



MOBILE FARMERS' MARKET

2015 IMPACTS

24,845

Pounds of produce distributed by the mobile market (2014: 15,351 pounds)

82%

Increase in CalFresh sales from 2014 to 2015 (from \$829 to \$1511)

25%

Increase in Freshhest Cargo sales (from \$24,613 to \$30,695)



THE FRESHEST CARGO MOBILE FARMERS' MARKET

is a "farmers' market on wheels" with a mission to improve access to quality local produce in food desert communities, where fresh produce is not accessible. 100% of the produce sold on Freshhest Cargo is sourced from local California farms.



19

COMMUNITY SITE HOSTS



893

COMMUNITY SITE STOPS



191

DAYS OF IMPROVING FOOD ACCESS



FRESHEST CARGO SERVED OUR TARGET COMMUNITY MEMBERS AT:

Community centers, junior colleges, retirement communities, employment agencies, places of worship, health clinics, public schools, libraries, and the Contra Costa County Employment & Human Services Department where SNAP is distributed.

FOR MORE INFORMATION ABOUT OUR PROGRAMS, PLEASE VISIT US AT FRESHAPPROACH.ORG

“It is difficult to find a distributor whose mission is so similar and parallel to our own. First Generation Farmers celebrates Freshest Cargo’s advancement of making produce accessible to all.”

ALLI CECCHINI & CHRISTIAN OLESEN
Founders of First Generation Farmers, Knightsen, CA

 **23,000**

26,000 

people in **CONTRA COSTA COUNTY** experienced improved access to healthy food from a mobile market stop in their neighborhood

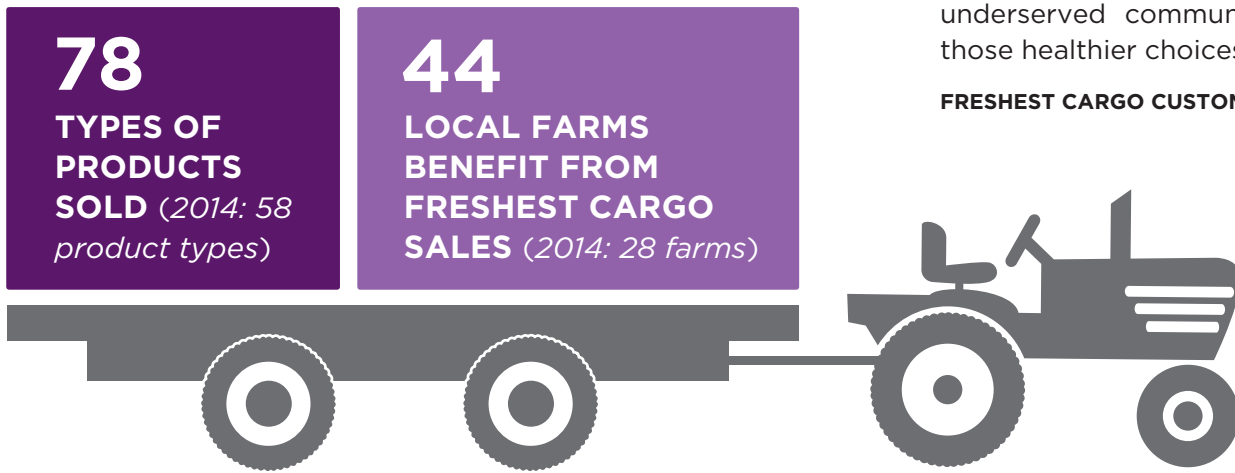
people in **SANTA CLARA COUNTY** experienced improved access to healthy food from a mobile market stop in their neighborhood

“I see Freshest Cargo as being an advocate for community health. There can be a lot of barriers to having the option to make healthier choices, and the mobile farmers’ market makes it easier for many underserved communities to make those healthier choices.”

FRESHEST CARGO CUSTOMER

78
TYPES OF PRODUCTS SOLD (2014: 58 product types)

44
LOCAL FARMS BENEFIT FROM FRESHEST CARGO SALES (2014: 28 farms)



5
HYPER LOCAL PRODUCE SOURCES are located within 10 miles of our mobile market routes (sources like: urban and educational farms and neighborhood gleaning projects)

