



**ARCADIA CENTER FOR
SUSTAINABLE FOOD &
AGRICULTURE**

ARCADIA MOBILE MARKET ANNUAL REPORT

2022

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Thank You to our Partners

ORGANIZATION AND PROGRAM OVERVIEW

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

Arcadia Center for Sustainable Food and 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 and Adult Farm Education and the Mobile Market. All farm production and education programming is held at Arcadia's Alexandria, VA farm.

The mobile market, previously headquartered in a shared facility in Northeast, DC, spent pre-season searching for a new home. We landed in a 4,000 square foot warehouse in Hyattsville, MD- in very close proximity to many of our market stops. With the help of Bainum Family Foundation, we were able to outfit the new space with 200 square feet of cold storage, 100 square feet of cool, dry storage, as well as install wash sinks, shelving and furnish a small office.

PROGRAM STAFF



Food Access Director- Samantha Pounder

"This year was not without its challenges, however, I'm really proud of the work we did this season. Our cohesive and collaborative team built out a new headquarters in very little time and saw some unprecedented sales mile marks."

Operations Manager- Andrea Neal



"We were unsure what kind of reception returning to pre-COVID market scheduling would garner, but with research, customer surveys and feedback we became confident that employing the right people and empowering them with knowledge and training would propel us in the right direction. This included hiring staff with varied language skills, inquiring about customers' likes and dislikes, providing popular and specialty items not normally stocked and expanding our meat, tofu and mushroom selections. We also encouraged staff to sample and share recipes for our varied produce, thus "upselling" items customers would normally not purchase for lack of knowledge on cooking techniques."

Community & Engagement Manager- Regan McLaughlin



"At Arcadia Farm we practice regenerative agriculture, which posits that everything the soil needs to produce a healthy yield exists within it if we take the time to care for it. Our Mobile Markets apply that same ideology to the communities that we serve- everything we need to flourish as a community exists in the community itself. This season we looked to our customers to shape their market experience. Through surveys, texts, newsletters, social media, ANC meetings, the LCHC Network, and many more, we were able to get immediate feedback from our community and enact real-time solutions."

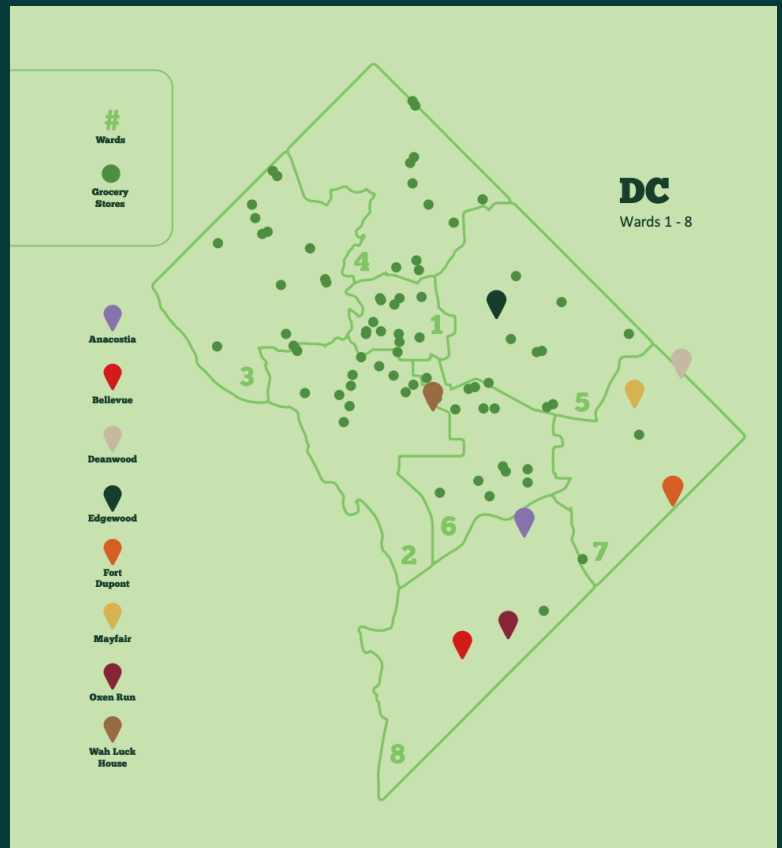
**17 Part-Time
Employees**

**3810 hours
worked this
season**

SEASON IN REVIEW

This season, we returned to serving eight market locations **weekly**, after more limited service schedules due to COVID-19 the past few years.

