

HEALTHY YOUTH PROGRAM

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LINUS PAULING INSTITUTE
Fitness & Nutrition!

LINCOLN FARMERS MARKET PROJECT REPORT - 2014



About the Healthy Youth Program

Mission: Empowering youth and their families to achieve optimal health through hands-on education.

The Healthy Youth Program is a wellness and healthy lifestyle program for children (preschool through grade 12) and their families. Most of our programs are based on vegetable gardens, linking a healthy and active lifestyle with a healthy and sustainable environment and providing fresh produce for families in need. We engage children and families through participatory education, hands-on activities, and interactive dialogue. All of our programs are youth and family centered, tailored to their unique needs, and build on the strengths of the participating youth and families for long-term success.

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Cover Photo: Gathering Together Farm's
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Specifically, we wish to thank those who participated in the planning process:

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Rebecka Weinsteiniger possesses over ten years of experience in farmers' markets and community organizing. Specifically valuable to the mobile produce project, Rebecka has managed the Gathering Together Farm's Corvallis farmers' market booths (2007-present), operated the Ecumenical Ministries of Oregon's La Fresa Feliz, a Latino produce buying club (2008-2010), and supported her partner's local business Corvallis Local Foods (2009-2011), an online farmers' market. She has helped grow these programs and transition them to meet the needs of the community. She has seen some programs fail, and brings a unique understanding of how to build a project from the ground up so that it works for the community it aims to serve. She understands the importance of addressing food security and is dedicated to food justice and healthy equity. She lives in South Corvallis and is actively involved with community organizing in and around her low-income neighborhood.

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I. Introduction & Background

Introduction

Many low-income families call South Corvallis home. The scattered high-density housing just South of Corvallis is more affordable than housing near the center of Corvallis and the Oregon State University campus. Low-income families in South Corvallis lack direct access to fresh food, as South Corvallis does not have a full-service super market.

According to the USDA, “food deserts are defined as parts of the country void of fresh fruit, vegetables, and other healthful whole foods, usually found in impoverished areas. This is largely due to a lack of grocery stores, farmers’ markets, and healthy food providers.” This is problematic because while food deserts lack whole food providers, especially fresh fruits and vegetables, they remain ample with convenience stores that provide easy and cheap access to processed, sugar, and fat laden foods that are contributors to the nation’s obesity epidemic. The USDA identifies a “low-access community,” as one where at least 500 people and/or at least 33 percent of the census tract’s population must reside more than one mile from a supermarket or large grocery store.

While the First Alternative Cooperative Natural Foods Cooperative is little more than a mile away, South Corvallis has been described as a food desert. Many residents travel up to five miles across town to access the cheaper prices for food at Winco. Transportation issues, such as access to a car can make this trip incredibly difficult, making fast food or convenience stores the best option for food access.

There has been a growing effort across the nation to address health and hunger in food deserts with mobile markets. Fresh Moves, an organization in the city of Chicago, took an old city bus and revamped into a mobile produce market that travels to different neighborhoods delivering fresh fruits and vegetables. Fresh Moves

also provides a 50% discount to SNAP/food stamp shoppers. There are many examples of mobile markets in operation today, either by vehicle or by bike; there are viable business models for getting fresh food to resource poor neighborhoods. Another alternative with a similar approach are online markets with deliveries, where consumers can purchase what they want online and the produce will be delivered to their home.

The primary focus of the Lincoln Farmer’s Market is to increase the amount of affordable fresh produce available to low-income families in South Corvallis. Currently, there are a number of efforts to alleviate hunger in South Corvallis: The South Corvallis Food Bank’s once a month 5-day emergency food supply, Corvallis Family Table’s once a month free meal pick-up, The Mary’s River Gleaners weekly free food distribution to members, Lincoln Elementary School’s and Southside Youth Outreach’s free meals for children. While all of the listed efforts address hunger, the Lincoln Farmers Market aims to increase the produce consumption of the participating individuals and families. The Lincoln Farmers Market, like Fresh Moves, intends to make fresh produce not only affordable but accessible, making it as easy as possible for families to use fresh produce in home cooking rather than solely relying on fast food or processed meals.



Inner-city produce truck in Los Angeles, a solution to a food desert. Photo credit: <http://sonictrace.kcrw.com>

I. Introduction & Background

Background

From a multitude of perspectives the former Mayor of Corvallis, Charlie Tomlinson, could see that the community wanted to do something to address the growing food insecurity affecting South Corvallis.

During his time as mayor, Charlie started a low-income Hispanic garden at the Corvallis Environmental Center's SAGE Garden. As he gardened with members of the Latino faith community, he also shared in the social gatherings and shared meals. He saw first-hand the importance of food in this community and how the garden increased access to fresh fruits and vegetables.

The Lincoln Farmers Market idea was inspired by Charlie's visit to Mexico where a fresh produce truck made regular stops to sell produce in the neighborhoods.

