ARCADIA CENTER FOR SUSTAINABLE Food & Agriculture

ARCADIA'S MOBILE MARKET

2020 REVIEW
CONTENTS

- Organization + Program Overview
- Message from Arcadia's Mobile Market Director
- Addressing the Food Access Gap
- What Customers Spend
- 2019-2020 Winter Markets
- Pandemic Emergency Response Markets
- Market Season During COVID
- Produce Plus Direct
- Nov 2020-Jan 2021 Pre-order Markets
- Arcadia's Farm + Bainum Foundation Farm
- Sourcing Partners
- Team
- Supporters
- Contact
ARCADIA CENTER FOR SUSTAINABLE FOOD & AGRICULTURE

is on a mission to cultivate vibrant local food systems that prioritize health, equity, and sustainability, from the farm forward.

Founded in 2010, Arcadia has four distinct programs: Sustainable Farm Production, Veteran Farmer Training, Youth Farm Education and the Mobile Market. All farm production and education programming is held at Arcadia’s Alexandria, VA site, while the Mobile Market is based in Northeast Washington, DC.

ARCADIA’S MOBILE MARKET

Arcadia’s Mobile Market was established in 2012 to improve access to local farm fresh food to underserved areas in Washington, DC.

The Mobile Market offers local food grown on Arcadia’s farm as well as several other local farms to offer a wide selection of produce, meat, eggs and more. The Market is open to everyone, and food assistance recipients are incentivized to shop at the market through Arcadia’s matching program--doubling the value of SNAP, WIC and Senior FMNP checks.

100% Local  Affordable  Convenient
In a year that felt daunting at every turn, we were able to deliver on our commitment to connect the Mobile Market community with farm fresh local food. Even outside of the pandemic, 2020 was a year of firsts for Arcadia’s Mobile Market. This was the first time we provided services every month of the year, establishing a monthly winter market operation to bridge the gap of the regular season. We also implemented new internal practices to further the sustainability of the Mobile Market team, including breaking the team into operations and markets shifts, salary increases and weekly staff meals. Previously one-off special ordering quickly evolved into a full-fledged pillar of Mobile Market operations, with a weekly pre-order pick-up site and robust engagement throughout the year.

The new limitations brought on by the pandemic shaped our operations this year, ultimately scaling back our service hours by 66%. But the changes we made produced several new efficiencies, most notably in sales: SNAP sales exceeded that of 2019, Cash/Credit sales stayed on par and the average sale per transaction doubled! This was not the year anyone could have predicted, but I am really proud and amazed with all that we accomplished.

2020 also marks the end of my time as Director of Arcadia’s Mobile Market. I want to deeply thank everyone that has been and is a part of the Mobile Market community. To the team, supporters, partners, customers and friends: you make this all possible. I am eternally grateful for the lessons learned, opportunities met and experiences shared. Thank you!

Erin Close
Director, Arcadia’s Mobile Market
ARCADIA'S MOBILE MARKET plays an essential role in shrinking the retail food access gap across the city.

represents less than 2% of DC Farmers Market sales

but represents 45% of DC Farmers Market SNAP/EBT sales!

Based on USDA FY2019 Data
In 2020, the Produce Plus Program became Produce Plus Direct (PPD). Instead of checks to spend at market, PPD participants were matched with farmers and markets to pick up a weekly produce share.

We saw a drastic drop in the redemption of WIC & Senior FMNP. DC Health reports that on 30.4% of WIC FMNP participants used their benefits in 2020, compared to 46.3% in 2019. The domino affect of the pandemic on transportation, childcare, employment and health were likely contributors to lower redemption.

We conducted 114% of the SNAP/EBT sales in 2020 that we did in 2019, despite operating 1/3 of the market hours!

