

**10 YEARS OF GROCERY ACCESS
SOLUTIONS USING A MIX OF ONLINE,
MOBILE AND BRICK-AND-MORTAR
STORES THROUGHOUT STARK COUNTY,
OHIO**



StarkFresh

Mission: Tackling the causes of hunger by creating realistic pathways out of poverty

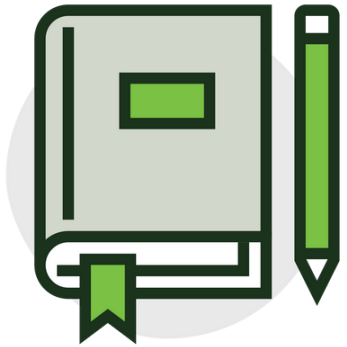
Pathways out of Poverty



PATHWAYS OUT OF POVERTY
FOOD



PATHWAYS OUT OF POVERTY
SUCCESSFUL RE-ENTRY



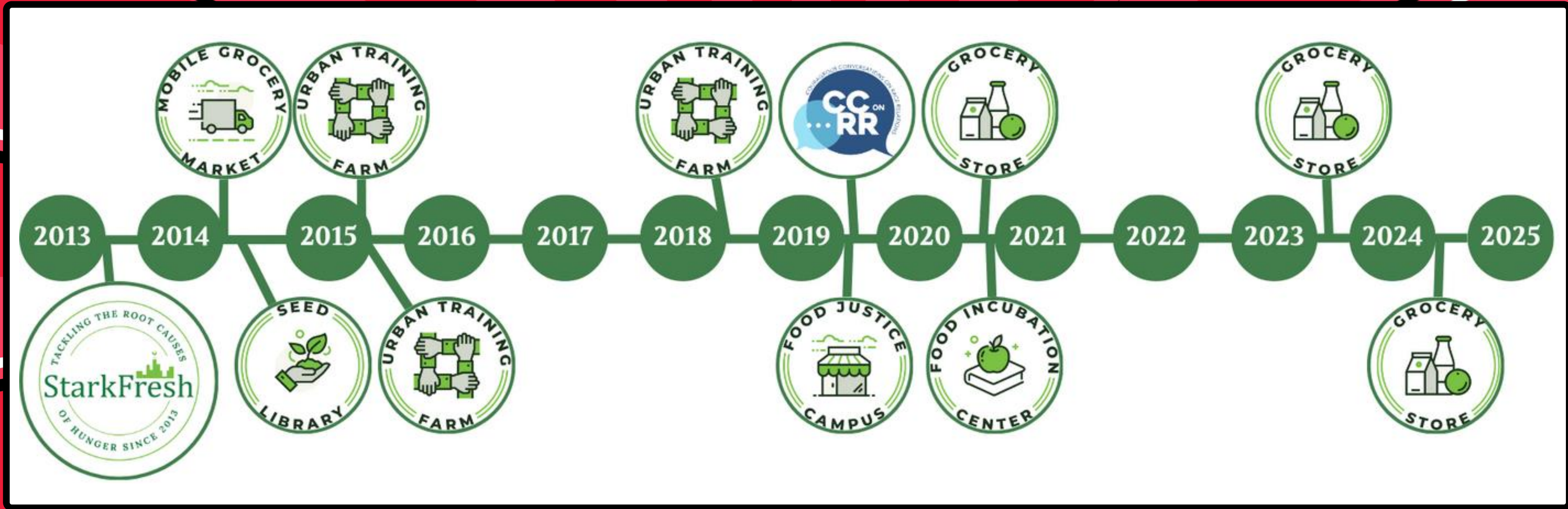
PATHWAYS OUT OF POVERTY
EDUCATION



PATHWAYS OUT OF POVERTY
EMPLOYMENT



PATHWAYS OUT OF POVERTY
HEALTHCARE



Farmers Market 2013-2016



2014



Mobile Market 2015-2017



Mobile Market 2015-2017



Mobile Grocery Market 2017-2020



Mobile Grocery Market 2017-2020



Mobile Grocery Market 2017-2020



Mobile Grocery Market 2020-2022



Mobile Grocery Market 2020-2022



Mobile Grocery Market 2020-2022



Mobile Grocery Market 2020-2022



Mobile Grocery Market 2020-2022



Spring 2022 Schedule

March 1st - May 26th

SNAP/EBT, Cash, Credit, Debit
accepted as payment

Tuesdays - Pre-Order ONLY

- 1:00 pm - 1:30 pm Village Towers*
4955 Higbee Avenue Northwest, Canton
- 1:40 pm - 2:15 pm Plaza Terrace Apartments*
716 30th Street Northwest, Canton
- 2:25 pm - 2:55 pm Wellness Village at Midway*
3055 Mahoning Road Northeast, Canton



