



Ypsilanti Mobile Farm Stand



Piloted in 2015, the Farm Stand has been running for two seasons.

Farm Stand sits on a trailer and gets pulled by a truck

We built the Farm Stand with in-kind support from Washtenaw Community College Construction Department



First day of Farm Stand in Superior Township 2015



The first year we located the Farm Stand in Superior Township, Ypsilanti Township and Department of Human Services.

Customers line up at the Washtenaw County Human Services Courtyard



We went to three locations once a week. We stayed three hours at each location.

The Mobile Farm Stand sells local, seasonal produce

We source the produce from the Growing Hope Farm and from farmers at the Ypsilanti Farmers Markets

We take cash, credit card, SNAP/EBT, Double Up Food Bucks, WIC, Prescription for Health, Senior Project Fresh



DHHS/WCPH Courtyard



Setting up Farm Stand on Eastern Michigan University Campus



The second year we went back to Superior Township, DHS, and set-up at the Growing Hope offices and farm. We also went to Eastern Michigan University

Growing Hope's
Teen Intern, Zakiah,
gives samples at the
Farm Stand



Growing Hope Marketing and Outreach for Farm Stand



The first year we did a lot of outreach in English and Spanish: signs, postcards, e-newsletters, social media, text messages.



Robert, Growing Hope's Farmers Market Manager, helps a Farm Stand customer at West Willow Picnic

We've had great partnerships and interest in the Farm Stand.

Growing Hope staff, teen interns and volunteers at the Farm Stand 2015



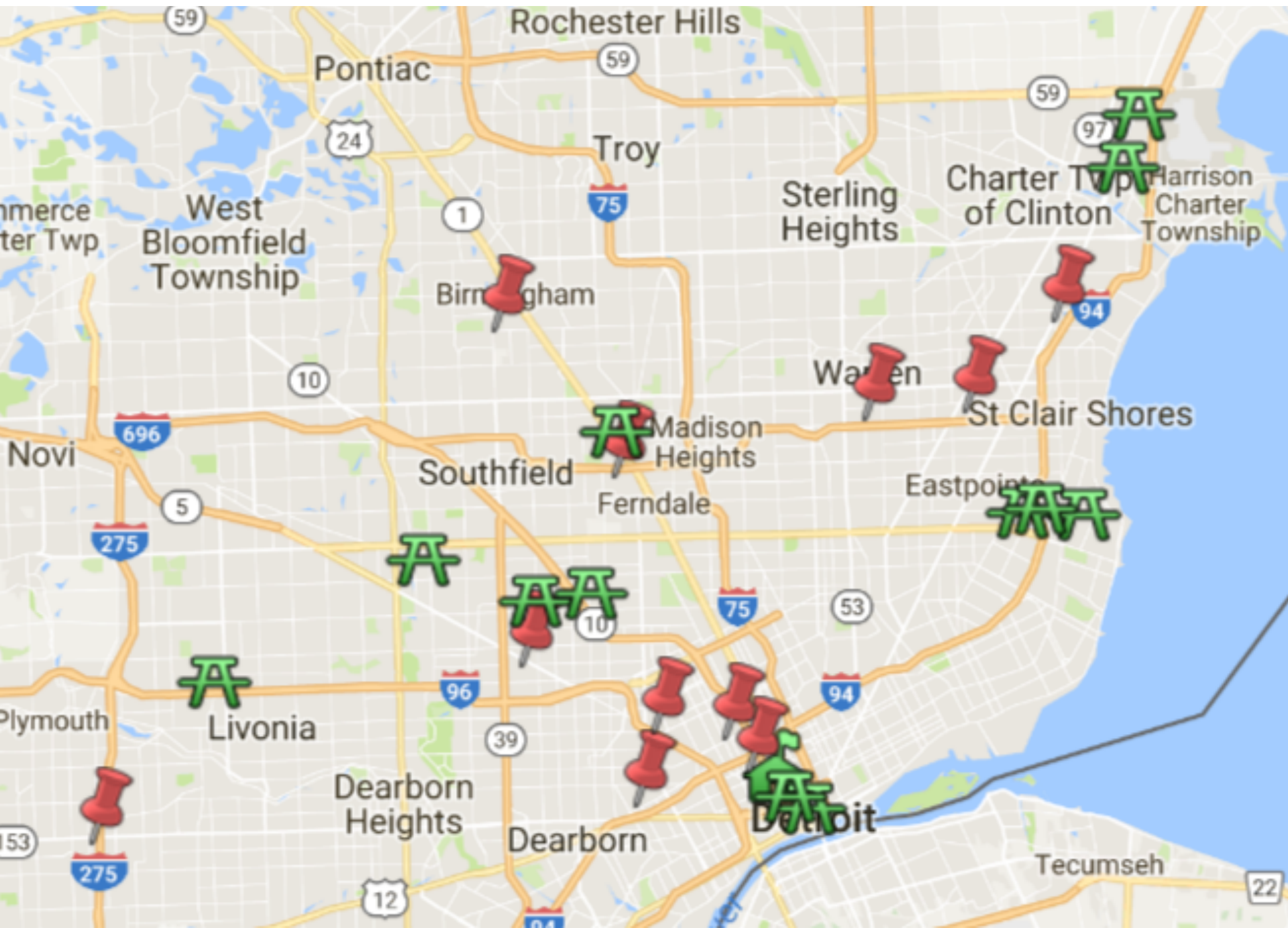
We've learned lots of lessons over the past two years. One of biggest challenges is knowing where to locate to increase sales and customers.



