

Feeding Southwest Virginia

Mobile Marketplace

Est: 2021



Service Area

Salem Distribution Center

Abingdon Distribution
Center

Community Solutions
Center



Covers 12,400 square miles (Massachusetts & Connecticut combined)

Program Overview

- **Client-direct program that brings fresh, affordable food to underserved demographic groups and rural locations**
- **Operate two grocery trucks, Salem and Abingdon**
- **Offers SNAP-eligible groceries for purchase as well as SNAP education and outreach**
- **Power of collaborative partnerships to offer wraparound services**

Program Overview

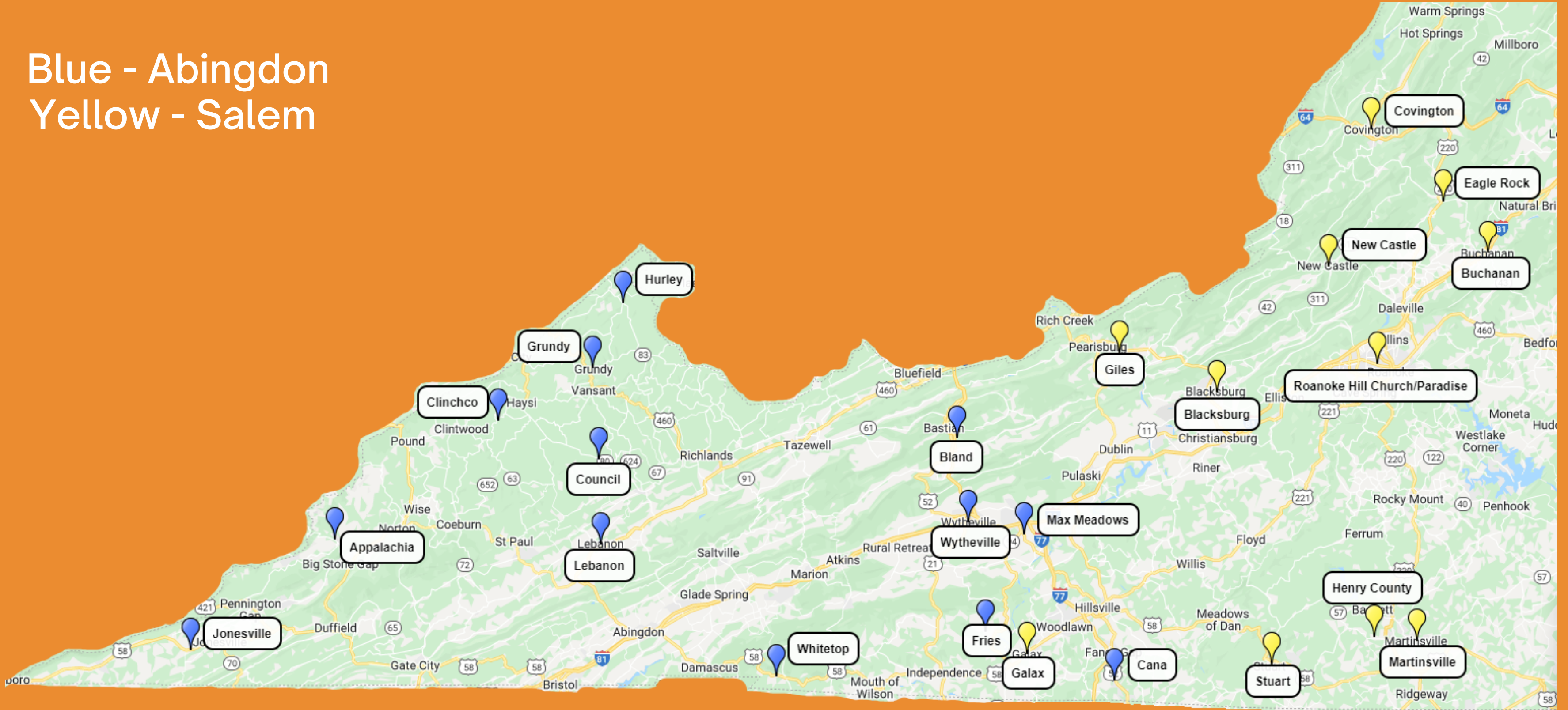
- “Grocery store on wheels” program currently serves over 25 localities in southwest Virginia
- Program accepts credit, debit and EBT forms of payment
- Fresh match savings coming soon
- Customers say they love this service and appreciate how easy it is to access fresh, affordable foods for their family

Why Sell Food?

