

MOBILE MARKET ON THE GREEN

9th Congressional District

Mobile “Market on the Green” Drives Fresh Food to Underserved Neighborhoods

A grocery store on wheels is providing low-income areas throughout Toledo and Lucas County with fresh food and competitively-priced grocery staples, thanks to Healthy Food for Ohio (HFFO) funding through Finance Fund Capital Corporation (FCAP).

HFFO funding will help the mobile “Market on the Green” purchase the vehicle, initiate the program and fund operations for two years. After start-up, grocery sales are expected to fund all direct operating costs going forward.

The goal of the mobile market is to reduce food insecurity and improve health outcomes among low-income Toledo residents. Through an incentive program, it will help Supplemental Nutrition Assistance Program (SNAP) recipients stretch their limited food dollars and double their savings while encouraging them to increase consumption of fruits and vegetables.

Mobile market shoppers can choose seasonal fruits and vegetables, rice, beans, pasta, cereal, canned tuna and chicken, fresh frozen meats, cheese and milk from an inventory tailored to meet their needs. The mobile market will conduct all transactions using Electronic Benefit Transfer (EBT) cards.

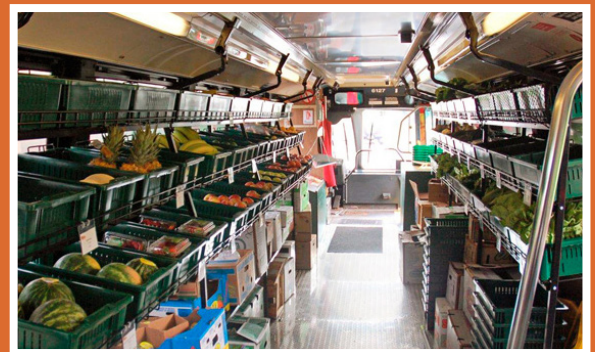
“The mobile retail model provides low-income communities with convenient access to fresh food and value grocery shopping choices,” said FCAP CFO Matt Frank. The program will also include nutrition education, demonstrations, and purchase incentives based on input from local residents. Mobile market stops will be determined through analysis of food insecurity data.

The mobile market grew out of the Promedica Ebeid Institute’s Market on the Green fresh food grocery, which opened in Uptown Toledo in 2015 with funding assistance from Finance Fund. The Market has been successful in providing urban Uptown Toledo community residents with affordable, healthy food as well as job training, nutrition and food preparation classes, and a community gathering spot.



FINANCE FUND CAPITAL CORPORATION INVESTMENT IMPACT:

- Reduces food insecurity and improves health outcomes in underserved areas
- Provides convenient access to healthy affordable food as well as nutrition education
- Expands the purchasing power of SNAP recipients through an incentive program



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1801 Richards Road
Toledo, Ohio 43607

About Healthy Food for Ohio (HFFO)

The HFFO program provides flexible financing to fund costs associated with land acquisition, predevelopment, construction, equipment, infrastructure and related expenses. Financing can be used for capital projects to build new healthy food retail or expand existing facilities in underserved areas. A wide range of projects is eligible for funding including: grocery chains, individual grocery stores, neighborhood food stores, co-ops and other food projects such as farmers’ markets and food hubs.