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Midwest Food Truck Association Launches to Support Mobile Food Industry

New organization aims to drive innovation, including proposal for Chicago's first dedicated Food Truck Park

CHICAGO, IL – October 4th, 2024 - The Midwest Food Truck Association (MFTA) announces its official launch today, marking a significant step forward for the mobile food industry in the region. Founded by industry veterans Jeff Doornbos and Thomas Brewer, MFTA aims to support, promote, and advocate for food truck owners and operators across the Midwest.

With chapters in Chicago, St. Louis, Indianapolis, Milwaukee, and Des Moines, MFTA is positioned to become the leading voice for food truck entrepreneurs in the Heartland. The association will offer a range of services including regulatory advocacy, business development resources, and networking opportunities.

"Food trucks have become an integral part of the Midwest's culinary landscape, offering diverse, innovative cuisine and contributing significantly to local economies," said Jeff Doornbos, Co-Founder and Executive Director of MFTA. "Our goal is to ensure that these small businesses have the support they need to thrive and continue enriching our communities."

As its first major initiative, MFTA is proposing the development of Chicago's first dedicated Food Truck Park. This innovative project aims to create a centralized location for food trucks to operate, providing a stable environment for owners and a vibrant destination for food enthusiasts.

"A dedicated Food Truck Park would be a game-changer for Chicago," said Thomas Brewer, Co-Founder and owner of the Whadda Jerk food truck. "It would not only support local entrepreneurs but also create a new community hub and tourist attraction, showcasing the best of Chicago's mobile cuisine."

MFTA is currently in talks with city officials, including Alderman Byron Sigcho-Lopez and Mayor Brandon Johnson, to explore the feasibility of the Food Truck Park project.

The association is now accepting members and will be hosting its inaugural Midwest Food Truck Summit later this year. Food truck owners, industry suppliers, and supporters are encouraged to visit www.midwestfoodtruckassociation.org for more information on membership and upcoming events.

About Midwest Food Truck Association:

The Midwest Food Truck Association (MFTA) is a non-profit organization dedicated to supporting and advancing the food truck industry across the Midwest. With a focus on advocacy, education, and community building, MFTA works to create a thriving environment for mobile food businesses.

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For more information on Midwest Food Truck Association: www.midwestfoodtruckassociation.org