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# ABOUT THE MARKETS

## WHAT ARE THEY?

The 40' Mobile Corner Market trailers are self contained and air conditioned, operating using a built in generator. They have coolers, freezers and shelves of fresh produce and dry goods.

**Designed like a mobile grocery store, they are free to clients. We stock the market with 70% healthy products** chosen by our nutrition team and Dietitian.

The program goal is to specifically address health disparities in low resource neighborhoods by **providing greater access to healthy foods and fresh produce in the community and by filling food Rx from local free and charitable health providers through our prescriptive nutrition program.**



## HOW DOES IT WORK?

*shopping on the markets*

Clients are able to enter on one end and shop through the market selecting from displays of lean proteins, fresh produce, shelf-stable pantry, and personal care/household items.

Shoppers are guided by FNEFL staff or healthcare student volunteers. Variety is encouraged by categorizing foods similar to a grocery store and limiting choices in each category to a predetermined number based on family size. Clients still get to choose the specific items they want within each category. **Best of all, most of the time we can offer the clients to "take as much fresh produce as you will use", thereby encouraging healthy eating and home cooking.**

## HOW ARE THEY DIFFERENT FROM A MOBILE PANTRY?

**Because the markets are a one-on-one client choice shopping experience, they are by appointment only and are a much smaller distribution.** While we aim to give a truly meaningful amount of food to each family, the market overall is about quality, not quantity.

University students and FNEFL staff specially trained in nutrition will shop with the clients, guiding them to healthy choices and ensuring a fair amount of food for all.

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