Taking It To the Streets: 
More About Mobile Markets 
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Agenda

○ Opportunities / Successes
○ Mobile Market Case Studies
○ Different Models
○ Relationships with Key Partners
○ Financial & Backend Questions
○ Small Group Discussion
Mobile Market Analysis

Strengths:
- Mobility!
- Low overhead, keeps farmers farming, can be a revenue generator
- Pinpoint communities with need (and offer more curated market space for nontraditional farmers market shoppers)
- Mitigate community transportation issues

Opportunities:
- Ability to travel to community events,
- Build new partnerships
- Develop program to meet your specific goals
- Test innovative new programs/ideas

Weaknesses:
- Products offered can be limited compared to traditional markets
- Logistically/administratively burdensome
- Seasonal/weather dependent

Threats:
- Maneuverability through urban congestion
- Adverse weather
- Funding and support
GreensGrow, Philadelphia, PA

Low Country, South Carolina

Arcadia Market, Washington DC

LEAP Mobile Market, Roanoke VA
Identifying Key Community Partners

- Find champions whose programs align with healthy food incentives
- HeadStart and senior living facilities, activity coordinators
- Hospitals, health foundations, DSS, VDH
Management & Logistics of Mobile Markets
Wrap-up & Discussion

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