



Mobile Market Community Partner Application

Massachusetts Avenue Project's mission is to nurture the growth of a sustainable and equitable community food system to promote local economic opportunities, access to affordable, nutritious food and social change education. MAP's Mobile Market serves areas of Buffalo where access to healthy, affordable and fresh food is limited. The Mobile Market brings produce, grown at MAP's urban farm and local urban and rural farms, directly to neighborhoods across Buffalo impacted by Food Apartheid¹.

THE MOBILE MARKET PROGRAM

The Mobile Market is a traveling farm stand that offers seasonal, local, culturally-appropriate, and naturally grown² produce at low cost. The Mobile Market serves neighborhoods located in the City of Buffalo. There are two main mobile market programs: the traditional Mobile Market, operating during the "Local Season," and Mobile Market Express (described below).

PRODUCE

The Mobile Market is stocked with a variety of fresh fruits and vegetables sourced from local farms. Staple vegetables and culturally-significant varieties are sourced based on community input. Produce grown without pesticides and/or chemicals is sourced whenever possible. Produce availability follows the growing season for our climate zone³. During winter months, the Mobile Market sources local storage crops and varieties grown indoors and also supplements with staple vegetables grown outside of our region.

MARKET TYPES

The Mobile Market Local Season runs from June through October. During the Local Season, the Mobile Market visits locations across the city, for 1-2 hours at a time, setting up a farm stand-style tent filled with abundant produce options for people to choose from. Consumers can choose varieties and quantities.

Mobile Market Express runs from March through December. The Mobile Market Express makes quick 1 hour stops and offers pre-packaged bags of produce, sourced by our partners at [FreshFix](#). FreshFix provides staple items, rotating variety each week. Typically, two sizes of bags are available to accommodate varying household sizes. Produce bags are available for pre-order online, via SMS and/or to purchase in-person. This style market is compact, making it a great option for small spaces, busy organizations, and school or after school settings.

Partners choose a market type based on community need, space constraints and activity schedules.

PAYMENT TYPES

The Mobile Market accepts [SNAP](#), EBT, [Double Up Food Bucks](#)⁴, [Farmers Market Nutrition Program](#) checks, [Fresh Connect](#), cash, and credit/debit cards. The Mobile Market offers an "All Access Pass" customer loyalty program that further discounts items, as available, based on corporate or foundation program sponsorship.

Community partners may choose to further offset costs to provide free or subsidized items, hand out coupons, or to otherwise incent purchases at their site. Community Partners are responsible for seeking funding for arrangements for cost offset (free produce, coupons, and/or Veggie Rx programs).

SCHEDULE

The Mobile Market makes stops, Tuesday through Friday, rain or shine, in daylight hours.⁵ Weekly operation is ideal to establish a viable customer base. Event-based and seasonal visits are also an option and serve as a great way to try out something new in your community. Potential partners should choose a schedule that complements the facility with consideration to activities and services, community events, health fairs, as well as space. The most successful markets happen when the most people are around.

¹ The more commonly used term Food Desert suggests the absence of fresh food is a natural phenomenon. In contrast, Food Apartheid examines the whole food system and an array of structural problems with the public and private allocation of food. Food Apartheid recognizes conscious racism and socioeconomic discrimination as the root of systemic food and land oppression.

² Naturally grown is defined, by MAP, as produce grown utilizing environmentally responsible methods that do not employ any chemicals or pesticides. All of MAP's produce is naturally grown. Some farmers find USDA Organic certification is cost prohibitive to their business.

³ For more information on what is available in New York during summer months, visit agriculture.ny.gov

⁴ Double Up Food Bucks is a SNAP-based incentive program, managed by Field and Fork Network. Our participation application is pending annually. The program runs July-November.

⁵ Lightening and/or high winds may inhibit safety. Partners may choose not to host during inclement weather.

2022 Mobile Market Community Partner Application

LOGISTICS

The Mobile Market is a 16-foot refrigerated box truck. Market operations require a safe space to park, ideally with street visibility. We are able to set up on grass or pavement, indoors or outdoors. Setup arrangements are flexible and depend on the site. The Mobile Market cannot conduct business in or blocking the public right-of-way, including sidewalks, driveways, and hell strips. Markets typically occur on private property. Permits to operate on public property (i.e. city parks) must be obtained by the community partner. Optimal Local Season markets occur in proximity to the vehicle, utilizing a space ≤600 square feet in total (about 3 parking spaces). Mobile Market Express operations require just one banquet table.

