



MOBILE AND STATIONARY MARKET TOOLKIT



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Table of Contents

Introduction:

- What are the markets for
 - Food Deserts
- How they can benefit your goal

Part 1: Mobile Market

1. Introduction to Mobile Markets

- Definition and Purpose
- Benefits of Mobile Markets

2. Creating a Mobile Market

- Obtaining a Vehicle
 - Types of Vehicles (bus, truck, van)
 - Purchasing Options (auctions, donations, volunteer vehicles)
- Sourcing Local Produce
 - Identifying Local Farms and Suppliers
 - Negotiating Prices and Contracts
- Permits and Permissions
 - Necessary Licenses and Permits
 - Working with Local Authorities
- Market Setup
 - Equipment Needed (tents, tables, POS systems)
 - Location Selection (public spaces, parking lots, partnerships with businesses/residential buildings)
- Staffing and Volunteer Management
 - Roles and Responsibilities
 - Recruitment and Training
 - Scheduling and Coordination
- Pricing and Payment Options
 - Pricing Strategies (discounts, market rates)
 - Payment Methods (cash, card, credit)
- Operations and Logistics
 - Scheduling Multiple Locations
 - Coordination with Volunteer Groups

3. Promotion and Marketing for Mobile Markets

- Identifying Target Audiences
- Effective Marketing Strategies
- Community Engagement



Part 2: Stationary Market

1. Introduction to Stationary Markets

- Definition and Purpose
- Benefits of Stationary Markets

2. Creating a Stationary Market

- Setting Up a Permanent Location
 - Obtaining and Retrofitting a Shipping Container
 - Setting Up Tents and Tables
 - Securing a Dedicated Space
- Rest of the Process

3. Promotion and Marketing for Stationary Markets

- Same as Mobile Market

Conclusion

- Summary of Key Points
- Encouragement and Support from Hunger Free Canada
- Contact Information for Further Assistance



Introduction

What Are the Markets For?

Mobile and stationary markets are innovative solutions designed to increase access to fresh produce and groceries in communities that lack adequate food resources. These markets serve as vital points of access to fresh, healthy foods, particularly in areas known as “food deserts.” By bringing the market directly to the people, these initiatives help to bridge the gap between local farmers and consumers, fostering a healthier, more connected community.

Food Deserts

Definition of Food Deserts: Food deserts are urban and rural areas where residents have limited access to affordable and nutritious food. These areas are typically characterized by a lack of grocery stores, farmers' markets, and healthy food providers. As a result, residents often rely on convenience stores and fast-food restaurants, which offer limited healthy options.

Impact on Communities:

- **Health Disparities:** The lack of access to fresh and nutritious food in food deserts contributes to higher rates of obesity, diabetes, heart disease, and other diet-related health issues.
- **Economic Disadvantages:** Residents in food deserts often pay higher prices for lower-quality food, further exacerbating economic inequalities.
- **Social Isolation:** The absence of local food markets can contribute to a sense of social isolation, as community members have fewer opportunities to interact and engage with one another.

How They Can Benefit Your Goal



Increasing Access to Fresh Food : By establishing mobile and stationary markets, your organization can directly address the lack of fresh food in food deserts. These markets provide a convenient and affordable source of fruits, vegetables, and other nutritious foods, helping to improve the overall health of the community.

Supporting Local Farmers and Entrepreneurs: These markets create new sales channels for local farmers and small business owners, fostering economic growth and sustainability. By sourcing produce and goods locally, you can support the local economy and promote environmentally sustainable practices.

Fostering Community Engagement: Mobile and stationary markets serve as community hubs where residents can gather, socialize, and participate in activities. This helps to strengthen community bonds and create a sense of belonging among residents.

Promoting Food Education and Awareness: In addition to selling fresh produce, these markets can host educational workshops and events that teach community members about nutrition, cooking, and sustainable living. This empowers individuals to make healthier food choices and adopt sustainable practices in their daily lives.

Achieving Organizational Goals:

- **Health Improvement:** By increasing access to nutritious food, your organization can contribute to better health outcomes in the community.
- **Economic Resilience:** Supporting local farmers and businesses helps to create a more resilient local economy.
- **Community Development:** Building social connections and fostering community engagement aligns with broader goals of social cohesion and community development.
- **Sustainability:** Promoting local sourcing and reducing food waste contributes to environmental sustainability, aligning with long-term organizational goals.

