



Increasing Access to Healthy Foods: Establishing Mobile Farmers' Market in Food Deserts

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EXTENSION PROGRAM

Background

Farm to Work Program

- State Employee Wellness Program

Utica, MS

- Population – 820
- Per Capita Income - \$11, 491
- Approximately 27.1% live below poverty line
- Lost only grocery store in November of 2014
- Approximately 25 miles to nearest grocery store
- Stationary farmers' market efforts
- WIC Farmer's Market Voucher Program 2013
 - Low redemption rates



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Establishing a Mobile Farmers' Market

- Assessment (i.e. SWOT analysis, surveys)
 - Needs
 - Demand
 - Sustainability
 - Political Climate
- Identify Partners and Resources
- Develop a Plan
 - See what others are doing
 - Learn from their mistakes

Engage/collaborate with community members throughout the entire process.

Establishing a Mobile Farmer's Market

- Develop a plan
 - Expert Advisement (DOA and BVA)
 - Know the rules and regulations (local and state)
 - Determine the how, what, when and where?
 - Identify Farmers
 - Type: self-propelled, motorized, trailer
 - Location
 - Frequency
 - How will produce be sold?
 - Record Keeping
- Implementation

Mobile Unit Set-up and Location



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Mobile Farmer's Market Results

- Five local farmers sell at the market
- Served employees from 19 state and 2 federal agencies
- Frequency
 - Farm to Work Program (Per request)
 - Utica, MS (once a week for two months)
- WIC Farmers' Market Voucher Program
 - Piloted in 2015
 - Increased participation to 46%

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