FRESH
POP-UP
MARKET

BROUGHT TO YOU BY: FRESH CORNER CAFE AND PEACHES & GREENS

A weekly farmers market featuring fresh produce and healthy affordable prepared meals. We accept Cash, Credit/Debit, and EBT!











FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

FOOD FOR THOUGHT: IMPACTING ACCESS



YMCA OF GREATER GRAND RAPIDS

GRAND RAPIDS, MICHIGAN



YMCA OF GREATER GRAND RAPIDS

LOCATION MATTERS- REACH

Your zip code determines your life expectancy.

Some health problems have been increasing disproportionately among the poor, such as:

- **The dramatic rise in asthma among inner-city youth**
- **The disproportionate rates of type 2 diabetes among African Americans and Hispanics/Latinos**

The following video illustrates the lack of equal opportunity for health in America.

LOCATION MATTERS- REACH

West Hope zone

Caulfield Park- National Night Out
Roosevelt Park- Family Fiesta
SWCC-Back to school open house
Cesar Chavez -Back to school open house
Clemente Park- WMLH 5K walk/run
Black Hills Community Center- Health Fair

East Hope zone

Martin Luther King Park- Rhythm Run

Central Hope zone

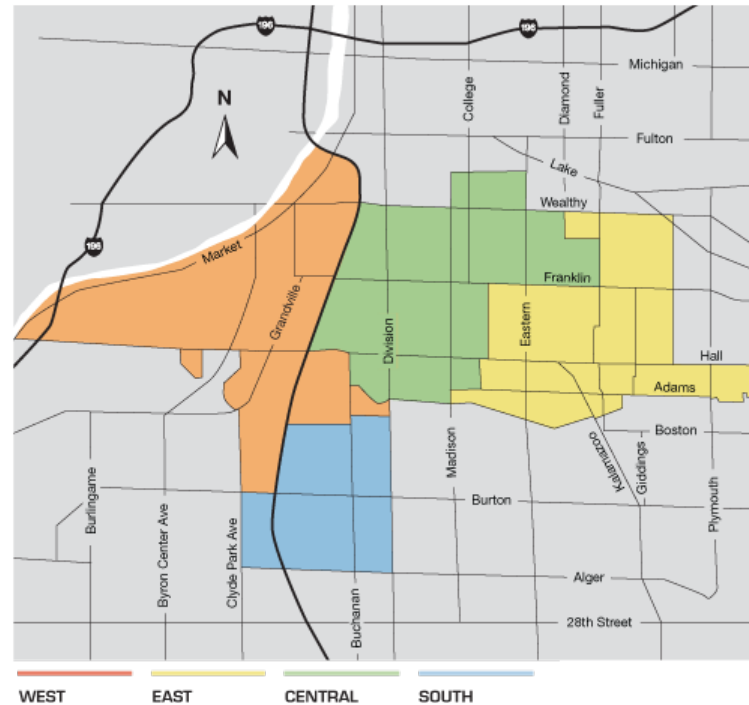
Madison Square- Grand Rapids Ebus Event

South Hope Zone

Buchanan Elementary- Family Health Night

Other GR urban core areas

John Ball Park-Back to school event
Heartside Health Center- Open house
Sibley Elementary- Back to school orientation
Calder Plaza (2 days)- Hispanic Festival
Dickinson Elementary- Resource Health Fair
Alger Middle School- Resource Health Fair



DID YOU KNOW...