Example: A mobile market operating in a city's low-income neighbourhood can provide fresh vegetables and fruits at affordable prices, host weekly cooking classes, and create a space for community members to connect. Similarly, a stationary market set up in a retrofitted shipping container in a suburban area can offer a permanent source of fresh food and a venue for local artisans to sell their goods, enhancing both access to healthy food and local economic opportunities.

By implementing mobile and stationary markets, your organization can play a pivotal role in addressing food insecurity, supporting local economies, and fostering a healthier, more connected community.

1: Mobile Market

Introduction to Mobile Markets

Definition: A mobile market is a flexible, transportable setup typically using a vehicle such as a bus, truck, or van to bring fresh produce and groceries directly to communities. These markets are strategically designed to serve areas known as food deserts—regions where residents have limited access to affordable and nutritious food options. By leveraging mobility, these markets can reach multiple locations within a day or week, ensuring that underserved communities receive the fresh food they need.

Purpose: The primary purpose of mobile markets is to alleviate food insecurity by providing a reliable source of fresh, healthy food to residents in food deserts. These markets aim to:

- Improve access to nutritious food.
- Support local farmers and producers.
- Enhance community health and well-being.
- Foster economic development and sustainability.



Benefits of Mobile Markets

Increased Food Access:

- **Addressing Food Deserts:** Mobile markets bring fresh produce and groceries directly to areas lacking grocery stores, farmers' markets, and other food retailers. This direct delivery system ensures that residents in food deserts have regular access to healthy food.
- **Convenience:** By bringing the market to the people, mobile markets eliminate the need for residents to travel far distances to access fresh food, making it easier for them to incorporate healthy eating into their daily lives.

Health and Nutrition:

- **Improved Diets:** By providing access to fresh fruits, vegetables, and other nutritious foods, mobile markets help improve the overall diet quality of community members. This can lead to better health outcomes, such as reduced rates of obesity, diabetes, and heart disease.
- **Nutrition Education:** Many mobile markets also offer educational resources and workshops on nutrition and healthy cooking, empowering residents with the knowledge to make healthier food choices.

Economic Benefits:

- **Supporting Local Farmers:** Mobile markets typically source their produce from local farms and suppliers, providing these producers with additional sales channels and supporting the local agricultural economy.

Flexibility and Reach:

- **Multiple Locations:** Unlike stationary markets, mobile markets can serve multiple locations within a single day or week, maximizing their reach and impact. This flexibility allows for dynamic scheduling and the ability to respond to community needs.
- **Adaptability:** Mobile markets can adapt to changing conditions, such as seasonal variations or shifts in community needs, ensuring that they remain relevant and effective.

Environmental Impact:

- **Reducing Food Waste:** By sourcing produce locally and selling it directly to consumers, mobile markets help reduce food waste that might occur through longer supply chains.
- **Promoting Sustainable Practices:** Mobile markets often emphasize sustainable agricultural practices and educate consumers about the benefits of buying locally and reducing their carbon footprint.

Example: A mobile market program in a metropolitan area might operate a fleet of retrofitted buses that visit different neighborhoods throughout the week. Each bus is equipped with refrigeration to keep produce fresh and offers a range of fruits, vegetables, dairy products, and pantry staples. The market also provides recipe cards, cooking demonstrations, and nutrition workshops, enhancing the overall community impact.

Creating a Mobile Market



Obtaining a Vehicle:

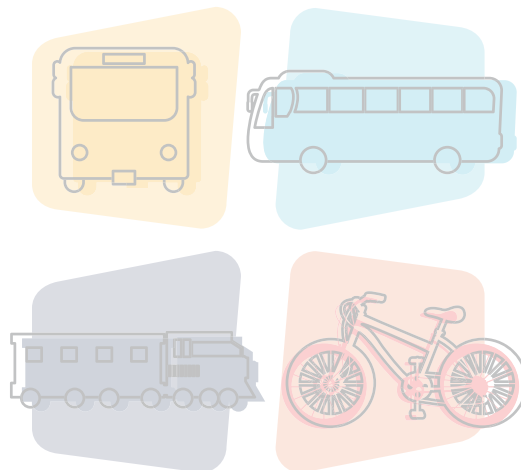
The primary function of the vehicle is to act as a mobile supply station, delivering both your team and the freshest produce to your chosen location. This mobile hub approach ensures efficient setup and breakdown at each site, minimizing downtime and maximizing selling time. While the actual sales area will be set up externally with a tent and table for optimal customer browsing, the vehicle itself could potentially double as a shop if it has ample space. This flexibility allows you to adapt your selling approach depending on your needs and the available space at each location. For instance, if you're vending at a farmers market with limited space, you can unload your goods and set up shop entirely outside. But if you have a larger venue, like a community event or a pop-up market, you might choose to use the vehicle's interior as additional selling space, offering customers a unique shopping experience and protecting your produce from the elements.