To date, this business model has not reached South Corvallis. In the fall of 2013, Charlie approached the Healthy Youth Program at the Linus Pauling Institute to research the feasibility of a mobile produce market that would be accessible and affordable for low-income community members.

II. Existing Conditions

South Corvallis Characterization

Corvallis, Oregon, in the heart of the Willamette Valley, is home to 55,000 residents, many of whom are associated with Oregon State University. Corvallis has a median family income 20 percent higher than the national average; however, families in South Corvallis, where our project is located, fare much worse. South Corvallis residents are doubly disadvantaged by the hardships of poverty in a relatively affluent city with fewer subsidized services for low-income families.

South Corvallis is characterized by a series of divisions symbolically represented by Highway 99 that bifurcates the community. On the east side, Lincoln Elementary is surrounded by well-connected neighborhoods of homes; the west side is rife with isolated apartment complexes. Industrial in character, the community is pocked by a small power station, storage units, construction supply companies, and equipment rental stores that west side students cross to attend school.

The Lincoln Farmers Market aims to serve Lincoln Elementary School students, their families, and the broader South Corvallis community. Of the approximately 5,400 residents of South Corvallis, 38 percent have an income at or below 185 percent of the poverty level. South Corvallis is the most diverse neighborhood in Corvallis and has the highest concentration of Hispanics in Benton County. Among the total Lincoln School student population, 36 percent are of Hispanic origin. According to the Lincoln School Report Card, 25 percent of students are identified as English learners. (The majority of Hispanic parents in South Corvallis speak Spanish as their primary language.) Seventy-two (72) percent of the total student population participates in the Free and Reduced Lunch Program – a percentage much higher than the school district average and a proxy indicator of poverty in this section of the city.

MONTHLY COSTS 2 PARENTS 2 CHILDREN CORVALLIS, OREGON	
HOUSING	\$757
FOOD	\$754
CHILDCARE	\$1305
TRANSPORTATION	\$602
HEALTH CARE	\$1370
OTHER NECESSITIES	\$387
TAXES	\$114
TOTAL: \$5289.00	

*“Household Food Insecurity - Benton County”
Benton County Health Services*

Food insecurity is defined as the inability to purchase or obtain food; this includes struggling to obtain fresh and healthy foods. Data indicate that poverty and food insecurity are of growing concern for South Corvallis families. According to the recent Health Status Report, “Benton County has a greater percentage of individuals living below the poverty level compared to Oregon and the U.S. Over 20 percent of individuals in Benton County are living below the poverty level.” As noted in the “Household Food Insecurity Report” 15.7% of Benton County residents live in food insecure households, 31% of which are ineligible for assistance due to “high income.” Many of these individuals live within the South Corvallis community. Sixty-four (64) percent of students attending Lincoln Elementary are identified as economically disadvantaged. Their poverty is much more pronounced when juxtaposed against Corvallis at large, which has a family household income 20 percent higher than the national average. In short, income inequality between South Corvallis residents and the rest of Corvallis is stark.

II. Existing Conditions

The Food Security Survey of South Corvallis residents found that 86 percent of female Hispanic residents in South Corvallis have experienced food insecurity during the past year. It is estimated that Lincoln School provides three meals a day to 40 percent of students during the school week. Each month, over 230 families visit the South Corvallis Food Bank to receive a five-day food box; these 230 food boxes provide food for over 1,000 people (South Corvallis Community Food Center Feasibility Report, 2011/12). According to Sharon Thornberry of the Oregon Food Bank, “hunger and food insecurity in South Corvallis has always presented a paradox and a challenge for Corvallis and Benton County. The city and the surrounding county have often perceived our communities as a progressive land of plenty where the issues of poverty do not belong. This discussion becomes even more complex in South Corvallis where there are stark contrasts between haves and have-nots.”

Key Observations

By bus or by car, many South Corvallis residents travel up to 5 miles to access an affordable all-service grocer.

The Corvallis Family Table distributes over 100 meals per month directly to the Tunison Neighborhood (511 residences).

Weekly pick-ups of free produce and bread are available for South Corvallis Food Bank clients.

Not all those in need are comfortable going to the food bank and those that do often find the shelves lacking in vibrant and fresh produce.

Currently there is no accessible option for fresh, affordable produce in South Corvallis.

Percent of K-12 students in Benton County eligible for free and reduced lunch, 2010-2011

School District	Eligible for free lunch	Eligible for reduced lunch	Percent	Student enrollment	Total eligible
Alsea SD 7J	93	17	75.9%	145	110
Corvallis SD 509J	1,979	299	34.9%	6,520	2,278
Monroe SD 1J	236	34	57.1%	473	270
Philomath SD 17J	530	94	38.2%	1,634	624
Benton County	2,838	444	37.4%	8,772	3,282

Source: Oregon Department of Education

III. The Planning Process

Mobile Produce - Base Concept

In its infancy, this project was envisioned as a mobile market. A mobile market is traditionally based around a vehicle, with or without refrigeration, which travels through neighborhoods making stops and selling goods. These ventures can be for profit, although in the last few years there have been several non-profit organizations using this model to address hunger and healthy food access in areas with limited resources, often referred to as “food deserts”.

