



Fresh Moves Mobile Market

Site Partner Application

Fresh Moves New Site Application for weekly food access:

Urban Growers Collective aims to bring the benefits of healthy, locally grown produce and other foods to Chicago's communities while supporting the growth of Chicago's urban farmers

Urban Growers Collective is accepting applications for community site partners to host a weekly stop on the Fresh Moves route.

Urban Growers Collective's Fresh Moves Program uses converted city buses as mobile farmers markets, 'the produce aisle on wheels' works toward closing the 'food access' gap. Customers board bus and fill their bags with delicious local vegetables, produce and fruit. Produce is priced to be affordable for all and fair return for the farmers. We also are able to offer the "Double Value" program that provides a 50% reduction in price for SNAP customers for sales up to \$20. We will be offering prepared salads, sandwiches and smoothies in the future as well.



"Fresh Moves" program will impact Chicago by:

- nearly doubling the total amount of farmers' markets operating across the city;
- increasing the farmers' markets in the "food deserts" neighborhoods by over 400%;
- creating a model for linking government and community through partnerships;
- supporting households' healthy eating; and eliminate "food desert" conditions

By working with community partnerships and providing educational outreach, we believe that the project will not only support informed dietary choices, but also economic sustainability via a loyal and consistently growing customer base.

Fresh Moves has the renewed opportunity to support healthy dietary choices and through access to consistent good food, support and information and health and school partners to provide a web of support to reverse diet related diseases and health disparities. Connecting with children and their families is a critical concern



Urban Growers Collective

1200 W. 35th Street Box 118, Chicago, Illinois 60609 – (773)-376-8882
www.urbangrowerscollective.org



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Expectations:



Urban Growers Collective strategy to sell locally-grown produce in food desert neighborhoods will create new markets for farmers and expand access to healthy food for thousands of Chicago residents. Urban Growers Collective approach to tackling food deserts through developing Community Food Systems ensures that all Chicagoans have access to, and can participate in, the growth and distribution of fresh, affordable and healthy locally-grown foods.

Fresh Moves stops vary from 90 minutes to 3 hours and the bus will visit your location once per week. We operate year-round, with the exception of holidays, and a short hiatus between Mid December to Mid January..

This program is a great way to provide instant access to great food, that is affordable and can serve as a springboard to other wellness and healthy living initiatives your organization may be leading, but does require commitment and promotion for the site to flourish.



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What you will need to provide as a site partner:

A point person to coordinate; a space for the bus to park; lots of people who love good affordable food!

1. Identify a point person to serve as your coordinator to organize your clients and the local community to come and shop on your Fresh Moves day. This coordinator is key to your success in retaining your Fresh Moves site.
2. The site coordinator will need to be available when the bus arrives and support the promotion of the Fresh Moves day.
3. Have a large enough street level parking site for a 60 foot bus, think a CTA bus stop that is visible to the community and easy for customers to see.
4. Promote the program through the distribution of flyers, email lists and to your partners.
5. Your organization or program should have enough clients and community constituency to provide between 20-100 customers per weekly visit. Our mission is to sell large volumes of fresh affordable produce, in our communities that need food access the most.



Coordinators- It is suggested that you/your organization Follow us on Social Media, share our posts as you see fit, and promote us and link to us via your channels. Please encourage any of your followers and community who will be utilizing the bus to check for updates and new info via our accounts and website.

Fresh Moves Mobile Market can be found @FreshMovesChi

Fresh Moves Mobile Market is a program of **Urban Growers Collective** follow UGC on facebook and instagram @urbangrowerscollective and on Twitter @ugrowcollective



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Contact Information:

Name of Organization: _____

Site Director: _____

Phone/Email for Director: _____

Name of contact person: _____

Address: _____ zip code: _____

Phone: _____

Cell Phone for contact person: _____

Email for contact person: _____

Website: _____

Other info: _____

Do you have sufficient clients/community members for the program? At least 20-50 individuals who would shop each week? Please describe how you would support the promotion and recruitment of customers?

Do you have a feasible space for the bus? Please describe? Feasibility is asking do you have a large enough street level parking site for a 40 foot bus, think a CTA bus stop that is visible to the community and easy for customers to see. This could be just in front of your building blocked off for the bus, or a visible space in your parking lot, etc.





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Is there foot traffic? Please describe?

Describe the impact the Fresh Moves program would have on your organization and how you may leverage the weekly opportunity for food access?

Please circle the day of the week that works best: M T W TH F SA SU

Circle All that Apply - Time frames that may work for you?

Mornings Afternoons Late Afternoons

10am – 11:30 am noon – 1:30pm 2pm - 3:30pm 4:00pm - 6:00pm

Other times that work:

Please email your application to:

FreshMoves@UrbanGrowersCollective.org

For more information: Office- 773-376-8882 Cell- 773-499-6419

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