Types of Vehicles:

- **Bus:** A bus can provide ample space for transporting and displaying a large quantity of produce. It can also be retrofitted with refrigeration units and shelving.
- **Truck:** Trucks are versatile and can be customized to fit the needs of a mobile market. Box trucks offer a good balance between space and maneuverability.
- **Van:** Smaller and more agile, vans are ideal for navigating tighter urban spaces. They can be used for smaller markets or as supplementary vehicles.
- **Volunteer Vehicles:** Utilize vehicles owned by volunteers, provided they meet the necessary requirements for size and safety. This is a great option if you cannot purchase another vehicle.

Purchasing Options:

- **Auctions :** Government or fleet vehicle auctions can be a cost-effective way to purchase a reliable vehicle. Be sure to inspect vehicles thoroughly before purchasing.
- **Donations :** Reach out to local businesses, transportation companies, or charitable organizations that may be willing to donate a vehicle.



Sourcing Local Produce

Identifying Local Farms and Suppliers:

- **Local Farms:** Establish relationships with farmers to source fresh, seasonal produce. Buying locally supports the community's economy and ensures fresher products.
- **Farmers' Markets and Co-Ops:** Partner with local farmers' markets and agricultural co-ops to expand your sourcing network.
- **Community Gardens:** Collaborate with community gardens to obtain produce, and in return, promote their efforts through your mobile market.

Example: Partnering with a local organic farm can provide your mobile market with a steady supply of fresh vegetables, while also supporting sustainable agricultural practices.

Permits and Permissions

Necessary Licenses and Permits:

- **Business License:** Obtain a business license to operate legally within your city or county.
- **Health Permits:** Secure health permits for handling and selling food, ensuring compliance with local health department regulations.
- **Vendor Permits:** Obtain vendor permits required for selling goods in public spaces.



Working with Local Authorities:

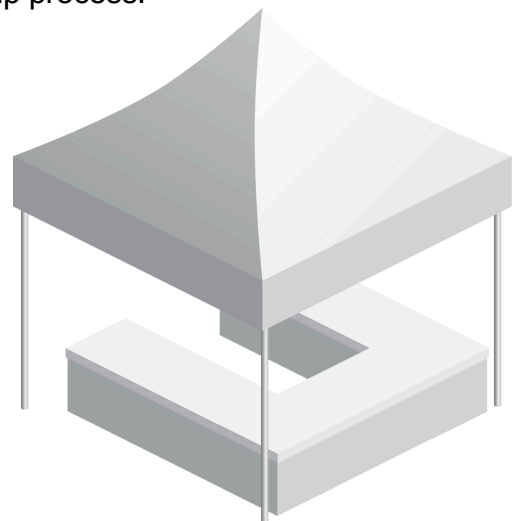
- **Local Government:** Engage with local government officials to understand regulatory requirements and gain support for your initiative.
- **Community Boards:** Present your mobile market plan to community boards or neighbourhood associations to garner community backing and address any concerns.

Example: Contacting the city's health department to obtain the necessary food handling permits and ensuring all regulations are met can streamline the setup process.

Market Setup

Equipment Needed

- **Tents:** Portable tents provide shelter and a professional appearance for your market setup.



- **Tables:** Sturdy tables are essential for displaying produce and other goods.
- **POS Systems:** Point-of-sale systems are necessary for efficient transactions, accepting various payment methods.

Location Selection:

- **Identifying Food Deserts:** Use mapping tools and demographic data to identify food deserts—areas with limited access to fresh food. Focus on low-income neighbourhoods and areas lacking grocery stores.
- **Public Spaces and Parking Lots:** Obtain permission to set up in public spaces, such as parks, community centers, or the parking lots of businesses and residential buildings.
- **Partnerships:** Partner with local businesses or organizations willing to host the mobile market on their property.

Example: Setting up in the parking lot of a community center in a low-income neighbourhood ensures high visibility and accessibility for residents.

Staffing and Volunteer Management

Roles and Responsibilities:

- **Driver:** A driver with a valid and clean driving record is essential. The driver can also assist with setup and sales if needed.
- **Volunteers:** Ideally, have 2-3 volunteers to help with setting up the market, handling transactions, and assisting customers. Volunteers should be friendly, reliable, and trained in customer service.

