





# It takes a village to drive a bus

How the Boise Farmers Market Mobile Market brought everyone to the table...and the streets

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# Our dilemma is not new, nor unique.

1. How do we get more fresh, local, healthy foods and education/awareness to low and mid-income members of our community?



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2. Will better access to and education about choosing local, healthy foods increase consumption and improve community wellness?



3. How do we strengthen and stabilize our community food system to sustain the production and consumption of local healthy food long term?



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# Could a Farmers Market on wheels be the answer?

In 2015, a diverse group of Boise farmers, educators, advocates, city officials and committed citizens thought it was worth exploring



# Act now, plan later\*

(otherwise known as “pilot year”)

- Conduct an 11-week season June through August
- Target 6 neighborhoods throughout the City
- Repurpose a vendor's available trailer
- Purchase produce from Boise FM vendors
- Rely on underpaid staff and a lot of volunteer time

○ \* not recommended



# Kale is my Co-pilot

- City of Boise (permitting and providing an EBT match)
- Parks and Recreation (access, marketing)
- Idaho Farmers Market Association (EBT expertise)
- Eat Smart Idaho/UI Extension (on site nutrition education, recipes and sampling)
- University of Idaho and Boise State University (evaluation)





So if you build it and paint it permit it and load it and haul it and set it up and take it down...



...will they come?



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You know what? They will.



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Zucchini  
75¢ ea

PRODUCE

PRODUCE  
U.S.A.



GLUTEN IS MY



KRYPTONITE

Farmers you can trust

www.theboisefarmersmarket.co  
FRESH PRODUCE

Tomatoes \$3

Carrots \$4

Organic Potatoes \$4

Blueberries \$3 per lb

Freeze a flat to enjoy year round! \$30

Dried Apples \$2.50

Photo by Eileen Stachowski





Photo by Eileen Stachowski

# Pilot Year Outcomes

- Sold over \$7600 of local produce
- 10 vendors participated
- Almost 1000 individual sales
- 27% of sales from food stamp and match purchases
- 72% redemption rate of food stamp match



# Sounds amazing, right?

Well...kinda, but...

- Averages to \$115 per market stop over the season
- \$1026 was a gift from the city
- An incredible amount of time each week was dedicated to just loading and unloading the trailer
- Produce suffered from constant shuffling
- Missed the mark at some stops





# This has to be sustainable.

- To survive, the mobile market would need to:
  - Refine its concept
  - Engage additional community partners
  - Plan strategically for efficiency and profitability



# This time, planning came first

- A series of facilitated business planning meetings were attended by representatives from
  - The Boise Farmers' Market
  - University of Idaho Extension
  - Let's Move Boise, the City of Boise (including Parks & Rec)
  - Partnership for Livable Communities
  - Key Bank
  - The Idaho Farmers' Market Association
  - The Idaho Hunger Relief Task Force.



# What we did

- Created a business plan for the 2016 market
- Received over \$30,000 from the Idaho Women's Charitable Foundation to purchase and retrofit a wheelchair accessible, air conditioned commuter van (infrastructure)
- Hired a very part time market manager and a University of Idaho Student Intern (labor)



# Also...

- Secured additional funding from the city for a Double Up Food Bucks SNAP/Food Stamp Match
- Redesigned the market route based on 2015 data and newly identified target sites (retirement community, Extension Office were added).
- Partnered with Idaho's Bounty Cooperative



TaDa!



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**BOISE FARMERS** *Mobile* **MARKET**



**FOOD YOU CAN TRACE. FARMERS YOU CAN TRUST.**



**FIND OUR SCHEDULE:**

**f BFMMOBILEMARKET**

SUNDED BY THE IDAHO WOMEN'S CHARITABLE FOUNDATION

**BOISE**

**STARCRAP**

josie's organics®  
deliciously organic produce



Organic  
occasionally  
with extra virgin  
olive oil  
Organics  
BOZ  
Mobile Market

Traditional Stone Grind  
TRIANGLES  
ROUNDS  
12 - 3 LB. BAGS

FRESH  
PRODUCE

FRESH  
PRODUCE

FRESH  
PRODUCE

PERISHABLE  
KEEP REFRIGERATED

FRESH  
PRODUCE









For every \$1 EBT purchase,  
 receive a \$1 SNAP Match token.  
 Up to \$10 per purchase.

Limit of 2 purchases  
 per day.  
 Tokens expire  
 9/21/2016.



*Get a Loyalty Card!*

For every purchase (\$1 or more),  
 receive a stamp on  
 your Loyalty Card.  
 After 5 stamps, you will  
 receive \$5 toward your  
 next purchase!



Blueberries  
 2.00 pint



**MOBILE MARKET**

**THURSDAY**  
 10:00 AM - 1:00 PM  
 10:00 AM - 1:00 PM  
 10:00 AM - 1:00 PM  
 10:00 AM - 1:00 PM  
 10:00 AM - 1:00 PM

**WEDNESDAY**  
 10:00 AM - 1:00 PM  
 10:00 AM - 1:00 PM  
 10:00 AM - 1:00 PM  
 10:00 AM - 1:00 PM  
 10:00 AM - 1:00 PM

Open to all children  
 16 and younger  
 NO Enrollment  
 NO Cost!

QR CODE



**SUMMER MEALS**  
 for  
 KIDS & TEENS  
 Being Served  
 in your Community

To Find a healthy site  
 Call 1-800-232-2273  
 Or go to [www.fcs.usda.gov](http://www.fcs.usda.gov)  
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QR CODE

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 SALSAS  
 AND OTHER  
 COOL  
 EATS

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**CHOP**

THE FUN COOKING MAGAZINE FOR FAMILIES

CHOPCHOP



FARMERS

Mobile

The Boise Farmers Market  
Farmers you can trust - food you can love  
MOBILE MARKET

LONG  
LIVE  
IDAHO!

Let's get healthy together.

LONGLIVEIDAHO.COM

Health education and messaging initiative led by HEAL and Eat Smart Idaho to inspire Idahoans to eat healthier, lead more active lives, and help their children do the same.

Each day, aim for:

- 5 Fruits and veggies
- 2 Hours or less of screen time
- 1 Hour of physical activity
- Almost no sugary beverages

LONG  
LIVE  
IDAHO!

 Eat Smart Idaho  
UNIVERSITY OF IDAHO EXTENSION

# What else is new for this year:

- Collecting info and mapping price analysis for closest alternatives (grocery stores, superstores)
- Getting even more feedback from customers
- Minimizing waste through the partnership with Idaho's Bounty Cooperative



# How will this help us?

- Refine the business plan
- Better understand our clientele and their preferences
- Create benchmark targets: how many customers, how much spent, break even, profitability?
- This creates for us a model that can be expanded to other communities in Idaho and beyond



# Lessons learned:

- Everyone loves berries
- The elderly don't like to get wet
- Too many people, including people who should, have no idea what a Farmers Market is or why it is important
- No one knows what to do with a garlic scape
- Beets are not the new kale...neither is kale
- Once you get on the bus, you can't get off



# With thanks to:

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City of Boise

Ada County Commissioners



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