



Farm Express Site Eligibility Criteria

About the Service

Farm Express is a fleet of non-profit mobile produce markets that sell high quality, fresh fruits and vegetables in communities with limited access to healthy food. We proudly serve families, children, seniors, veterans, and many other community members in Phoenix and Tempe. We sell our produce at cost with no tax and accept cash, credit, debit, SNAP benefits, and Double Up Food Bucks.

Produce

We believe that everyone deserves access to the highest quality produce available in the places they live, work, learn, and play, so we carry a variety of locally and regionally grown fruits and vegetables. To meet this high standard of excellence, Farm Express sources its offerings from Peddler's Son Produce, a family owned and operated wholesale distributor located in Phoenix, as well as Sun Produce Cooperative, a cooperatively owned organization that aggregates fresh, organic produce from small-scale farmers in Arizona.

Eligibility Requirements

There are a number of factors we evaluate when adding a community site to our service route. To determine site eligibility, the Farm Express team considers the following criteria:

Neighborhood Features

- The community site is located in an area with limited access to healthy food
- Community members have expressed interest in having additional healthy food access points in their area
- The site is open to the public to increase access potential during a Farm Express visit, if applicable

Service Expectations

- Site has ability to attract a minimum of 15 customers per Farm Express visit
- Site is committed to promoting each Farm Express visit using various promotional methods, including:
 - Posting monthly Farm Express flyers at highly trafficked points on site
 - Displaying relevant Farm Express materials (info cards and reminder cards)
 - Sending visit reminders to community members (via email, text notification, and/or other methods)
 - Including Farm Express information in newsletters or on the community site's website

Logistics and Scheduling

- The Farm Express bus has a consistent, reliable and safe parking spot for each market visit
- Parking spot is safe to walk to/from in a highly visible area
- Parking spot is located near an indoor waiting area or lobby that can be used during adverse weather conditions, when applicable
- Requested Farm Express visit aligns with route and scheduling availability

Next Steps

While we recognize certain elements of the above conditions may not be applicable to every site, an ideal Farm Express selling location should meet most, if not all, of the above criteria. We look forward to serving your residents and community members.

For questions, please contact Casey Hopkins, Farm Express Program Manager, at casey@activatefoodaz.org.