EDUCATION

MAP aims to establish a customer base that is enthusiastic about eating fresh food and confident in adequately storing and cooking produce. Market staff will spend a great deal of time listening and learning from consumers to build strong relationships and better serve the communities we visit. All guidance provided by the Mobile Market is community-driven and culturally-rooted. Purchasing guidance, recipes, demos, food samples (when permitted by NYS), nutrition information and customer surveys are all part of Mobile Market programming. Produce literacy support is provided by MAP staff and interns from dietetics and public health programs at local colleges. MAP sends weekly (English-language) emails containing cooking and nutrition information to anyone who signs up online. Classes, taught by SNAP-Ed nutrition educators, may be offered where indoor space, technology and a captive audience is available.

PUBLIC SAFETY

The Mobile Market adheres to all guidelines as outlined by Erie County Department of Health and New York State for [farmers markets](#) and [grocery stores](#). All staff & volunteers practice safe social-distancing as recommended by the Center for Disease Control and follow mask mandates, when in place. Market operators will frequently clean shared implements. Free hand sanitizer is available for use at the market.

OUTREACH

The Mobile Market will bring plenty of fresh produce and supporting knowledge but we count on our Community Partners to gather community members for a successful market day. The community partner is responsible for managing community outreach. We ask partners to appoint a Market Ambassador to connect with market staff and carry out community outreach tasks. This includes but is not limited to posting signage, social media announcements, and flyer distribution.

PARTNERSHIP DETAILS

All communities are welcome and encouraged to apply to host the Mobile Market. The Mobile Market schedule has limited openings each season. The following criteria are utilized to prioritize applications. Requirements are further described below. Pending site approval, each community partner is presented with a Memorandum of Understanding (MOU)⁶ that outlines the partner's responsibilities to maintain service.

COMMUNITY PARTNER REQUIREMENTS:

1. demonstrate a **community need** for Mobile Market site visits;
2. provide an ideal **location for operations** that is within the City of Buffalo;
3. maintain a consistent **market ambassador**;
4. recruit and maintain a consistent **market volunteer**;
5. maintain a **schedule** for market day that is consistent and convenient to consumers;
6. carry out weekly community **outreach** that attracts consumers to the market; and
7. draw enough **sales and foot traffic** to sustain the minimum program costs MAP incurs.

REQUIREMENT DETAILS:

1. **Community need** is defined as a physical place or community group that does not have adequate access to fresh and affordable food. Need can be demonstrated using demographics, geographic location, circumstance, and/or barriers such as car-ownership, income, or access to public transit.
2. The **location for operations** must be within the City of Buffalo, in a safe and accessible space, off-street, and in an area that is visible to public foot traffic. (CONTINUED ON NEXT PAGE)

⁶ MOU: Memorandum of Understanding. A MOU outlines all expectations we mutually share in partnership. Each party will have the opportunity to edit, review, and sign this document before service begins.

2022 Mobile Market Community Partner Application

3. The community partner will appoint a consistent **market ambassador** that is available for text, email, and face-to-face communication with both MAP and the community regarding operations and promotion.
4. The community partner will support recruiting a **market volunteer** from within the market community. This volunteer will support market operations and serve as a connection to the community at large.
5. The community partner is required to maintain a consistent **schedule**. MAP requires 24-hour notice for cancellation or pause of service and 14-day notice to terminate service. This allows for adequate time to inform consumers.
6. The community partner is required to create and carry out a plan for regular community **outreach** that reaches people visiting or living in the neighborhood the market will serve. MAP will provide marketing materials, including printable flyers, posters, and social media tips. Promotion may include but is not limited to distributing flyers door-to-door, hanging posters, social media blasts, emailing, and/or presenting to the community about market day. MAP will send a [weekly email](#) and post [on social media](#) reminding subscribers about market day.
7. The community partner is required to draw enough **sales and foot traffic** to sustain minimum program costs. **Each Mobile Market site should generate at least \$150 in TOTAL SALES or 40 POTENTIAL CONSUMERS per HOUR.** This requirement is put in place to ensure the Mobile Market program brings in enough revenue to sustain operations.

All ideas to get fresh food in the hands of your community members are welcome!
If you're thinking outside of box the, please contact us to discuss.

2022 MOBILE MARKET SCHEDULE

FEBRUARY 25	COMMUNITY PARTNER APPLICATION RELEASED
MARCH 11	COMMUNITY PARTNER APPLICATIONS DUE
MARCH 14-18	SITE VISITS, AS NEEDED
MAR 21-25	APPLICANT NOTIFICATIONS
APRIL 1	COMPLETED MOU DUE
APRIL 8	MOBILE MARKET SCHEDULE ANNOUNCEMENT TO THE PUBLIC
MAY 5	MOBILE MARKET EXPRESS OPERATIONS RESUME
MAY 23	COMMUNITY OUTREACH BEGINS
JUNE 6	MOBILE MARKET LOCAL SEASON OPERATIONS* BEGIN
JULY 4-8	SUMMER BREAK
SEPTEMBER 5-9	FALL BREAK
OCT/NOV TBD	MOBILE MARKET LOCAL SEASON OPERATIONS* END
NOVEMBER	LOCAL SEASON REVIEW AND PARTICIPANT SURVEYS
DECEMBER 16	MOBILE MARKET EXPRESS OPERATIONS END

