocery Store for Rural Communities

Kerri Falletti – Cowley First
Tony Borchers – Honor Capital
Honor Capital

• Mission and Vision
  – Provide high-quality, affordable groceries and fresh produce to rural communities in Cowley County
  – Connection with mission – Food Deserts
  – Creation of Anchor Mobile Food Market – Food insecurity
Mobile Food Market Model

• Creating a model for Rural Communities
  – They reached out to us for assistance
  – Unlike we’ve seen
  – Customers have to be willing to change their grocery shopping habits to become a dependable base

• Hub & Spoke Model
Mobile Food Market- Timeline

February – Sunflower Grant awarded to assist with pilot project research and implementation

March – Hire Coordinators and complete community survey

April – Review survey data to establish schedule for community stops

May – Test runs to communities
Targeted Communities

- Which were identified
- Community data
  - Atlanta - 195
    - 33% poverty
    - 26 miles
  - Burden - 535
    - 56% LMI
    - 18 miles
  - Cambridge - 82
    - 50% LMI
    - 23 miles
  - Dexter - 278
    - 45% LMI
    - 20 miles
  - Udall - 746
    - 48% LMI
    - 17 miles
First steps

• Hired Community Coordinators
  – Help with community outreach and surveying

• Survey
  – Process – paper, social media, meetings, mailing, time
  – Data told us...
  – Heard - Perceptions / Misconceptions – Examples:
    • Food truck – not a restaurant
    • Government funded - Not
    • Higher costs
    • Not a door service like Schwan’s
    • “Come to us!”
Engagement

• Community buy-in and support
  – Must get buy-in and support – went to council meetings
  – Do they have permitting? Sales tax?
  – Access to electricity
  – Place to park the truck
  – Where will people wait
Timeline – Outcome

• Today – Planning for runs to start in July
• Takes longer then we anticipated
  – What has happened
  – Coordinators
  – The good and the bad
Anchor Mobile Food Market

• Trailer – Behind the process
  – Design method
  – Costs
  – Funding partners
  – Who built it and the wrap?
  – Unforeseen challenges?
Anchor Mobile Food Market

• Inventory
  – What will be on the truck
  – How will the sales differ from brick & mortar
  – Pre-orders – plan to address
  – Payment methods
Anchor Mobile Food Market

• Options to come
  – Potential for institutional purchasing
  – Sustainability requirements
Anchor Mobile Food Market

- Lessons learned and recommendations
- Any Questions?