



Mobile Market Returns for 2nd Season

Fresh2You Mobile Market will be back on the road in 2016, bringing fresh produce, healthy food staples and nutrition education directly to underserved communities throughout Chester County. In 2016, the project is expanding to serve food insecure households at market sites in Coatesville, Honey Brook, West Chester and Southern Chester County.

FRESH, LOCAL FOOD

Fresh2You places a priority on sourcing fresh, high-quality foods from local farmers and producers. By working closely with the Food Bank's Agriculture Program and a network of partner farms, the mobile market connects low-income community members to the bounty of fresh produce grown in our region.



AFFORDABILITY

Fresh2You seeks to make fresh, high-quality food affordable for all community members. The market accepts all forms of payment: cash, credit and debit cards, SNAP (Food Stamps) and WIC & Senior Farmers Market Nutrition Program (FMNP) vouchers.

The Mobile Market helps customers shopping with food assistance benefits to stretch their food budgets by offering the DOUBLE DOLLARS Program. Shoppers using their SNAP/EBT or Farmers' Market Nutrition vouchers receive a dollar-for-dollar match on all purchases of fresh fruits and vegetables. Fresh2You also offers fun, cooking-related incentives to encourage all shoppers to choose nutritious food options.

NUTRITION EDUCATION

Nutrition student interns and volunteers hold cooking demonstrations and provide tasty samples of seasonal recipes at all market locations. Customers receive tasty, easy-to-follow recipe ideas and tips on how to store and preserve fresh foods.



OUTREACH & PROMOTION

To encourage as many low-income households as possible to shop at the Fresh2You Mobile Market, the Food Bank works closely with partner organizations to conduct outreach in target communities.

For more information, or to find out how to become a Fresh2You community partner, please contact:

Roberta Cosentino, Fresh2You Mobile Market Coordinator
Email: rcosentino@chestercountyfoodbank.org
Phone: 610.873.6000

