The Freshest Cargo Mobile Farmers’ Market

is a farmers’ market on wheels with a mission to improve access to quality local produce in underserved communities, where fresh produce is not accessible. 100% of the produce sold on Freshest Cargo is sourced from local California farms. In 2016, Freshest Cargo participated in the CalFresh Market Match program, offering a match up to $20 instead of the usual $10.

2016 Impacts

- $51,912 Total Freshest Cargo sales
- $5,139 Total CalFresh sales at Freshest Cargo
- 42,236 lbs Pounds of produce distributed by Freshest Cargo

*Improved access due to having a Freshest Cargo stop in their neighborhood. Total includes 34,215 in Santa Clara County and 45,531 in Contra Costa County.

“We’ve always struggled with the corner stores and liquor stores here in Richmond, but the Freshest Cargo truck has changed the conversation. Now in my classes, we’re talking about healthy eating; it’s inspiring interest in all kinds of people. When you eat real food, it changes the way you think.”

- Abigail S., Freshest Cargo shopper and adult literacy teacher at one of Freshest Cargo’s oldest community stops