

Mobile Market

# HILLTOWN MOBILE MARKET

# Impact Report

2019-2021

SUPPORTING LOCAL FARMS AND BRINGING  
FRESH, AFFORDABLE HILLTOWN-GROWN  
PRODUCE TO OUR COMMUNITIES SINCE  
2019





# Hilltown Mobile Market



## Our Roots

Rural towns, like this Hilltown cluster in Western Massachusetts, can be an unusual and oftentimes difficult landscape to navigate in terms of food accessibility. Many rural areas have less access to healthy food due to absence of and distance to grocery stores, lack of public transportation, and lack of SNAP (Supplemental Nutrition Assistance Program) retailers. While many mobile farmers markets operate in urban areas, there is an increasing need to use alternative ways, like mobile markets, to address the challenges of food access in rural communities.

Efforts to establish a mobile market in the Hilltown's began in 2017 after the development of a Food Access Advisory Committee by Healthy Hampshire. The committee worked to address food insecurity in Hampshire County by identifying the areas facing the greatest challenges in accessing fresh, local, and affordable food.

The Market currently operates for 12 weeks with four weekly stops throughout the Hilltown's. We are a certified SNAP and HIP retailer and offer farm-shares with a sliding-scale payment option. By providing these services the Mobile Market is helping overcome some of the food access barriers facing Hilltown residents.

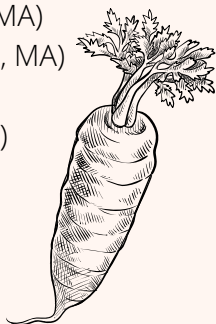
The mobile market is driven by a core set of values that was developed alongside the Hilltown Food Council. These values guide us in our work so we can celebrate local food and community in an environment that is welcoming, inclusive, and respectful to all.

- Affordability
- Local sourcing
- Neighborliness
- Plenty
- Respect
- Inclusion
- Welcoming/belonging
- Convenience
- Community support



## 2021 Participating Farms

- Berniche Family Farm** (Chesterfield, MA)
- Clark Bros. Fruit Farm** (Ashfield, MA)
- Crabapple Farm** (Chesterfield, MA)
- Four Corners Farm** (Worthington, MA)
- Good Bunch Farm** (Shelburne Falls, MA)
- Hart Farm** (Conway, MA)
- Intervale Farm** (Westhampton, MA)
- Sawyer Farm** (Worthington, MA)



# 2019-2021

## Achievements

Over the Last 3 Years  
We Have Increased:



- Our number of weekly customers by **31%**



- Our number of shareholders by **273%**



- The \$ amount we purchased from local farms by **156%**



- The \$ amount of food we donated by **145 %**



- The # of Market sites by **50%**



- Our revenues by **218%**



2021

### Our Biggest Season Yet

- We had 127 Shareholders
  - 80 Shareholders in 2020
  - 34 Shareholders in 2019
- We purchased \$22,969 from Hilltown farms
- We purchased \$3,678 from farms in the Pioneer Valley
- We averaged 145 weekly customers
- We donated over \$1,500 worth of produce to community meal programs
- We had \$4,000 in sales using SNAP/HIP, WIC, Senior Coupons, and VeggieRx
- We purchased **over 5,750 Lbs.** of produce from Hilltown Farms



*Currently, less than 3% of the food Americans eat is grown within 100-200 miles of where they live.*

*The food radius of the Hilltown Mobile Market was only 15 miles in 2021!*





# 2021 Customer Survey Highlights



- 42% of survey respondents noted that their fruit and vegetable consumption moderately increased over the course of the market.
- 29% noted that it increased significantly.

- 34% of respondents said that more than 50% of their weekly produce consumption was covered by their farm share
- Over 50% said it takes them under 5 minutes to travel to their market location
- 49% said they have been extremely satisfied with the quantity of produce in their farm share



- We asked respondents what would encourage or enable them to purchase more at the Market:
  - 50% said they would like to see more food variety at the market (bread, eggs, meat, dairy)
  - Over 38% would like to see more produce variety



- Over 80% said they prefer to buy Hilltown-grown, but appreciate some variety from other local sources (e.g., sweet corn and watermelon from the Pioneer Valley)
- 29% said they would consume less local produce if the Hilltown Mobile Market did not exist



- 90% said they be interested in a longer season and/or additional pop-up markets later in the fall/winter
- 53% showed support in the possibility of an online marketplace in addition to the physical market



"I love this project! Thanks for doing it. Any way you can support linking local food to local people is most welcome!"

- HMM customer 2021



# Moving Forward

The Hilltown Mobile Market's growth over the last three years demonstrates the need and support of this service by its community. As we continue to grow, we are exploring ways to improve our operations and provide our community with more of what they would like to see such as a longer market season and more food variety. Thanks to the diligent efforts of those at the Hilltown CDC, we are excited to share that the Market has secured a 3-year grant from the Massachusetts Department of Agricultural Resources (MDAR). Our first three years have been monumental, and we can't wait to see what the next three will bring.



A special thanks to the Hilltown Community Development Center for sponsoring this project, our Hilltown farms for plowing through a difficult 2021 growing season, our loyal volunteers who showed up every week rain or shine, and to all our sponsors and community members who have supported us along the way. We couldn't do this without you.