We held **220 markets** for a total of **695 market hours** and brought in a total of **\$201,562** in revenue.



151

Total Unique Items Sold at Market



Top 11 Items Sold

- Garlic • Corn • Asian Pears • Apples • Sweet Potatoes • Peaches • Cabbage • Collards • Onions • Golden Potatoes • Eggs



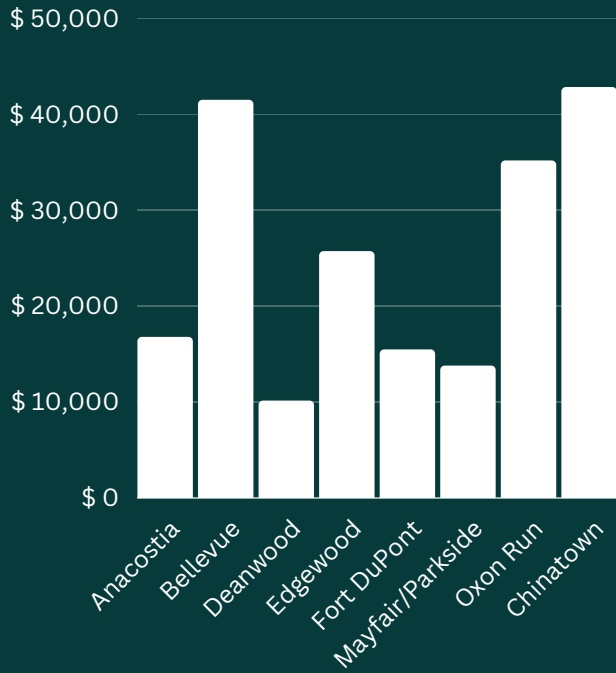
+131% Transactions YoY

8649 Transactions this season

\$23.30

Average Transaction Per Market

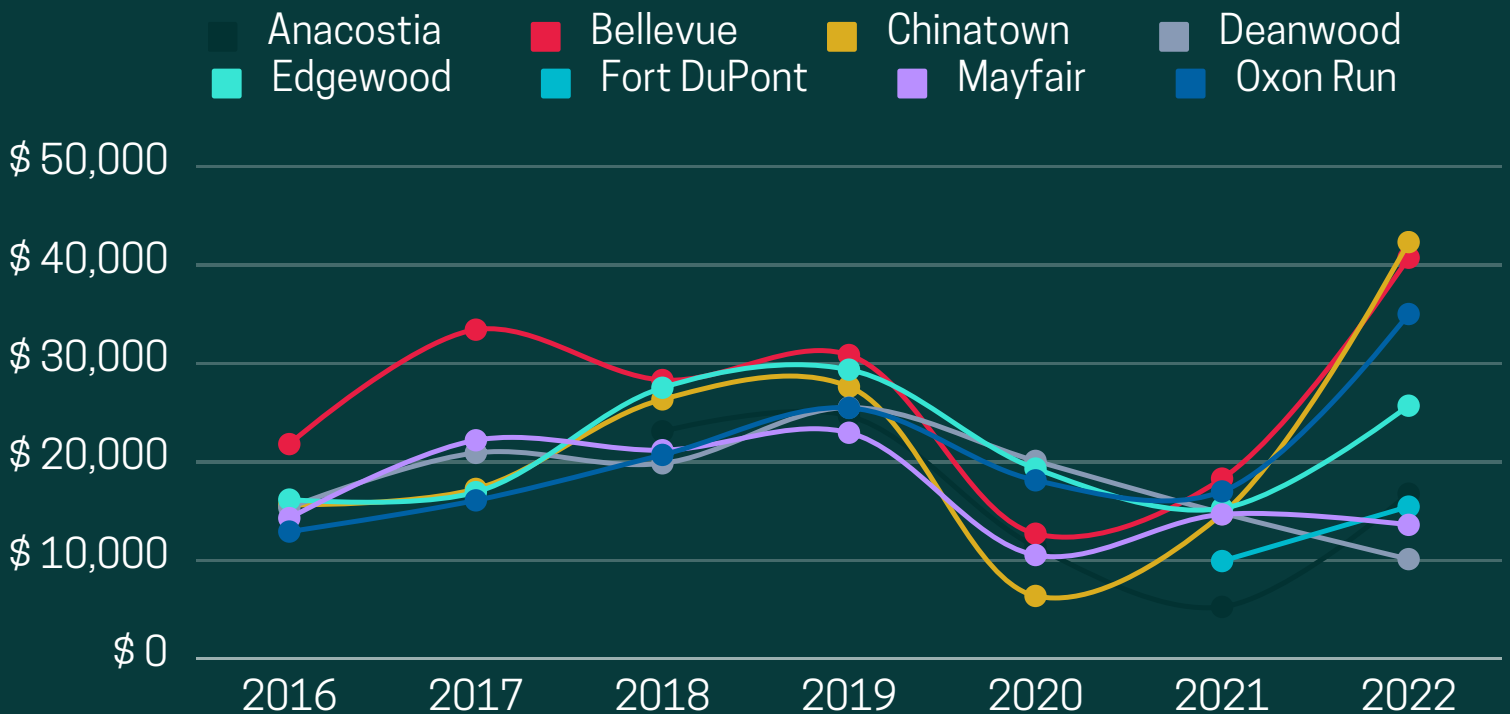
RECORD SALES NUMBERS