*EXACT START AND END DATE IS DEPENDENT ON WEATHER, NYS & ERIE COUNTY COVID-19 GUIDELINES, AND COMMUNITY PARTNER AGREEMENT

SUBMITTING YOUR APPLICATION

ONLINE: <https://www.mass-ave.org/invite-the-mobile-market>
EMAIL: danielle@mass-ave.org
SNAIL MAIL: Massachusetts Avenue Project
Attn: Markets Director
387 Massachusetts Avenue
Buffalo, NY 14213

QUESTIONS

CONTACT: Danielle Rovillo, Markets Director
EMAIL: danielle@mass-ave.org
PHONE: 716-882-5327 x4

2022 Mobile Market Community Partner Application

ORGANIZATION/BUSINESS NAME			
Mailing Address			
Main Phone			
Chief of Staff		Title	
POINT OF CONTACT		Pronouns	Title
Point of Contact Phone		Email	
SOCIAL MEDIA Please list social media affiliated with your organization and/or community			
Website		Facebook	
Instagram		Twitter	
Other		Do you publish a printed newsletter? Do you publish an e-newsletter?	
OFF-STREET PARKING LOCATION			
OPERATIONS LOCATION: Detail the proposed location for market operations. If indoors or not visible from the road, please share how folks will find us. Attach a photo or drawing if necessary.			
VISIT TYPE		Weekly visits	One-time visit
MARKET TYPE		Local Season Market	Mobile Market Express Other
MARKET SCHEDULE	Day of the Week	Time Frame (1-2 hours)	Approximate Number of People On-Site During That Time
1st Choice			
2nd Choice			
Detail the proposed MARKET SCHEDULE . List activities occurring and date ranges for programs, if applicable. Attach a list or calendar, if necessary.			

2022 Mobile Market Community Partner Application

Primary demographics served by your organization?		
Do the folks your organization serves live nearby?		
Languages spoken in your community?		
Do you have access to a interpreter?		
Do you plan on inviting other vendors or agencies to table during the market? If yes, who/what type?		
What Food Values present in your community? (ex. Halal, Kosher, Vegetarian, Organic, Affordable, Local)		
Do you have access to SNAP or WIC representatives?		
Does your organization participate in any of the following? (circle all that apply)		
Wellness Education	SNAP-Ed	FeedMore WNY Meals Express
		Say Yes to Fruits & Vegetables
		Mobile Food Pantry
		Adult Cooking Classes
Food Giveaways	Food Pantry	Food-Producing Garden
		Serve Hot Meals
		Youth Cooking Classes
		Serve Take-Away Meals
Will market operators have access to a restroom?		Yes No
Do you own your own market tent or shelter?		Yes No
Please provide the following responses on a separate sheet		
1.	Tell us about your community . Who do you aim to support with the Mobile Market program?	
2.	Identify your perceived community need . What indicators motivate you to provide/increase access to fresh produce? Considerations: How far away is the nearest source of fresh food? Are you located near a farmers' market? What are the socio-economic demographics of your community? What are the public health indicators in your community?	
3.	Include a plan for community outreach . What is your organization's plan for communications? Do you have an available printing budget? Volunteers to canvass? Place for posting flyers? How will you get the word out?	
4.	Include a plan for recruiting and maintaining a market volunteer . Does your organization already recruit volunteers? Do you already have someone in mind?	
5.	Please demonstrate your site's potential for consumer activity . Example questions: Is there sufficient foot traffic? Where will you flyer? What time of day is busiest? What brings folks to your site?	

2022 Mobile Market Community Partner Application

SITE VISITS

Mobile Market staff may visit your location to assess your application. *You do not need to be present for this visit.*

During a Site Visit, Mobile Market Staff will:

- Visit the proposed parking location
- Take photos of your site
- Measure spaces available for market operations
- Observe community activity
- Begin a Community Food Assessment (a profile of other food resources in your community)

If deemed necessary, is it okay to take pictures of your location for application evaluation purposes?

YES

NO

SIGNATURE

By signing this agreement below we, the applicant, agree to consider partnership as outlined in the Community Partner Application. We understand this application is not an agreement for service. Approved partners will be asked to review and sign a Memorandum of Understanding before service begins.

We, the applicant, understand that if we are unable to meet partnership requirements, MAP reserves the right to reevaluate, adjust and/or suspend this agreement and/or terminate site visits.

Name

Title

Signature

Date

Thank you for applying to host the Mobile Market. MAP is committed to working with community partners to develop the best relationship possible. We will be in touch soon.