Recruitment and Training:

- **Recruitment:** Advertise volunteer opportunities through local community centers, social media, and volunteer organizations.
- **Training:** Provide comprehensive training on market operations, customer service, food handling, and safety procedures.

Scheduling and Coordination:

- **Shift Planning:** Create a schedule that ensures adequate coverage for all market locations and shifts. Use scheduling software to manage volunteer shifts and availability.
- **Coordination:** Maintain regular communication with volunteers through meetings, emails, or a dedicated communication platform.

Example: Scheduling regular training sessions for new volunteers and maintaining a flexible shift schedule can help ensure smooth operations.

Pricing and Payment Options

Pricing Strategies

- **Discounts** : Offer discounts to certain groups, such as food bank clients or low-income residents, to make fresh produce more affordable.
- **Market Rates** :Your mobile food pantry's pricing strategy should prioritize affordability for the community you serve. Aim for prices significantly lower than local grocery stores to ensure accessibility. However, don't completely disregard market value. Remember, your charitable goals can influence pricing too. If immediate assistance is the focus, adjust prices further – selling below cost is even an option. The key rule: never exceed local grocery store prices. Doing so goes against your core mission of providing affordable food access. This approach allows you to strike a balance, ensuring program longevity while fulfilling your mission to fight hunger.

Payment Methods:

- **Cash** : Always accept cash as it is a common payment method, especially in low-income areas.
- **Card and Credit** : Use mobile POS systems to accept card and credit payments, providing convenience for customers.

Operations and Logistics

- **Location Rotation** :Plan a schedule that allows the market to visit multiple locations within a single day or week. Allocate sufficient time for setup, sales, and teardown at each site.
- **Example**: A mobile market might stay in one location for 1-2 hours before moving to the next, covering three different neighborhoods in a single day.

Coordination with Volunteer Groups

● Volunteer Coordination

- **Develop a Detailed Volunteer Plan**: Create a clear outline of the roles needed for each mobile food pantry event. This plan should include tasks like setup, food distribution, client interaction, and cleanup. Match volunteers' skills and interests to specific roles for optimal efficiency.
- **Streamline Scheduling**: Utilize volunteer management software to efficiently assign shifts, track availability, and send automated reminders. This keeps volunteers informed and engaged while streamlining communication for organizers.

● Feedback and Improvement:

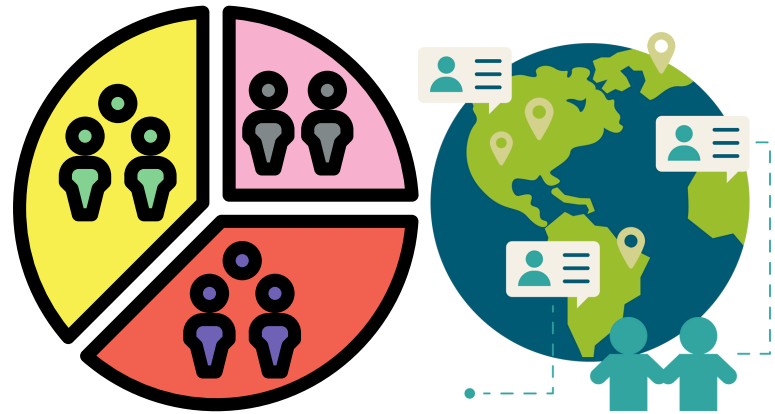
- **Actively Seek Feedback**: Following each mobile pantry event, conduct surveys or hold brief volunteer meetings to gather feedback. This can be done through online forms, comment cards, or open discussions. Ask volunteers about their experience, any challenges they faced, and suggestions for improvement.

- **Implement Continuous Improvement:** Analyze the feedback received and use it to refine your volunteer program. This could involve adjusting roles, improving training materials, or providing additional support during events. By actively incorporating volunteer feedback, you can create a more rewarding and efficient experience for everyone involved.

Promotion and Marketing

Identifying Target Audiences

Demographic Analysis: Age Groups:



- **Identify the primary age groups in the target areas:** Conduct a community survey or partner with local organizations to understand the demographics of your service area. This will help you tailor your approach. For example, if you identify a high concentration of families with young children, you might prioritize offering baby food, healthy snacks, and easy-to-prepare meals. Conversely, for areas with a high elderly population, stocking canned goods with easy-open lids and offering pre-cut or chopped vegetables can be beneficial.