2022 Sales by Location

Chinatown market boasted the greatest sales of any market location to date (\$43,000). Bellevue market (\$41,000) and Oxon Run (\$35,000) also saw historically high sales numbers this season.

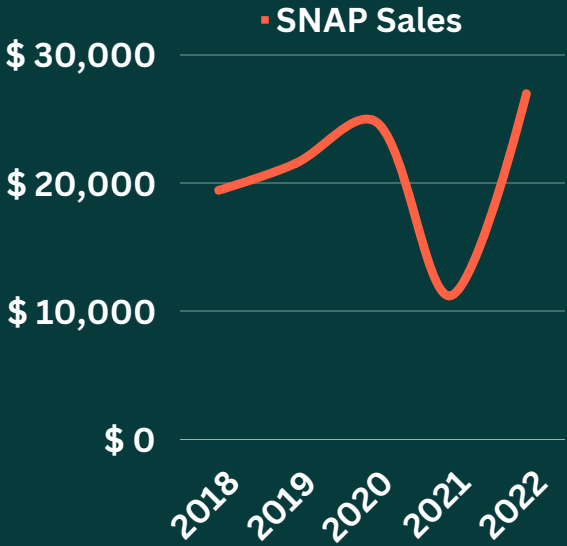
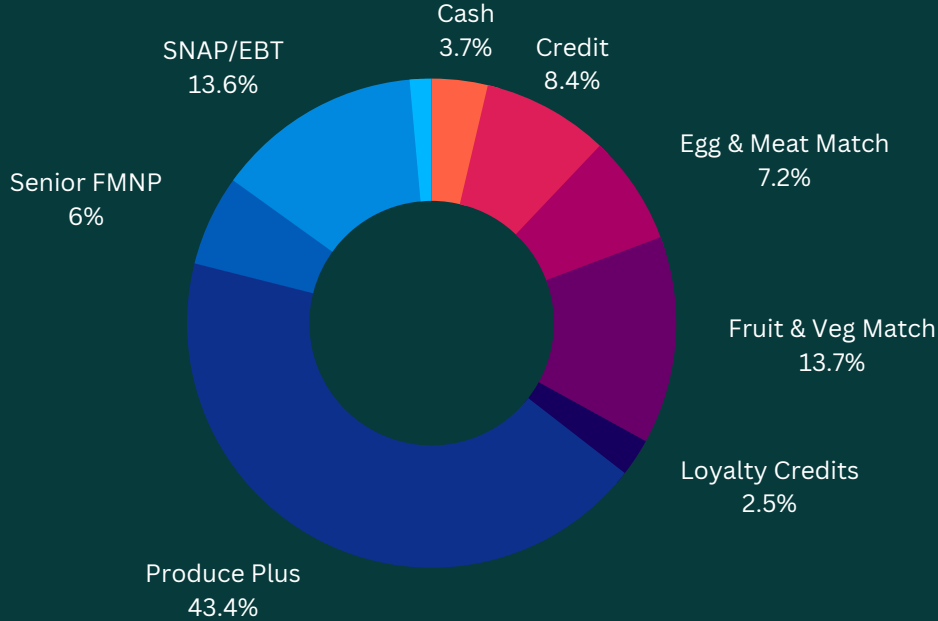
Year Over Year Sales by Location



MARKET TENDER

Tender Used

Breakdown of tenders used at market this season



SNAP Redeemed

More SNAP/EBT was redeemed at our markets than in any prior year of service (\$27,000).