We conducted 96% of Cash/Credit sales in 2020 that we did in 2019, despite operating 1/3 of the market hours!
Winter 2019-2020 LAUNCHED MONTHLY WINTER MARKETS

Community of Hope Holiday Market
Ward 8 - Bellevue
December 2019

MLK Day Health Fair
Ward 8 - Congress Heights
January 2020

Common Good City Farm
Ward 1 - LeDroit Park
February 2020

BRIDGING THE MARKET SEASON GAP

For the first 8 years of the program, Arcadia's Mobile Market only operated 6 months out of the year, from May through November. Last winter we committed to operating monthly markets to bridge the gap of the market's regular season.

104 transactions
$2,890 in total sales
38% of transactions paid with SNAP/EBT
March-May 2020
PANDEMIC EMERGENCY RESPONSE MARKETS

Over **16,000 pounds** of local, fresh produce distributed for free

We partnered with Earth N Eats LLC, who saw a 90% drop in sales at the beginning of the pandemic. With support from the Bainum Family Foundation, Arcadia bought produce from Earth N Eats that Arcadia distributed for free at Mobile Market sites.

**MARKET PERFORMANCE**

- 9 markets across 4 locations:
  - Anacostia - Ward 8
  - Oxon Run Park - Ward 8
  - Deanwood Rec Center - Ward 7
  - Edgewood - Ward 5

In addition to free local produce distribution, each market had items for sale including produce, meat, eggs & groceries. SNAP sales made up **27%** of total sales. Average SNAP sale almost **2x** that of pre-pandemic markets.

**RESPONDING TO NEW NEEDS**

- Created safety plans for staff & customers
- Designed socially distant site plans for each market location.
- Launched online pre-ordering system
- Launched mass-texting system
- All staff paid “hazard pay”
**June-October 2020 MARKET SEASON DURING COVID-19**

**SERVICE ADJUSTMENTS**
Confronting the uncertainty of the pandemic, we made service adjustments that centered staff and customer safety.

It was clear to us from the initial markets in March/April that at least 4-5 staff were needed per market, compared to our typical 3-staff-per-market model.

With the increase in labor needs per market, and an existing fixed budget, we needed to scale back the number of markets for 2020. We opted to be at each market site every other week, so hopefully folks would also stock up and come out less frequently.

We determined that 4 of the 10 market locations were too physically constrained to operate socially distant markets. These became pre-order pickup only sites and operated on a weekly rotation.

**JUNE-OCTOBER SCHEDULE**

**MARKETS - Every other week**
- Deanwood Recreation Center - Ward 7
- Mayfair - Ward 7
- Oxon Run Park - Ward 8
- Anacostia - Ward 8
- Bellevue Library - Ward 8
- Edgewood - Ward 5

**PRE-ORDER PICKUP SITES - Weekly Rotation**
- Hendley Elementary School - Ward 8
- Congress Heights Senior Wellness Center - Ward 8
- The Park at LeDroit - Ward 1
- Wah Luck House - Ward 2

**A FRUITFUL DIVISION OF LABOR**

This was our first season with a labor separation between Operations and Market shifts.

This pre-pandemic plan lent well to necessary adjustments during the pandemic:

- **Faster shopping experience:** Able to pre-portion items for easier market transactions
- **Help alleviate physical demand:** Able to share physical demand across Operations team and Market team each shift
- **Pre-order fulfillment:** Pre-orders packed and customer confirmation calls made by Operations team
- **A balance of work environments:** non-customer-service work of Operations shifts were a harmonious balance to Market shifts
June-October 2020 MARKET SEASON DURING COVID-19

PRE-ORDER SUCCESS
Over 600 Pre-orders since April
Payments were processed at pickup so that SNAP/EBT, WIC and Senior FMNP could be used.
Orders were fulfilled in good faith.
Over 90% of pre-orders were picked up.
Average pre-order = $62

INCREASED EFFICIENCY & DEMAND
Compared to 2019
Average Sale per Transaction nearly doubled
Average Sales per Hour grew by 30%
July 15-October 3

ARACDIA’S MOBILE MARKET

PRODUCE PLUS DIRECT

225 participants served each week at markets
+ 152 residents served biweekly at the Wah Luck House

$90,300 of local produce distributed for free

Our team sourced, packed and distributed 3,612 produce shares which included:

- Peaches: 7,665
- Corn: 5,772
- Apples: 5,400
- Greens: 3,648 pounds
- Tomatoes: 2,337 pounds
- Summer Squash: 1,912 pounds
- Onions: 1,800
- Mushrooms: 1,064 quarts
- Peppers: 1,052 pounds
- Eggplant: 1,016 pounds

and 22 other types of produce.