Income Levels:

- **Focus on low-income neighbourhoods:** Partner with local food banks, soup kitchens, or community centres to identify areas with the greatest need for affordable produce. This ensures you're reaching the most vulnerable populations who will benefit most from your services. Consider offering additional resources or conducting financial literacy workshops alongside the mobile pantry to empower individuals and families.

Cultural Preferences:

- **Consider the cultural diversity of the community:** Research the ethnic makeup of your target areas and stock a variety of culturally relevant produce. This could involve offering unfamiliar fruits and vegetables alongside familiar staples, with signage explaining their preparation and uses. Partner with community leaders or local businesses to understand food preferences and language needs. Having multilingual volunteers or signage can be a big asset in creating a welcoming environment.

Example:

- **Conducting a community survey:** This is a valuable tool to gather data on demographics and preferences. Surveys can be distributed online, through partner organizations, or even at your mobile pantry events. By understanding the community you serve, you can tailor your offerings and marketing efforts to better meet their needs and preferences, ensuring maximum impact.

Effective Marketing Strategies

Brand Visibility:

- **Vehicle Branding:** If you decide to use a van or truck as the market vehicle, try to use it as a moving advertisement. Apply large, eye-catching logos and colourful designs that represent the organization. Ensure the branding is consistent with the organization's mission and easily recognizable. This mobile billboard will travel throughout your service area, generating excitement and brand awareness with every trip.

Printed Materials

- **Posters and Flyers :** Go beyond basic announcements. Design visually appealing posters and flyers that showcase the bounty of fresh fruits and vegetables you offer. Include clear, concise information about the mobile market schedule, locations, and contact details. Distribute these materials strategically in high-traffic areas frequented by your target audience, such as community centers, libraries, schools, local businesses, and public transportation stops. Partner with local businesses to display posters in their windows, increasing visibility.
- **Community Boards:** Don't underestimate the power of community boards. Regularly update them with current information about the mobile market, using eye-catching designs and bright colors to grab attention. Consider featuring success stories or testimonials from satisfied customers to build trust and credibility.
- **Example:** Posters with vibrant images of fresh produce and clear, concise information about the mobile market schedule can effectively inform residents.

Digital Marketing

- **Social Media :** Become a social media-savvy organization; utilize platforms like Facebook and Instagram to announce market locations, times, and special promotions. Engage with the community by posting photos of fresh produce, recipe ideas using seasonal ingredients, and short videos highlighting the benefits of the mobile market. Run targeted social media ads to reach a wider audience within your designated service areas.
- **Website and Email Newsletters:** Create a dedicated section on your organization's website for the mobile market. This section should provide a clear overview of the program, including the schedule, locations, and a list of commonly offered produce items. Utilize email newsletters to keep the community informed about upcoming market dates, locations, featured products, and any special events or volunteer opportunities.



Consistent Timing

- **Regular Schedule**: Reliability is key to building a loyal customer base for your mobile market. Establish a consistent schedule and adhere to it religiously. This predictability allows residents to plan their grocery shopping around your visits, ensuring they never miss out on fresh produce at affordable prices. Consistent scheduling fosters trust and eliminates confusion, encouraging repeat customers and increasing overall program impact. Promote the consistent schedule across all marketing materials and online platforms, including the website, social media pages, posters, flyers, and community board postings. Consider offering a downloadable calendar or subscribing residents to a mobile app notification system to keep upcoming market dates at the forefront of their minds. By leveraging technology and clear communication, you can ensure that residents can consistently rely on your mobile market to meet their fresh food needs.

Community Engagement

Building Relationships:

- **Local Influencers** : Expand your reach beyond traditional marketing channels by forging connections with local social media influencers, bloggers, and community leaders. These individuals have established followings within your target audience and can serve as powerful advocates for your mobile market. Partner with them to create engaging content that promotes the market's benefits and showcases the fresh produce you offer. This content could include blog posts featuring recipes using mobile market ingredients, social media posts highlighting upcoming market locations and special deals, or even short video testimonials from satisfied customers. By leveraging the credibility and reach of local influencers, you can significantly increase awareness and build trust within the community, attracting new customers who may not have been familiar with your program.
- **Example**: Collaborate with a local food blogger who shares your passion for healthy eating and community outreach. Invite them to visit the mobile market and create a blog post featuring their experience. The blogger can highlight the variety and quality of the produce available, share recipe ideas using seasonal ingredients, and even interview satisfied customers about the impact the mobile market has on their families. This authentic and engaging content can resonate with the blogger's audience, attracting new customers and building trust within the community.