LOYALTY PROGRAM EXPANSION

Our loyalty program encourages customers to consistently engage with their nutrition journey by rewarding each customer after 5 visits with \$10 off their next purchase.

2845

Total Loyalty Program Members

+520%

Unique Loyalty Transactions

We had 1166 unique Loyalty Program transactions, a increase of 520% YoY

\$4,914

Loyalty Credits Redeemed

Loyalty Program Customers redeemed \$4914 in credits at market this season.

Survey Results

- 360 people surveyed over 3 weeks of data collection
- 61% of our customers have an annual household income of less than \$40,000

Top 3 reasons for shopping with Arcadia: to eat healthier, affordability, and to get local produce

Top 3 benefits of the market are:

1. Increase interest in buying fresh, healthy foods (56.9%)
2. Increase the number of meals your family eats together (50.8%)
3. Try cooking new foods (50.8%)

CUSTOMER COMPLIMENTS

“Thank you for the services, and helping us (families) to stay healthy. I enjoyed spending time with the community, sharing cooking tips, etc.”

“It helps me push my food budget and still get fresh food. Keep up the good work!”

“This is such a blessing to have in our community.”

“I appreciate the welcoming energy when I shop at the mobile market.”

“I love this market, it saves me money and less visits to the grocery store and the freshness of the whole market. They put a lot of hard work in their garden to provide to the low-income areas.”

“Arcadia is the best farmer's market.”

“Please keep the program going. It made a big difference in my food budget all summer.”



LOOKING FORWARD

Reliability

We believe access to fresh, nutritious foods is a human right; and a key factor in providing adequate access is reliability. In returning to weekly market stops this season, we are proud to have seen sales rebound to pre-pandemic numbers at most of our market stops, with Produce Plus utilization up from last year and SNAP redemption rates exceeding all prior years of service. We extended our season until the end of December, and added winter market locations and frequency compared to last year. Our markets are community hubs; at Mayfair/Parkside this season we hosted monthly “Makers’ Markets” where community organizations, nonprofits, and local artists tabled and shared their resources and talents with our customers.

Next season, we’d like to expand this place-making model to all of our market locations. Food is foundational. By using food to bring people together we further our impact by providing access to supplemental resources within the communities we serve.

The seasonality of our work remains an obstacle for both our customers and our program’s ability to hire and retain staff. We have always known that the mobile market is a bridge to something more permanent. Along with finding creative ways to extend our market season, opening our first ever brick and mortar grocery store is something we continue to push towards as a way to provide year-round access to healthy foods for our customers and more viable employment offerings.

As our program strives for financial sustainability, our focus on food access remains at the forefront. Due to individuals using benefit dollars to purchase huge quantities of proteins at market (ex: 5+ cases of eggs), we have learned that placing a cap on our protein matching incentives will be necessary to slow financial losses in upcoming seasons. Out of this realization, though, a new revenue stream was born- wholesaling. With demand already established, we are excited to roll out a robust wholesale program next season that will allow our customers to pre-order larger quantities of meats and eggs at a case discount off of our retail pricing- a win for both our customers and our program. To ensure our long term success and viability, we are pushing to diversify and expand our income sources; including revenue generation, government grant funding, private donors, partnerships, sponsorships and events. Thank you for a great season.

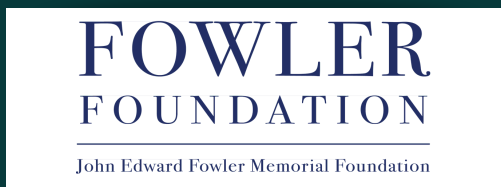
-Samantha Pounder, Food Access Director

Employment

Profitability

Community

THANK YOU, TO OUR PARTNERS



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