To assess needs and build the pilot plan, we entered into the planning phase of project development. In order to build a successful model for the pilot, community presentations were hosted to gather community input from potential shoppers, community stakeholders, and key informants. The base concept for the project was defined as a local marketplace, centrally located in South Corvallis. Available at the marketplace would be locally grown fresh produce at free or reduced cost either distributed or sold by the Healthy Youth Program, Linus Pauling Institute, or a local grower. The marketplace would be setup once a week on the same day and at the same location from June through October 2014.



A mobile produce truck set up for market in Philadelphia



Beene Farm's produce display at a farmers' market

III. The Planning Process

Presentations

Community presentations were held at the Lincoln PTO, Tunison Neighborhood Association, South Corvallis Food Bank, and Corvallis Family Table to gather information directly from the community members who would benefit from a local market with affordable produce. At each presentation, the produce market base concept was explained and participants were asked the following questions:

1. Do you need an affordable marketplace to access fresh produce?
2. Would you shop at a mobile marketplace?
3. What time of day would work best for you?
4. What day of the week would work best for you?
5. What produce do you buy?

See appendix A for a detailed report of presentation findings.



Corvallis Family Table distributes more than 100 meals each month to families in South Corvallis.

Stakeholder & Key Informant Meetings

During the planning phase of the project, from December 2013 to April 2014, one-on-one meetings were held to present the base concept and get valuable feedback. Meetings were held with the following organizations and key staff:

Hunger and Food Access

- South Corvallis Food Bank
Martha Clemens, Board Member
Judy Hecht, Executive Director
- Oregon Food Bank
Sharon Thornberry, Community Food Systems Manager

Resources, Public Health and Community Development

- Willamette Neighborhood and Housing Services
Brigetta Olsen, Deputy Director
Jessica Hiddleson, Resident Services Coordinator
- Benton County Health Department
Kristty Polanco, Community Health Navigator
Mac Gillespie, Chronic Disease Policy Specialist

Lincoln Elementary School

Marcianne Koetje, Principal

Farmers' Market and Farmers

- Beene Farm
Luke Beene, Owner/Farmer
- Corvallis-Albany Farmers' Market
Rebecca Landis, Manager
- OSU Extension Small Farms
Amy Garrett, Instructor Small Farms Program
- Gathering Together Farm
John Eveland and Sally Brewer, Owners/Farmers
- Red Hat Melons
Mike Hessel, Owner/Farmer

III. The Planning Process

Public Planning

A “Fresh Produce Truck Brainstorming Meeting” was held at the Linus Pauling Institute on November 4, 2013. Casey Bennett, Project Supervisor, steered the meeting and invited community leaders working on food justice and food security to come together and brainstorm ideas around the original concept for the project: a mobile produce truck that would deliver fresh produce to communities with limited resources. Attendees included: Cindee Lolik (First Alternative Co-op), Annette Mills (Corvallis Sustainability Coalition), Brigetta Olsen (Willamette Neighborhood and Housing Services), Ken Williams (community member), Shiela O’Keefe (South Corvallis Food Bank), Charlie Tomlinson (community member), Kelianna Lauer (Ten Rivers Food Web), Lauren Caruso (United Way), Tina Dodge Vera (OSU Extension Family and Community Health), Rebecca Landis (Corvallis-Albany Farmers’ Market) and Kristty Polanco (Benton County Health Department).

A follow up meeting was held on January 14, 2014. Rebecka Weinstein convened original participants and other key partners to evaluate potential models of implementation for the mobile produce project. Attendees included: Mac Gillespie and Kristty Polanco (Benton County Health Department), Brigetta Olsen and Jessica Hiddleson (Willamette Neighborhood and Housing Services), Rebecca Landis (Corvallis Albany Farmers’ Market), Paul Smith (Strengthening Rural Families), and Luke Beene (Beene Farm).



2014 Cilantro starts in Beene Farm’s greenhouse.

IV. Model & Component Evaluation

A mobile market with vehicle distribution was determined to be unrealistic to pilot in 2014, as funds are not available to purchase and maintain a vehicle. In order to significantly reduce the budget and continue project planning, alternative models were explored. For the 2014 pilot, the Lincoln Farmers Market will be designed around a market booth. A market booth includes a single 10 foot by 10 foot temporary produce display, set up similar to those at a farmers' market.

The alternative models were discussed in length during stakeholder and key informant meetings as well as the January Public Planning meeting. They include:

Model 1

A third party distribution model, where the Healthy Youth Program, Linus Pauling Institute, would act as a middle man, collecting and purchasing local produce to sell at a reduced rate.