Interactive Events

- **Community Events:** Host or participate in community events such as health fairs, farmers' markets, and local festivals to promote the mobile market. Offer free samples, cooking demonstrations, and nutrition workshops to engage attendees. Organize informative nutrition workshops led by registered dietitians or qualified health professionals, addressing topics like healthy meal planning on a budget or the importance of a balanced diet. These interactive events not only raise awareness about your mobile market but also create a positive and memorable experience for attendees, fostering a sense of community and encouraging repeat customers.
- **Volunteer Programs:** Encourage community members to volunteer at the mobile market. This helps with staffing and fosters a sense of ownership and involvement. There are a variety of tasks volunteers can assist with, such as unloading and setting up the market, distributing produce to customers, providing information about healthy eating, and assisting with cleanup. A strong volunteer program not only helps with staffing needs but also fosters a sense of ownership and involvement within the community. Volunteers become advocates for the market, spreading the word to friends and family and promoting its benefits. This collaborative approach strengthens the program's foundation and ensures its long-term success.
- **Example:** Setting up a booth at a local health fair with fresh produce samples and nutrition information can attract attention and educate the community about the market's benefits.

Feedback and Improvement:

- **Surveys and Feedback Forms:** Collect feedback from customers to understand their needs and preferences better. Use this information to improve the market's offerings and operations. Distribute brief surveys or feedback forms at the mobile market, allowing customers to share their thoughts on the produce selection, service, and overall experience. You can also conduct online surveys via email or social media to reach a wider audience. Consider incorporating a suggestion box at the market, allowing customers to anonymously share their ideas for new produce items, recipes, or additional services.
- **Community Meetings:** Hold regular meetings with community members to discuss the market's impact and gather suggestions for improvement. Encourage residents to provide suggestions for improvement and brainstorm solutions to any challenges that may arise.

By effectively identifying target audiences, implementing robust marketing strategies, and engaging with the community, your mobile market can become a trusted and valued resource for fresh food. These efforts will help ensure the market's success and sustainability, making a positive impact on food access and community health.



2: Stationary Market

Introduction to Stationary Markets

Definition and Purpose:

Stationary markets serve a critical purpose: providing a more permanent and accessible alternative to mobile markets in areas classified as "food deserts."

These semi-permanent, small-scale grocery stores address the critical need for fresh produce and other food essentials in communities with limited access to traditional supermarkets. Imagine a neighbourhood lacking a nearby grocery store, where residents struggle to find affordable, high-quality fruits and vegetables. Stationary markets bridge this gap, offering a reliable and convenient source of fresh food for those who need it most.

Benefits of Stationary Markets:

- **Simplified Food Access in Food Deserts:** Residents in food deserts often face significant challenges acquiring fresh food. Travelling long distances or relying on expensive convenience stores can be a daily reality. Stationary markets eliminate these hurdles by bringing a well-stocked selection of affordable groceries directly into the community. This readily available source of fresh produce empowers residents to make healthy food choices for themselves and their families.
- **Potentially Lower Prices:** Compared to convenience stores and major grocery store chains, which often mark up prices on fresh produce, stationary markets can offer significant cost savings. By working directly with local farmers and distributors, these markets can potentially offer competitive pricing, ensuring affordability for residents in need. Some programs might even incorporate subsidies or discount programs to further increase accessibility.
- **Supporting Local Farmers:** Stationary markets often prioritize sourcing their produce and other food products from local farmers. This not only ensures freshness and quality but also injects financial resources directly into the local agricultural economy. Supporting local farmers strengthens the community's food system and fosters a sense of self-sufficiency.