- Nearly 30 million people live in low income areas with limited access to supermarkets.
- In low income communities and communities of color, disparities exist in the quality, variety, quantity, and price of healthy foods.
- 2.1 million households do not own a vehicle and live more than one mile from the nearest supermarket.

MEETING COMMUNITY NEED

In 2002, the YMCA of Greater Grand Rapids began its journey based on a desire to address childhood obesity. One step lead to another as we realized how physical activity, good nutrition, and access to healthy food are all connected.



CONVENING COMMUNITY



STARTING SMALL - FARMERS MARKET

Focus on increasing access for low-income residents living near the Y.

Accepts all payment types:

- Bridge Cards
(SNAP/ food stamps)
- Double Up Food Bucks
- Debit/Credit/Cash



SCALING THE PROJECT - VEGGIE VAN

The **YMCA Veggie Van** mobile farmers market makes weekly stops in urban neighborhoods throughout Grand Rapids to distribute fresh, low cost produce in neighborhoods where access is limited, including:

- Community Centers
- Schools
- Senior Living Centers
- Low income apartment complexes
- Workplaces as part of Corporate Wellness programs



PLANT, HARVEST, SELL

Growing and selling allows students the opportunity to learn about food, become entrepreneurs, and make an impact in their community!



URBAN FARMING

An unintended bonus of our food access work:

Economic opportunity for small scale farmers

Future plans include:

- Incubator farms to train refugees, minorities, veterans, etc.
- Transition to starting businesses in farming, distributing and processing locally grown produce



THE WORD IS SPREADING

NEW MUSKEGON VEGGIE VAN

- Serve new communities
- Build more relationships
- Provide more access
- Increase food justice



FUNDING

Grants

\$40k - \$3.2 million

Private Donors

Build Relationships

Business and Industry

- Focus on Outcomes
- Share the Data
- Tell the Story



WHAT'S NEXT

- Corner Stores
- Indoor Greenhouse





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Eastern Market Corporation (est. 2006)

- Strengthen the Eastern Market District
- Leverage food sector as pillar of economic growth
- Improve access to fresh, affordable, green food.



Eastern Market Farm Stand



2016 Farm Stand: 22 sites

Community Sites: Focus:Hope, Brewster Housing, Samaritan Center, Detroit Public Schools, CHASS Mercado, Northwest Detroit FM, Sowing Seeds Growing Futures FM, Oakland Ave FM, Islandview FM, Woodbridge Manor

Corporate Sites: Detroit Medical Center, St. Joseph Mercy Health Systems, Carhartt, MGM Grand, Ilitch Holdings, Team Detroit (GTB), Beaumont Health, Sun Communities

Other Key Partners: JR Albert Foundation, Keep Growing Detroit, United Way, Eastern Market Produce, Ecology Center, Detroit Community Markets, Fair Food Network, AFPD, DFFC, and The Detroit Lions.

Education

- Trained Food & Health Fellows
- Recipe Cards
- Cooking demonstrations
- Youth activities
- Racial Equity Training



Forms of payment

- DUFEB
- EBT/SNAP
- Credit/Debit
- WIC Project Fresh
- Senior Market Fresh
- Fresh Prescription



Value Added Items

- Eggs
- Cheese
- MI Maple Syrup
- Olive oils
- Hi-5 salts
- Fresh Corner
Café prepared
foods



Tasting Stations

- **8 locations;** 7 stores and 1 community care center;
- **2,747 shared samples;** 22 different varieties of produce and value added products;
- **917 conversations** with local residents;
- **1,862 recipe cards** distributed;
- **546 hours** dedicated.



2016 DETROIT COMMUNITY MARKETS

WHO WE ARE



Detroit Community Markets are neighborhood locations where you can buy fresh, affordable, locally produced food. This includes farmers' markets, farm stands, mobile trucks, and food box programs!

SUPPORTED BY



Stretch your SNAP dollars with FREE Double Up Food Bucks!

**DETROIT
COMMUNITY
MARKETS**

detroitmarkets.org
  @detroitmarkets



Receive healthy, free meals for your kids all summer long at Meet Up & Eat Up sites. Call 2-1-1 or text FoodMI to 877877 for a location near you!