Strengths and weaknesses: The Healthy Youth Program does not have the capacity to manage produce transportation, distribution, or storage. Setting up a system for picking up and storing produce from different growers would be complicated and time intensive. In the farmer direct model, the work is put on the farmer. This allows the Healthy Youth Program staff support to be used toward bilingual assistance, education, events, and food demonstrations.

Model 2

Model 2: A farmer direct model, where one farmer would provide the majority of the food and supplement his/her supply with locally grown produce purchased from other farmers.

Strengths and weaknesses: The general consensus was to have one primary farmer operate a direct sale market booth. The farmer would be responsible for maintaining

an adequate supply of produce and supplement from other growers as needed. This is a favorable model because it is consistent with the structure of how markets are run locally. It gives customers traceability. There are less start-up costs, assuming that the local grower is already operating at existing markets, as they would have display equipment, scale and license, insurance, and a truck large enough to transport produce. Perhaps the greatest benefit of this model is that all of the sales and subsidies are given directly to the farmer, providing an economic boost to a South Corvallis food producer.

Model 3

A multi-farmer model, where several farmers supply a table operated by one primary farmer or the Healthy Youth Program, Linus Pauling Institute. This model would operate similar to the Corvallis Saturday Market's "Community Table" booth: one farmer manages a booth and accepts produce from local growers to sell it on consignment. Local growers drop off produce before market, and pick up the remaining goods at the end of the market. They are compensated at the end of the market, less a consignment fee.

Strengths and weaknesses: A multi-farmer community booth model is too ambitious for a pilot project, but is considered as a model to grow into if the right farmer or community leadership is willing to manage a community booth.

Farm/Farmer

Considering that having one primary farmer is the most favorable model, Beene Farm makes a great candidate. Beene Farm is owned and operated solely by Luke Beene, and is located near Lincoln school on Park Avenue

IV. Model & Component Evaluation

and Highway 99. Luke sells at the Corvallis Wednesday Farmers' Market and has direct access to other growers to supplement his available produce. He has wanted to give his farm a greater presence in South Corvallis, and a centrally located marketplace would work well for him.

Day and Time

Many South Corvallis residents indicated that a market following afterschool pick-up would be ideal. The timeframe of 3-5pm works well because many families are at Lincoln School picking up their children, and it is before dinner preparation. This timeframe is additionally favorable for the grower, Luke Beene, especially if held on Wednesday, as he will have closed down his morning market and will be loaded up and ready to sell again by 3 pm. In 2009 and 2010, the Corvallis Albany Farmers' Market operated an evening market on Wednesdays from 3-7 pm and it was well attended. Due to the city's need for the location at 2nd and B Streets, the market had to switch to a morning market and move to its current location, downtown between Jackson and Monroe.

Location

During the presentation at the Lincoln School PTO, it was apparent that Lincoln School is the best location. The traffic of families leaving school provides a captive and convenient audience. Lincoln School has a covered area adjacent to the parking lot and playground that provides dense shade for the produce. The covered area is visible from highway 99, and a simple banner could be easily viewable to potential shoppers driving by. Lincoln School is supportive of sharing their space with the project knowing that many of their families would benefit from an affordable fresh produce market.

Other potential locations include Willamette Neighborhood and Housing Services' Alexander Court, directly across the highway from Lincoln School. This affordable 24-unit housing complex has a central

courtyard that would make for an excellent place to have a market. It is less visible than the Lincoln School location, but still en route for many families leaving school. Onsite and offsite parking are limited. Tunison Community Center parking lot, owned by the City of Corvallis and operated by Parks and Recreation, is located on the West side of the highway 99, on Tunison Avenue. It is much less visible, but centrally located in a high-density, low-income neighborhood; however, this is a fee for use area and too costly of a location for the pilot.

Should this model expand to additional locations in Corvallis, the Acorn School in the Garfield/Division neighborhood would be a great location to reach low-income and Latino residents.

Affordable Pricing

Among the early ideas for the pilot project was the idea of a market where produce would be given away for free. The South Corvallis Food Bank currently provides weekly access to food bank client to pick up bread and donated market veggies at no cost. To distinguish the produce pilot from the food bank resources, key informants recommended charging a reduced rate for produce. Several subsidy models were considered, including offering reduced rates for individuals who signed-up for a membership card. This card would be presented at the market, and the cardholder would receive produce for less than other shoppers. However, many stakeholders and informants agreed that eliminating cards and documentation would create a safe place for everyone to shop together with dignity. By simply placing this market at Lincoln School, an area with a high-density of low-income residents, census tracking would ensure that we are reaching our target audience. When considering the broad subsidy, it was debated whether to offer a 25% to 50% subsidy. Also discussed was the



Beene Farm

Luke Beene got his start in farming six years ago. He started his own farm operation, Beene Farm in 2009, on a 1 acre lot in South Corvallis located on Park Ave. and Highway 99. He started selling at the Corvallis Farmers' Market in 2010, and still has a booth there today. You can also find him at the Corvallis Winter Market. During the summer, the Beene Farm Stand is open on Tuesday from 4pm to 7pm.