Creating a Stationary Market

Setting Up a Permanent Location

- **Identifying a Food Desert:** In-depth research is your first step. Utilize online resources from reputable organizations to identify areas classified as food deserts. These are the communities you aim to serve – neighborhoods lacking grocery stores and struggling with limited access to fresh fruits, vegetables, and other essential food items. Explore Google Maps to get a visual sense of the areas you're considering. Are there any grocery stores on the outskirts of the neighborhood, but limited options within its core? Look for community forums and social media groups (like Reddit) where residents discuss local issues. Search for keywords like "food desert," "grocery access," or "fresh produce." These online discussions can reveal specific challenges faced by the community and potential locations where your stationary market would be most beneficial.
- **Securing a Suitable Space:** Once you've identified a food desert, scout for a suitable location within the community that prioritizes accessibility and visibility. Ideally, the space should be easily accessible for residents on foot, by bike, or by public transportation. Look for open spaces with high foot traffic, such as those near bus stops, community centers, or public parks. Consider partnering with local schools or faith-based organizations that might have underutilized parking areas or green spaces suitable for your market. These partnerships can provide a win-win situation, offering much-needed fresh food access to the community while generating additional revenue for the partnering organization through a small lease agreement.
- **Negotiating Land Use:**
 - Contact the owner of the chosen space—a private landowner, the city government for public spaces, or the building management for parking lots. Schedule a meeting to discuss your plans for a stationary market, emphasizing its semi-permanent nature, operation hours, and positive impact on the community. Highlight the market's role in addressing food insecurity and improving access to fresh produce in the neighbourhood. Be prepared to present data on the prevalence of food deserts in the area and the potential impact your market can have. This data can be obtained from Second Harvest Canada or other relevant organizations.
 - Negotiate a lease agreement or contract outlining usage terms, any potential fees, and clear expectations for both parties. For non-profit organizations, explore options for subsidized rent or free use of the space. Many municipalities offer programs or grants to incentivize initiatives that address food insecurity and community development. Research these options and tailor your proposal accordingly. Be prepared to discuss your organization's financial stability and long-term plans for the market.
 - If negotiating for free use of the space is your primary goal, consider offering community service initiatives in exchange. This could involve partnering with the landowner or organization to beautify the space, organize volunteer clean-up days, or offer educational workshops on healthy eating habits for residents. Demonstrate your commitment to being a positive and collaborative partner.

Obtaining and Retrofitting a Shipping Container (Optional):

This option adds a unique and visually appealing element to your stationary market. Here's a breakdown of the process inspired by Feed Scarborough's approach:

- **Acquiring a Shipping Container:** Locate a reputable supplier who can sell or lease a used shipping container in good condition. Consider factors like size and overall functionality for your market's needs.
- **Retrofitting the Container:** Partner with a contractor or skilled laborers to transform the container into a charming market kiosk. Key modifications include installing a large window on one side for customer interaction (similar to a shop window) and ensuring proper ventilation for storing fresh produce. Consider adding electrical outlets for powering a cash register or refrigeration units, if needed. The exterior can be painted or decorated with the help of community members, fostering a sense of ownership and pride.

Setting Up Tents and Tables (Alternative Approach):

If a shipping container isn't feasible due to budget constraints, a tent and table setup can be an equally effective solution:

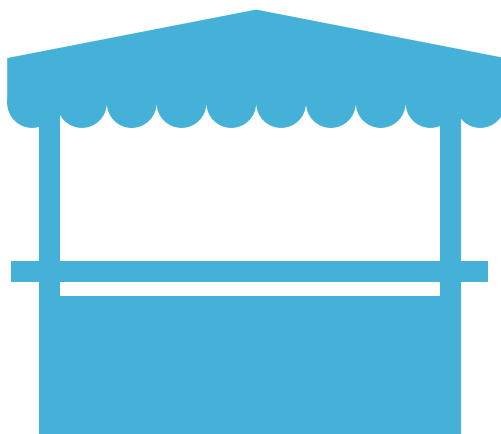
- **Weather-Resistant Tent:** Invest in a high-quality tent specifically designed for outdoor markets. This ensures durability in various weather conditions, protecting both your inventory and your staff.
- **Functional Tables and Chairs:** Choose sturdy tables suitable for displaying produce and other food items. Folding tables offer easy setup and storage. Folding chairs provide seating for staff during slower periods.



Remember:

- Regardless of your chosen setup, prioritize clear signage that identifies your market and its mission.
- Ensure proper lighting for night time operation, if applicable.
- Maintain a clean and organized market environment to create a positive shopping experience for customers.

By following these steps and considering your budget and resources, you can establish a well-functioning stationary market that addresses the critical need for fresh food access in underserved communities.



