“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, Knightson, CA

FRESHEST CARGO Community Partner

26,000 people in SANTA CLARA COUNTY experienced improved access to healthy food from a mobile market stop in their neighborhood

82% Increase in CalFresh sales from 2014 to 2015 (from $829 to $1,511)

23,000 people in CONTRA COSTA COUNTY experienced improved access to healthy food from a mobile market stop in their neighborhood

2015 IMPACTS

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 Freshest Cargo is sourced from local California farms.

24,845

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

25%

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

82%

Increase in CalFresh sales from 2014 to 2015 (from $829 to $1,511)

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)

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

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