- **COVID resulted in higher need, less partner availability**
- **Donated food is down 3M lbs. in last 5 years**
- **New Models - Direct client service concept**
- **Transportation challenges, meet clients where they are**
- **Donors desire "skin in game"**

Mobile Market Locations

Blue - Abingdon
Yellow - Salem



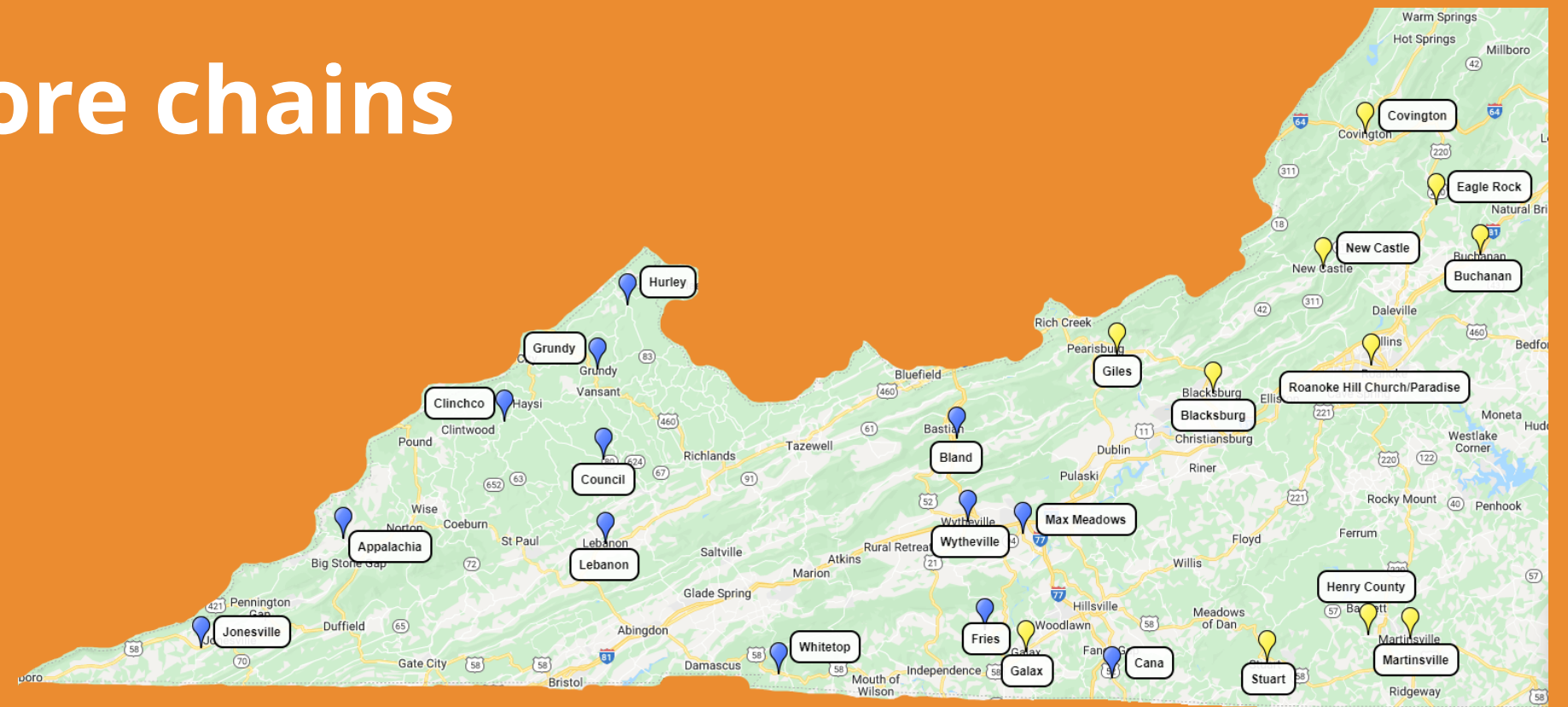
Mobile Market Locations

Food Deserts

- Absence of major grocery store chains
- Lack of partner agencies

Data

- Population data
- Food insecurity numbers



Budget

	FY 2023 Budget
Revenues	
Purchased Food Revenue	\$ 136,800
FY2023 Contributions and Grants required	454,291
Total Revenues	<u>\$ 591,091</u>
Expenses	
Food	\$ 144,000
Staffing and Benefits	293,674
Storage	3,620
Supplies and printing	12,000
Refrigerated vehicles	46,080
Other transportation	14,040
Technology	12,000
Indirect Costs	65,677
Total Expenses	<u>\$ 591,091</u>

Quarterly Sales Growth

- April - June 2021: \$8,471 (372 orders)
- July - Sept. 2021: \$16,914 (483 orders)
- October - Dec. 2021: \$27,482 (1,130 orders)
- Jan. - March 2022: \$32,706 (1,206 orders)

**400% increase in sales/orders!!

Photos



Testimonial

Allison M. is in her early 20's and has three kids. She said that the mobile marketplace was great because it made her SNAP money go further. She stated that the mobile marketplace “made her life easier” because she didn't have to navigate the grocery store with her kids.

Testimonial

Jessica is a pregnant lady in her 20's. She doesn't have a vehicle right now and said if it wasn't for us that she would have had to walk 4 miles, one way, to the store. She said that she has been volunteering with the mobile food pantry and appreciates that the mobile marketplace is available at the same time and location; she stated that she enjoys shopping at the mobile marketplace because it's convenient and affordable and helps supplement the food she receives from the mobile food pantry.

Testimonial

Teresa S. is in her 50's who is helping to raise her nieces and nephews along with her own children. She said the mobile market saved her money. She reported that with a large family like hers, every penny counts. She commented that the great prices on staples would help her family have groceries throughout the month and reported that she was excited to shop at the market in the future.

QUESTIONS?

Allison McGee

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