*Pre-orders must be placed by 12:00pm (noon) on Mondays

To sign up or for more information, visit www.starkfresh.org/mobile-grocery-market

Wednesdays

- 10:45 am - 11:25 am Alliance Towers
350 South Arch Avenue, Alliance
- 11:40 pm - 12:25 pm Aultman Alliance Hospital *1st, 3rd, and 5th Wednesdays ONLY*
200 East State Street, Alliance
3/2, 3/16, 3/30, 4/6, 4/20, 5/4, 5/18
- 11:40 pm - 12:25 pm Hart Apartments *2nd and 4th Wednesdays ONLY*
125 East Simpson Street, Alliance
3/9, 3/23, 4/13, 4/27, 5/11, 5/25
- 1:10 pm - 1:50 pm Quarry Ridge Apartments
1280 Cherry Road Northwest, Massillon
- 2:00 pm - 2:40 pm Riverview Towers *Pre-Order Available**
223 2nd Street Southwest, Massillon
- 2:50 pm - 3:30 pm Lincoln Apartments
815 Lincoln Way East, Massillon



YOU SNAP, WE MATCH!

For every qualifying purchase of fruits and vegetables up to \$25 using your SNAP card, receive a 50% discount!

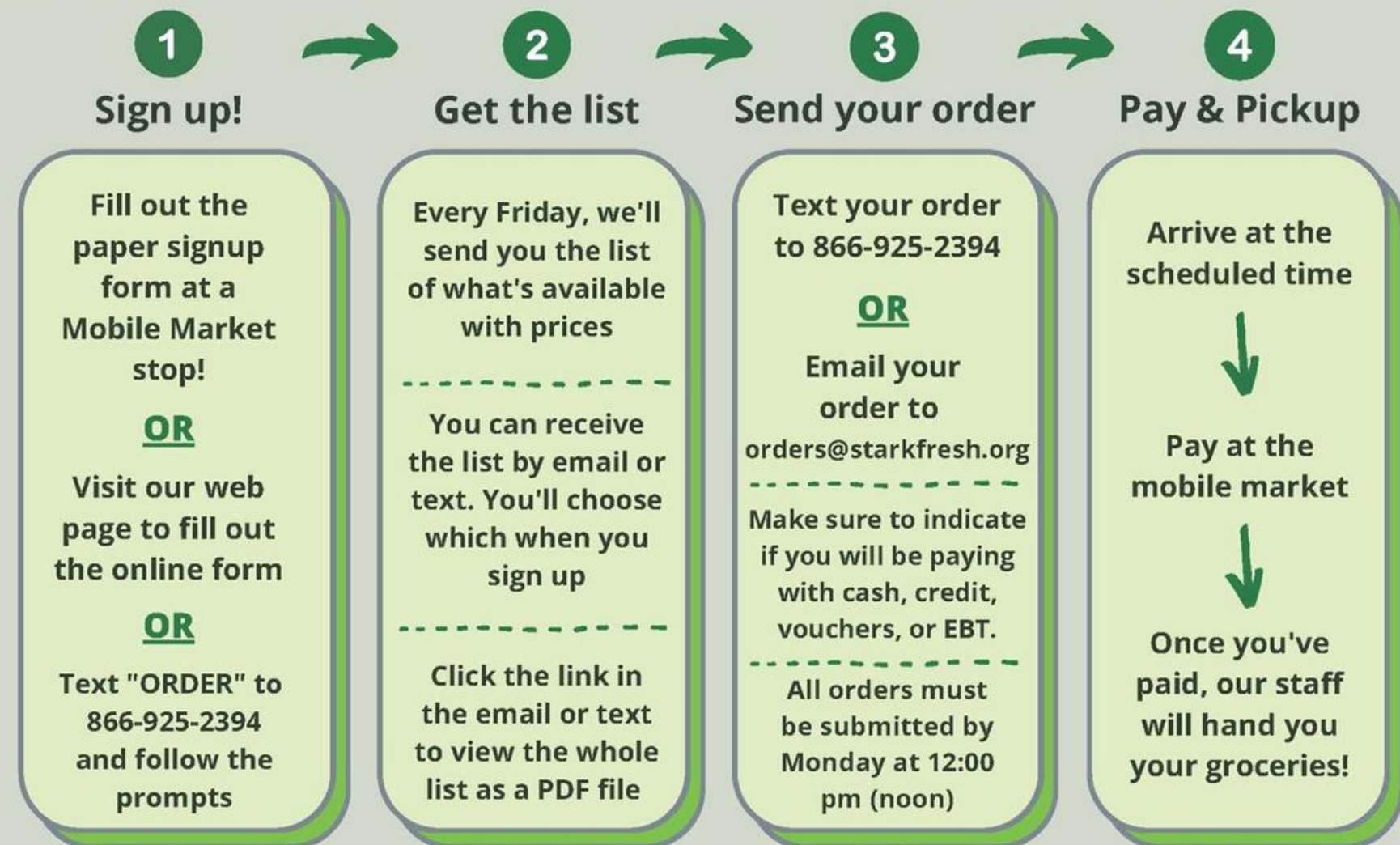
For our most up to date schedule and information on pre-order, please visit

www.starkfresh.org



How to pre-order your groceries!