During the high season you will likely find a great mix of vegetables available from Beene farm, such as tomatoes, eggplant, cucumbers, melons, lettuce, salad greens, garlic, and winter squash. Lambs and chickens are used to help manage the grass and vegetation on the property as well as boost soil fertility. No synthetic pesticides or chemicals are used, only natural minerals and fertilizers.

Luke is excited to be a part of the produce pilot project in order to provide fresh vegetables to the residents of South Corvallis.

IV. Model & Component Evaluation

idea of offering incentive coupons at locations directly serving those with very limited resources, such as Linn Benton Furniture Share, the Mary's River Gleaners and the South Corvallis Food Bank.

SNAP Access

Providing SNAP (Supplemental Nutrition Assistance Program, formerly known as Food Stamps) access is essential to creating a market place for low-income shoppers. In 2009, 8,360 people received SNAP benefits per month in Benton County. If many low-income shoppers are using SNAP as a means to purchase food, having access to SNAP funds is essential. There are two ways to provide SNAP access; either with a POS wireless terminal or with a Marketlink iPhone. There are minimal costs associated with operating SNAP access devices. Presently there are few remaining free government-supplied POS devices for markets that conduct \$100 or more in EBT/SNAP business per month. The Marketlink iPad requires a three year contract. The first year, the market would receive a free data-only iPhone, a wireless printer, and card reader and would need to pay fifteen cents per transaction. In the second year, the market is obligated to a \$120 merchant services fee to World Pay, plus fifteen cents per transaction. In the third year, the market obligation grows to the \$120 merchant services fee, \$100 for application software, and responsible for their own data plan, plus the fifteen cents per transaction. There are contract buy-outs at \$195 the first year, and \$95 after the second year.

Events and Activities

Hosting on-site events by Healthy Youth Program garden or nutrition educators, or from community partners, would help draw attention to and participation in the market. Suggested events include regular food demos incorporating the available local produce, garden

demonstrations and container planting, soccer clinics, and bike tune-ups.

By offering activities, this model becomes more than a common marketplace. It becomes a community attraction, providing a unique shopping experience where healthy food choices are celebrated.

V. Recommendations & Conclusions

It is feasible to run a pilot market at Lincoln School from June through October. The Healthy Youth Program, Linus Pauling Institute, currently does not have the infrastructure for produce storage, transportation, or funding for staff to manage produce purchasing. Luke Beene (Beene Farm) is willing to manage the market, provide the majority of the produce, and supplement his supply through partnerships with local farmers and home gardeners. Luke is also providing all display equipment needed to set-up a market booth. Lincoln School has offered free use of the covered playground area. The Lincoln School site is incredibly beneficial because it is centrally located in South Corvallis, provides after-school traffic, is visible from Highway 99, and it also provides dense shade coverage to ensure a successful shelf-life for the produce even during the summer.

It is recommended that the market is open from 3-5pm, on Wednesdays following the downtown Corvallis Farmers' Market. This time frame is optimal for several reasons: (1) it is not in direct competition with the existing farmers' market, and it provides a market opportunity for those who cannot make it downtown from 9:00 am to 1:00 pm. (2) The farmer, Luke Beene, sells his produce at the downtown market and able to connect with farmers to ensure product selection and adequate quantities; and it is convenient for him as it is a stop on his way home. (3) During the regular school year, the Lincoln School day ends at 2:40pm, providing the market with afterschool traffic. (4) Traditionally, this time frame is convenient because it is right before dinner; many families can pick up their fresh produce needs before they return home and prepare dinner.

Healthy Youth Program staff will provide support to the farmer, offer bilingual services, as well as promote the market broadly throughout South Corvallis. Additionally, they will coordinate market events and food demonstrations.

The original inspiration behind this pilot project was to create a market offering affordable, fresh local produce to those in need. While many options were considered and debated, it is recommended a broad market subsidy be applied to all produce at 25-50% of market value. This subsidy will provide shoppers with affordable prices for fresh and local produce, and ensure the farmers' fair prices. It was also recommended to provide incentive coupons at agencies serving the low-income residents in South Corvallis. These coupons would offer shoppers with an additional discount. It is estimated that a 50% market subsidy would cost about \$5,500 for the market season. Funding for the subsidy is the biggest expense of operating this produce pilot.

It is recommended that the market offer SNAP benefit access. It is necessary for a market that is designed to reach low-income shoppers to offer a way to use SNAP benefits. Many low-income families rely solely on SNAP benefits for their food budget. Currently, there are assistance programs for mobile markets to obtain the POS machine for free, with limited monthly banking fees. However, transaction fees still apply at 15 cents per transaction.

It is recommended that events are scheduled during the market time to draw attention to the market. Suggested events include: food demonstrations, garden workshops, bike tune-ups and soccer clinics.