Produce share contents were based on past demand, seasonality and cultural relevancy.
November 2020 - January 2021
PRE-ORDER MARKETS

3 MARKETS EACH MONTH
1. Oxon Run Park - Ward 8
2. Deanwood Rec Center - Ward 7
   or Mayfair - Ward 7
3. Edgewood - Ward 5

233 transactions
$10,577 in total sales
46% of transactions paid with SNAP/EBT

FMNP SEASON EXTENSION
Due to the pandemic and its effect on residents being able to safely travel to farmers markets, the DC WIC and Senior FMNP season was extended through the end of November, 2020 (previously scheduled to end October 31, 2020). While Arcadia’s regular season ended on October 31st, we committed to operate 3 markets in November so FMNP participants could utilize their benefits during the extension period.

ANCHORED BY PRE-ORDERS
Our winter pre-order market model is anchored by customers placing pre-orders. A small selection of additional produce is available at market for purchase. Pre-orders are filled in good faith and payment is processed at pickup. We continue to see a very high rate of picked up orders.

169 pre-orders from Nov - Jan
Average 56 pre-orders per month
Arcadia's Farm
Alexandria, VA
Vegetables & Herbs

About 50% of the vegetables sold at Arcadia’s Mobile Market are grown at Arcadia’s farm in Alexandria, VA. Managed by Katherine Collins and Kenneth Meyers, Arcadia’s farm is also a campus for Veterans learning to farm, and a local food resource for the Route 1 community.

Arcadia has partnered with the Bainum Family Foundation since 2016 to reach our shared goal of increasing food security in Wards 7 & 8. Managed by Tonya Taylor and Kasey Clark, Bainum Foundation Farm provides beautiful produce to Arcadia’s Mobile Market and our food access peers Dreaming Out Loud and FRESHFARM.
SOURCING PARTNERSHIPS

Franklin Sustainable Farms
Spring Run, PA
Vegetables & Yogurt

Three Springs Fruit Farm
Aspers, PA
Fruit

Lancaster Farm Fresh Co-op
Lancaster, PA
Fruit, Vegetables, Grocery Items & Meat

4P Foods
Charlottesville, VA
Fruit, Vegetables, Chicken, Tofu, Honey

Over $150,000 to local farmers and producers

Nisani Farm
Phenix, VA
Vegetables & Specialty Crops

Owl's Nest Farm
Upper Marlboro, MD
Vegetables

Wide Net Project
Silver Spring, MD
Wild-caught Blue Catfish
New SOURCING PARTNERSHIPS

My Sunshine Farm
Alexandria, VA
We partnered with Arcadia Veteran Farmer Reserve Program Alum Jim Robinson for eggs all season long.

Starrs Sourdough
Washington, DC
We partnered with Cottage Food business owner Jenny Starrs to offer a sandwich bread made with local grains.

Soldier’s Harvest
Washington, DC
Arcadia Veteran Farmer Reserve Alum & Mobile Market team member Fallon Williams sold Microgreen Grow Kits through the Mobile Market in 2020.
Thank You to our Supporters

Alston & Bird
Bainum Family Foundation
Cloudbreak Foundation
DC Health
Dana Christian
Fair Food Network
Family Alliance Foundation
FRESHFARM, in partnership with the USDA National Institute of Food and Agriculture
MAFRAC
Naughton Family Foundation
USDA Agricultural Marketing Service
Contact Us

Website
arcadiafood.org

Email Address
mobilemarket@arcadiafood.org

Phone Number
571-781-0287