The Rest of the Process for Creating a Stationary Market

- **Product Acquisition:** The strategies for sourcing fresh produce and other food items remain consistent with mobile markets. Build relationships with local farmers and wholesalers to secure high-quality products at competitive prices. Consider partnering with food banks or hunger relief organizations to access additional resources and potentially discounted produce.
- **Pricing Strategy:** As with mobile markets, prioritize affordability while maintaining some level of financial sustainability. Research local grocery store prices to ensure your offerings are significantly lower, making fresh food accessible to the community you serve. Consider offering loyalty programs or discount days to further incentivize residents.
- **Volunteer and Staffing:** Similar to mobile markets, volunteers play a vital role in the success of your stationary market. Tasks can include stocking shelves, assisting customers, and maintaining a clean and organized environment. However, due to the stationary nature of the market, you'll likely only need 1-2 staff members on hand during operating hours to manage cash flow and customer interaction.

Extended Hours:

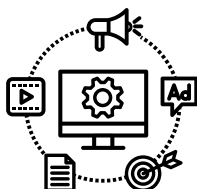
One key difference between mobile and stationary markets is the ability to offer extended operating hours. Whereas mobile markets typically operate for a few hours at designated locations, stationary markets can function for 6-8 hours a day, or even longer depending on your resources and the needs of the community. This extended schedule provides greater convenience and accessibility for residents, allowing them to shop for fresh food at their own pace and within their timeframe.

By combining the established practices of mobile markets with the extended hours and accessibility offered by a permanent location, your stationary market can become a cornerstone for improved food access and a community hub for healthy eating in underserved neighbourhoods.

Promotion and Marketing

The success of both your mobile market and stationary market hinges on effective promotion and outreach within the community. Here's how you can leverage a unified strategy to attract customers and spread awareness:

- **Utilize Existing Strategies:** Many of the marketing tactics used for mobile market scan be effectively applied to your stationary market as well. Develop eye-catching posters and flyers highlighting the availability of fresh food at both locations. Distribute these materials strategically in high-traffic areas frequented by your target audience, such as community centers, libraries, schools, local businesses, and public transportation stops.



Partner with local businesses to display posters in their windows, increasing visibility in key areas.

- **Social Media Powerhouse:** Become a social media powerhouse. Establish dedicated pages for both your mobile market and stationary market on platforms like Facebook and Instagram. Post engaging content that showcases the bounty of fresh produce available at both locations. Share recipes using seasonal ingredients, offer tips on healthy eating and highlight the positive impact your programs have on the community. Run targeted social media ads to reach a wider audience within your designated service areas.
- **Website and Email Marketing:** Create a user-friendly website that serves as a central hub for information about both your mobile and stationary markets. The website should provide clear details about locations, operating hours, and the types of produce and food items available. Utilize email marketing to keep the community informed about upcoming market dates, location changes for the mobile market, special promotions at the stationary market, and any volunteer opportunities.
- **Stationary Market Advantage:** Leverage the stationary nature of your physical location to enhance your promotional efforts. Invest in colourful and informative signage that prominently displays the market's name, hours of operation, and a brief description of the fresh food options available. This signage will serve as a constant reminder to residents and attract passersby who might not have been aware of the market's existence.

Promote Both Programs Together

By promoting both programs simultaneously, you can create a cohesive brand identity and maximize your outreach efforts. Cross-promote the mobile market at the stationary location, and vice versa. Develop marketing materials that highlight the combined benefits of both programs – the convenience of the stationary market with the wider reach of the mobile market. This unified approach ensures consistent messaging and amplifies the overall impact of your food access initiatives. By making fresh food readily available through both mobile and stationary markets, you can empower residents in underserved communities to make healthy choices and improve their overall well-being.

Building a Healthier Community, Together

This comprehensive guide has equipped you with the knowledge and tools to establish a successful mobile market or stationary market, or even both! We've explored the critical role these markets play in addressing food insecurity and promoting healthy eating habits in underserved communities. We've delved into effective strategies for identifying target audiences, securing a location or mobile vehicle, sourcing fresh produce, and building a strong volunteer network. Marketing and promotion tactics were explored, emphasizing the importance of reaching out to the community and raising awareness about your initiatives.

Encouragement and Support from Hunger Free Canada

At Hunger Free Canada, we believe that everyone deserves access to healthy and affordable food. We applaud your commitment to creating a positive impact in your community. While this guide provides a solid foundation, remember that the journey doesn't stop here. We encourage you to continue researching best practices, exploring innovative approaches, and adapting your programs to meet the evolving needs of your community.

Hunger Free Canada stands ready to offer support and encouragement. Visit our website at [-----] to access a wealth of resources, including grant opportunities, volunteer training materials, and best practice guides. Connect with us on social media and join a network of passionate individuals dedicated to fighting hunger across Canada. Together, we can make a significant difference.