V. Recommendations & Conclusions

Marketing Plan

Outreach and Education

There are a number of great resources that connect the residents and families of South Corvallis. Once funding is secured, outreach and education provided to the following groups and events will increase the visibility of the project.

Lincoln School

There are 324 students at Lincoln School. The school will send home flyers with each student if they are provided in English and Spanish. It would be in the best interest of the project to send the flyers out before the end of the school year on June 13th. Lincoln School also sends out a monthly newsletter, a hard copy to all students and an electronic copy to all parents signed up for e-mail communication. An announcement can be sent out on the Lincoln School listserv.

Setting up a booth at the Kermez Carnival on June 7th, will help build connections with Lincoln School parents and community members. This event is held annually at Lincoln and draws around 800 people. Kermez features music, dance, live entertainment by Lincoln students and local cultural groups, games and activities for children and families, a community resource fair, prizes, a silent auction and food from local businesses.

Online Neighborhood Groups and Email Listservs

There are several online groups such as Nextdoor and email listserv that connect South Corvallis.
South Corvallis Google Group Listserv - south-corvallis@googlegroups.com
Nextdoor Sites – Tunison Park, Lincoln School, Wake Robin, Coho/Southtown, Willamette Landing
Tunison Neighborhood Association

Neighborhood Flyers

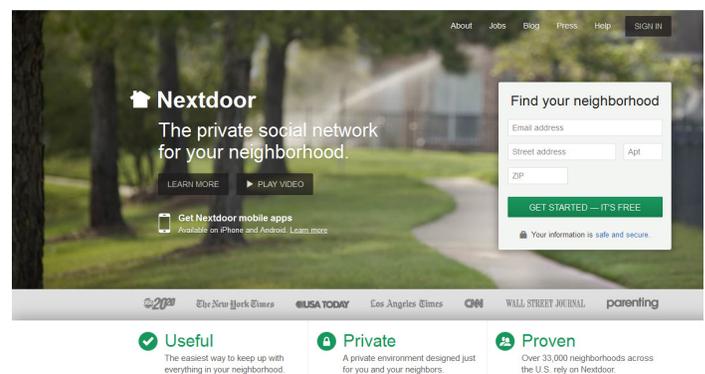
Flying low-income neighborhoods can be incredibly effective. Many residents walk to and from mailboxes and bus stops. Eighty-five percent of the residents that attend Corvallis Family Table find out about the distribution from neighborhood signs posted on telephone poles and neighborhood posts. Shared laundry rooms are a great place to post signs in high density apartment complexes.

Key Locations for flyers:

South Corvallis Food Bank
Benton Furniture Share
CARD-V
Willamette Neighborhood Housing Services
Lincoln Health Center
South Town Suds (Laundry Mat)
South Corvallis Bus Stops

Events/Distribution of Incentive Coupons

There are several opportunities to directly reach out to the target audience for this project. The South Corvallis Food Bank is open four days a week: Monday 1:00 – 3:00 pm, Wednesday 1:00 – 3:00 pm, Thursday 5:00 – 7:00 pm and Saturday 10:00 am – 12:00 pm. While the food bank officially allows clients to shop at the listed hours, clients arrive early, select a number and wait until their number



Nextdoor is a growing online social media that increases community connections.

V. Recommendations & Conclusions

is called. There is 20-minute window, from about ten minutes before the listed hours and ten minutes after, to reach a captive audience. The traffic increases at the food bank at the end of the month, providing the largest captive audience for a presentation or to distribute incentive coupons for the produce pilot.

On the fourth Thursday of the month from January through October, and the third Thursday for November and December, from 4:30 – 6:00 pm, meals are distributed by the Corvallis Family Table at the Tunison Community Center. Each month, more than 100 meals are distributed to about 40 families and individuals. This program experiences the highest amount of traffic during the first thirty minutes, providing a window of time to present to a captive audience. Additionally, meals are packed in bags to go and incentive coupons could be distributed with the meals.

Signage

Placing banners at Lincoln School the morning of the market would be visible to all Highway 99 traffic. Two sandwich signs placed on each side of the highway near the school would be visible to student pick-up foot traffic.

2014 Timeline

1. SNAP Benefits

Apply for a USDA account. Apply for the Food and Nutrition Services (FNS) number through the USDA. This will require someone to be legally responsible and provide an Oregon Drivers' License and Social Security Number, and address. The Oregon Farmer's Market Association has a user friendly website that takes you through the process set-by-step and provides a link to the USDA. Website. <http://www.oregonfarmersmarkets.org/EBT/ebt.html>

Contact Candi Quintall candi.quintall@state.or.us to obtain a contract and free POS machine.

2. Marketing

Design a logo and purchase marketing materials (banner, sandwich boards). Design and distribute incentive coupons to South Corvallis Food Bank, Corvallis Family Table, and other local agencies working with Latino and low-income populations.

