Mobile Farmers’ Market

The Fresh Approach

Mobile Farmers’ Market

brings fresh, California-grown fruits and vegetables to neighborhoods all over the San Francisco Bay Area.

We serve communities of all ages, ethnicities, and income levels. You can find us at health clinics, businesses, city governments, churches, and community centers, where we bring healthy, local food to the places people naturally gather, while honoring each community’s local culture.

All of our produce is affordably priced, and we offer a 50% discount to customers who participate in the CalFresh (SNAP), WIC, SSI/SSDI, and Medi-Cal programs.

We believe that everyone should have equal access to healthy food, and that the health of our communities and the livelihood of our local farmers should go hand-in-hand.

Become a Mobile Farmers' Market Site Host

– Do you serve communities lacking access to fresh fruits and vegetables?
– Are you a company interested in employee wellness?
– Are you a community in need of a farmers’ market?

If so, your organization may make a fantastic site host!

Site hosts are our community champions, helping us build strong relationships within the neighborhoods we serve. Our best partnerships are with groups who share a common mission and receive plenty of foot traffic.

We love when our site hosts bring us first-time customers! Our job is to turn them into loyal ones.

How does it work?

The Mobile Farmers’ Market visits community sites for 1-2 hours depending on foot traffic. We operate 3-4 sites per route, and each route is the same week to week.

We are always looking for new partners in Alameda, Contra Costa, San Mateo, and Santa Clara counties. We consider the first 6 weeks at a new location a trial run, and we will work with each location to set realistic goals and maximize positive impact.

Double Your Impact with Market Match

The Mobile Farmers’ Market accepts cash, credit, and debit, as well as CalFresh (food stamps). Prices are affordable, and our produce is fresh, local, and delicious!

CalFresh participants and shoppers receiving WIC, SSI, SSDI, and Medi-Cal benefits can stretch their dollars thanks to the Market Match incentive program. This federally funded program allows us to offer a dollar-for-dollar match up to $20 for our customers with the greatest need.

Interested in hosting the mobile farmers’ market at your location? Get in touch with us!

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