Go to detroitmarkets.org to learn more about urban gardening education and resources.

Visit: <http://www.detroitmarkets.org>

☀ 2016 DETROIT COMMUNITY MARKETS ☀

	NAME	LOCATION	HOURS	2016 SEASON	CONTACT	SPECIALTIES	FOOD ASS'T	BUS LINE
COMMUNITY MARKETS	BRIGHTMOOR FARMERS AND ARTISANS MARKET	22375 Fenkell St <i>Fenkell & West Parkway</i>	Fridays 4p – 7p	June 3 – Sept 30	(937) 307 7976			NB/SB 275 18 Fenkell
	CHASS MERCADO	5635 West Fort St <i>Fort & Junction</i>	Thursdays 9a – 1p	June 23 – Oct 1	(313) 849 3920 x 5021			11 Clairmont 25 Jefferson/Fort
	CORKTOWN FARMERS MARKET	1236 Michigan Ave <i>Detroit Institute of Bagels</i>	Thursdays 4p – 7p	May 26 – Oct 6	(313) 444 9342			37 Michigan 49 Vernor
	EASTERN MARKET	2934 Russell St. <i>btwn Mack Ave & Gratiot Ave</i>	Tuesdays 9a – 3p Saturdays 6a – 4p	Year-Round	(313) 833 9300			40 Russell 31 Mack 34 Gratiot SMART 560, 565, 590
	ISLANDVIEW FARMERS MARKET	7200 Mack Ave <i>Mack & E Grand Blvd</i>	Wednesdays 4p – 7p	June 22 – Sept 28	(313) 571 0937			31 Mack
	NW DETROIT FARMERS MARKET	18445 Scarsdale St <i>Bretton Dr. & Glastonbury</i>	Thursdays 4p – 8p	June 2 – Oct 13	(313) 387 4732 x 103			21 Grand River
	OAKLAND AVE FARMERS MARKET	9354 Oakland Ave <i>Leicester & Oakland Avenue</i>	Saturdays 11a – 3:30p	June 4 – Oct 24	(313) 649 7756			49 Vernor
	SOWING SEEDS GROWING FUTURES	18900 Joy Rd <i>Joy & Artesian</i>	Tuesdays 3p – 7p	June 7 – Oct 11	(313) 581 7773 x 108			27 Joy
	WAYNE STATE FARMERS MARKET	5401 Cass Ave <i>Cass Ave & Kirby St</i>	Wednesdays 11a – 4p	June 1 – Oct 26	(313) 577 2398			16 Dexter
FARM STANDS	DETROIT MARKET GARDEN	Erkstone St & Orleans St at DaQuindre Cut	Saturdays 10a – 3p	May 28 – Mid Oct	(313) 633 4714			40 Russell 31 Mack 34 Gratiot
	D-TOWN FARM STAND	14027 West Outer Dr (btwn Plymouth Rd & W Chicago)	Saturdays 9a – 12p Sundays 8a – 12p	June 4 – Oct 30	(313) 345 3663			38 Plymouth
	EASTERN MARKET FARM STAND	20+ locations in Metro Detroit	Hours Vary	June 13 – Oct 1	(313) 833 9300			
	MELDRUM FRESH MARKET	1264 Meldrum St <i>Capuchin Soup Kitchen/ Earthworks Urban Farm</i>	Thursdays 11a – 2p	May 19 – Nov 17	(313) 579 2100 x 204			7 Cadillac Harper 15 Conant 48 Van Dyke
OTHER	FRESH FOOD SHARE	2131 Beaufort St <i>Different Pick-Up sites throughout the city</i>	Year Round Once a Month	Year-Round	(313) 923 3535 x 203			
	PEACHES & GREENS MARKET AND TRUCK	8838 3rd Street <i>Gladstone and Hazelwood</i>	Tuesday - Friday 10a – 6p Saturdays 10a – 2p	Year-Round	(313) 870 9210			11 Clairmont 16 Dexter 23 Hamilton
KEY	FRESH PRODUCE BAKED GOODS DAIRY MEAT PLANTS/ FLOWERS READY-TO-EAT/ SPECIALTY FOOD CRAFTS BRIDGE CARD DOUBLE UP FOOD BUCKS WIC/SENIOR PROJECT FRESH FRESH PRESCRIPTION							

Contact

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