3. Events and Demos

The Healthy Youth Program staff will offer garden tours and food demonstrations. Additionally, contact other community partners to see if they are interested in getting involved. The First Alternative Cooperative, Master Food Preserves, Master Gardeners, Oregon State University sport teams and clubs, Bicycle Collective, Ask a Wrench may all want to participate.

4. Bicultural Presence

A bilingual Healthy Youth Program staff will be available for each market to provide bilingual communication and culturally appropriate food demonstrations. Recruit Latino volunteers to give the Latino community presence at the market.

Appendix A: Detailed Report of Presentations

On January 7th, a presentation was given to the Lincoln Elementary School PTO. Fourteen parents were in attendance, and 10 parents were greatly interested in the project, indicating a great need for an affordable marketplace. The other four parents expressed interest in supporting the project but indicated they do not have any challenges affording standard market prices for fresh produce. Parents explained that having a market close to Lincoln School, immediately following student pick-up would be the best time for them. Considering that an afternoon market following the already established Corvallis-Albany Farmers' Market (operating from 9 am-1 pm downtown on Wednesdays) may work the best for area farmers, a possibility of Wednesday market was polled. All in attendance expressed that they would shop at that time. When asked what produce they would like to see at the market, nearly all of the staples were named: potatoes, onions, tomatoes, carrots, peppers, lettuce, greens, etc. The Latino participants added cilantro and purslane. We also discussed potential locations such as at Lincoln School, the Tunison Community Center and Alexander Court. Out of all these options, Lincoln School ranked the best by all participants.

On January 10th and February 10th, presentations were given to the Tunison Neighborhood Association. During the first meeting, 12 residents were in attendance, and at the second meeting 10 were in attendance. At both meetings approximately 75% of the participants present expressed a need for an affordable market place. The remaining 25% expressed interest in seeing such a market in their neighborhood and would support it, but they did not need any assistance with affording produce. When participants were asked about the produce they would like to see, all of the aforementioned staples were listed again. When discussing location, the Tunison Community Center ranked the most favorable.

On January 30th, a presentation was given to South Corvallis Food Bank clients directly following a food demonstration. There was an active audience of 15 clients, and three additional clients were approached later. All 18 clients expressed a need for affordable produce. When asked about the produce they would like to buy at the market, all of the staple produce was named. One woman indicated that she would really like to see affordable fresh greens. The current market prices at \$2.50 or \$3 per bunch are far too expensive for her. When discussing the location, Lincoln School ranked the most favorable.

On February 27th, participants at the Corvallis Family Table, a once a month hot free meal distribution event at the Tunison Community Center, were approached one-on-one. Seven total residents were approached and all of the residents expressed a need and interest in the market pilot project. Similar to other residents polled, they would like to purchase produce staples and both the Tunison Community Center and Lincoln School ranked highly.

Appendix B: Existing Mobile Markets

Research provided by Jen Brown, Corvallis Environmental Center & Megan Patton-Lopez, Benton County Health Department.

Gorge Grown Mobile Market

Todd Dierker, Market Manager, todd@gorgegrown.com

Produce from local farms is loaded into a 14' truck and transported on the weekends to designated rural sites for purchase. They are a non-profit that accepts donations.

Van was purchased for \$3,000 used and needed an additional \$2,000 of improvements. The mechanics reduced the cost of the improvements in exchange for having their logo/advertisement on the side of the truck. Other businesses also provided support in exchange for advertising space on the truck.

Grants were received from the Oregon Investment Board and the Harry Chapin Foundation. For this year they hope to hire someone from Americorps to help with staffing costs, which is their biggest on going expenditure.

Equipment includes: 4'x6' fridge in truck (used large coolers the first year), 3 tables, canopies, an RV awning, produce scale (\$200-\$300), cash box, table cloths, baskets, laminated sheets for pricing produce.

2 locations on Saturdays from 9am-12pm and 2pm-4pm, and 2 locations on Sundays from 9am-12pm and 1:30pm-3:30pm. Sites are typically in the downtown area of the communities they are serving, next to places like the Chamber of Commerce and the library.

Food is purchased from local farms (no consignment), as well as smaller farmers and backyard farmers that are welcome to set up onsite alongside the truck. Produce is delivered to the truck the night before they make their rounds.

Accept EBT and debit. Use wireless machine from regular market. It was easy to be approved for this since they are basically an off shoot of the regular market. May be able to accept WIC this year by regularly sourcing from a farmer that is already accepting WIC.

They are selling only fresh, uncut produce, so they are only required to have a peddlers license. Are able to sell some leftover produce to participating restaurants.

*Rebecka followed up with Todd Dierker and he would be willing to provide more details, budgets, work plans, etc. on a consultant basis.

Appendix B: Existing Mobile Markets

Duke University Mobile Farmer's Market

Diana Monroe, Health Education Specialist & Coordinator of Duke Farmers Market diana.monroe@duke.edu

A mobile market set up on the university campus. A form of CSA where orders are placed in advance and pre-purchased, then picked up at a designated site from the participating farmers who are in attendance. Also offer fish, meat, flowers and prepared foods.

2 locations: Tuesdays on campus from 4pm-6pm and Fridays at University Hospital from 12:30pm-3:30pm
Food comes from local and rural farms.

Orders are placed with each individual farm you want products from. Forms of payment vary from farm to farm, most typically being a check or money order.

Rural Resources Mobile Farmer's Market

Melissa Whitson, Mobile Farmers Market Assistant, missyruralresources@gmail.com

A mobile market operating out of a donated mini school bus renovated to look like a produce stand. Food can be purchased on site and in advance like a CSA. They do approximately \$12,000 in sales from May to October.

The Mobile Market is run by a full time Market Manager who oversees the budget, marketing and networking and a full time assistant who oversees program implementation and facilitates drop offs and deliveries.

Although the bus was donated, their start up costs were approximately \$4,000:

\$1,000 to install an air conditioner and generator on the bus

\$2,000 to purchase an 8'x8' walk in cooler for storing goods

\$1,000 to install the cooler

They make 5 stops on Tuesdays, as well as deliveries and 4 stops on Wednesdays. Most stops are 30-45 minutes at each location. Locations include churches, a college, hospital and downtown business centers.

Offer 4 different "shares" (CSA boxes) – a family share, couples' share, salad share, and an all organic share. Prices range from \$10-\$25 per week.

Shares can be paid for all at once, on a monthly basis, or weekly.

Purchase products directly from farmers

Have 25 regular farmers supplying goods. Drop off is at one location, making it convenient for suppliers.

In addition to produce, they sell fresh eggs, homemade bread, local hormone free meat, and local honey.

Debit and EBT are accepted, as are cash and check

The variety of products they sell means they must comply with retail food establishment safety requirements.

Appendix B: Existing Mobile Markets

NYC Green Carts

www.nytimes.com/2009/06/11/nyregion/11carts.html

[www.nytimes.com/2008/02/28/nyregion/28grocer.html?_r=1&scp=1&sq="green carts" RIVERA council&st=cse](http://www.nytimes.com/2008/02/28/nyregion/28grocer.html?_r=1&scp=1&sq=)

An initiative brought forth by the Mayor and City Council Representative to increase the availability of fresh produce to underserved communities called “food deserts” while also creating jobs for people in those areas.

There are 1,000 permits available for green carts. They are required to operate in designated underserved areas and can offer only raw fruits and vegetables.

Funding is being provided thru a charity to help with the cost of the carts and other start up fees, which can range from \$3,500 - \$5,500. A non-profit is also involved to assist with offering loans to those who do not qualify for bank credit.

The carts do not currently accept EBT and debit, though there is a pilot program in place via government funding to get 15 wireless terminals to some carts. These machines cost \$1,000.

There is some concern about competition from neighborhood markets, though it is too soon to tell if the Green Cart Program is having that much of an effect on their sales.

Oakland Fruterros

www.nplanonline.org/system/files/nplan/MobileVending_FactSht_FINAL_091008.pdf,

oaklandbusinesscenter.com

apha.confex.com/apha/132am/techprogram/paper_89734.htm

- A group of 30 street vendors in Oakland, CA that formed a partnership with the Health Department and other organizations to create an ordinance allowing for mobile street vending in Oakland.
- Communities benefit from the presence of the fruterros not only by gaining access to fresh food such as fruit, corn on the cob and tamales, but also by creating a greater sense of community and reducing crime.
- The ordinance in place requires cooked or processed food to be prepared in a licensed kitchen, so the fruterros operate a commissary for this purpose.
- Oakland Business Assistance Center has a web page outlining the application process and regulations which is very user friendly. It also provides a link to La Placita, a Micro Business Center for Entrepreneurs.

Appendix B: Existing Mobile Markets

Oasis Project, Hollywood Farmer's Market

Portland, Sarah Broderick, Market Manager, info@hollywoodfarmersmarket.org

A pilot project of the Hollywood Farmer's Market using a delivery truck to sell fresh produce in an underserved community.

Hours of operation were the same as the regular market, 10am-12pm. Set up at one location- the Cully neighborhood.

Delivery van was a storage unit for the tables, etc used at the regular market. Once the truck was empty the coordinator would purchase produce from vendors and transport it to the mobile site. A volunteer would also be on site to help with sales.

The pilot project received a \$3,000 grant from New Seasons Market, most of which went towards the purchase of the produce.

EBT and debit was accepted via offline vouchers. These purchases were then entered manually into the machine at the end of market. It was easy for them to get approval for this since they were an off shoot of the regular market which already had approval from the USDA to be accepting food stamps, though they were unable to acquire a free machine through ODA since they already had one at the regular market.

Operation required one license from ODA: Produce Peddler License. Cost was approximately \$100.

They decided not to continue the program this year because sales were not that great. Possible cause of this is not enough community outreach and buy-in. Staff turnover could be a contributing factor.