Pre-order is only available at Village Towers, Plaza Terrace, Wellness Village, and Riverview Towers.



Questions?

Text us at 866-925-2394 or email us at orders@starkfresh.org
For more information, visit www.starkfresh.org/mobile-grocery-market

Mobile Grocery Market 2020–2022

StarkFresh
MOBILE GROCERY MARKET



12,876 attendees

128 stops

187 weeks of operation

\$26,367.90 in SNAP purchases

incentivized

\$101,437.94 in total sales

19,628 miles driven

160,276 pounds of food sold



2019

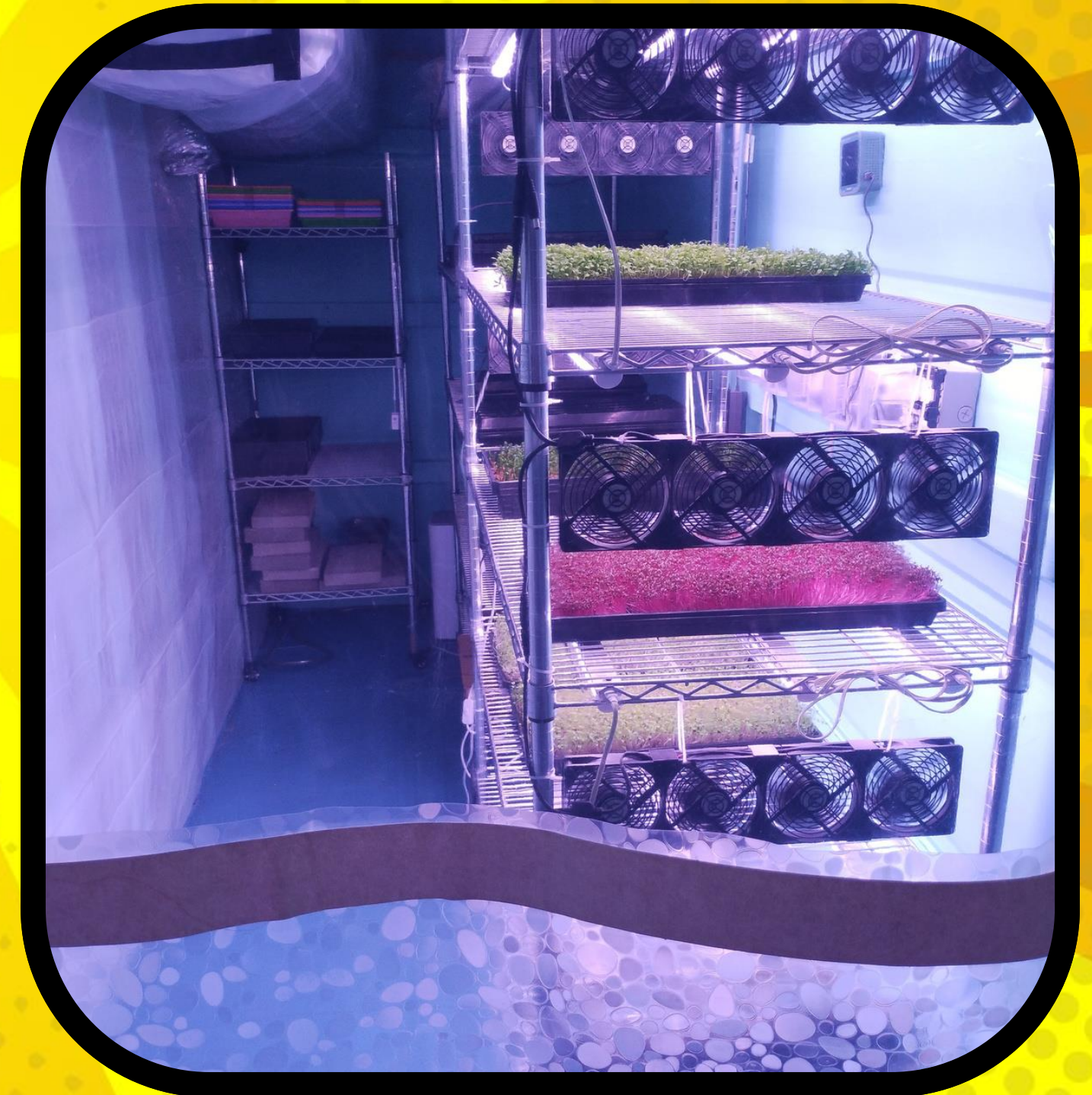
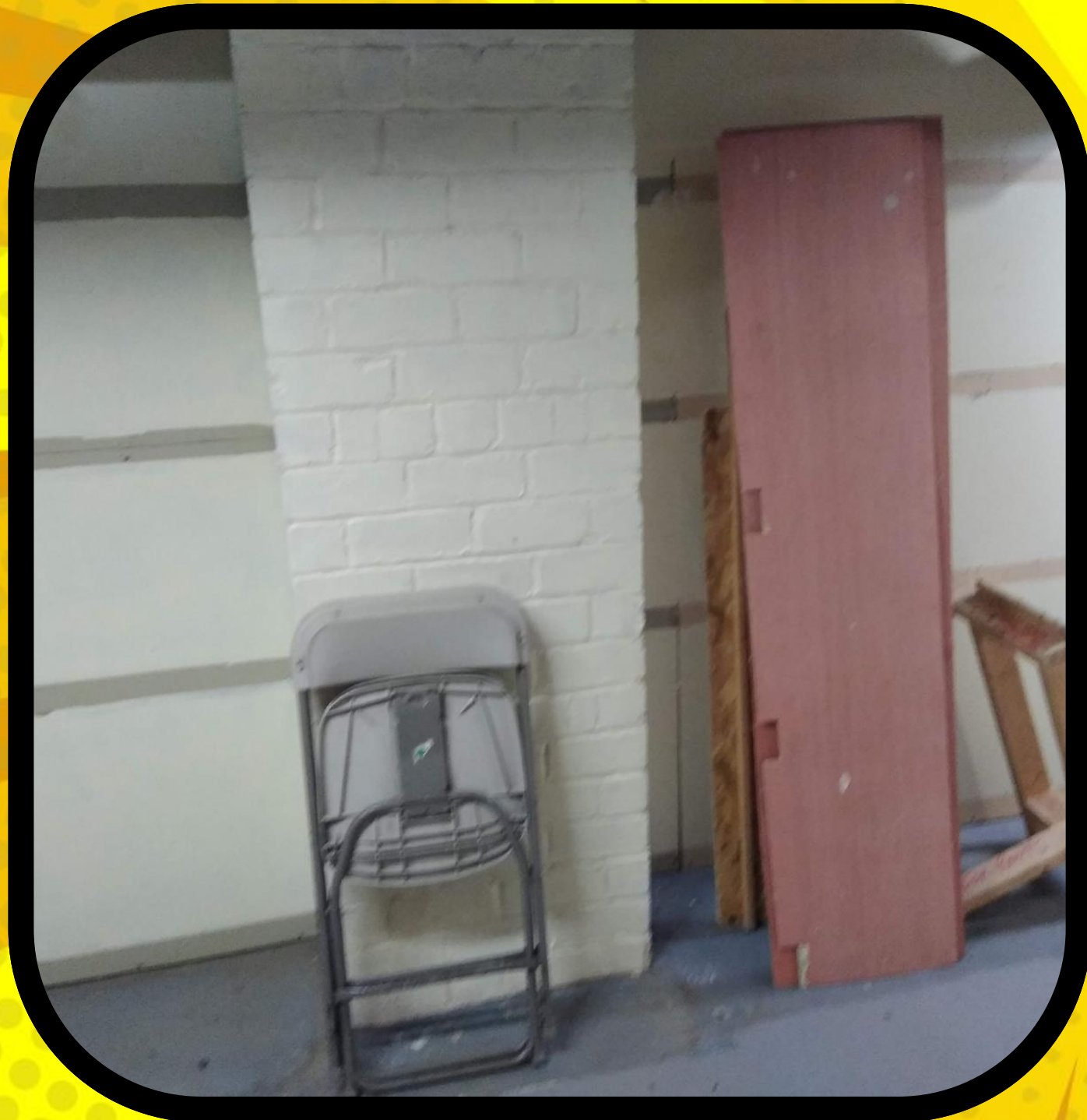




Transformation-Canton Mushroom Works



Transformation- Little Greens Mama



2 Main Focuses





**Since 2021,
62 food safety training graduates,
14 Business Development Boot Camp
graduates,
39 Kitchen users,
8 Office tenants**

- **Shared-use Kitchen**
- **Office Space**
- **Food Safety Training**
- **Business Development Boot Camp**

Canton Grocery Store



Canton Grocery Store



Canton Grocery Store



Canton Grocery Store



Canton Grocery Store



Canton Grocery Store



Canton Grocery Store



Canton



- ~\$190k opening costs
- Since Opening in 10/2020
 - 31,777 customers
 - \$213,144.94 in SNAP sales
- \$52,569.72 in SNAP sales incentivized
 - \$437,929.84 total sales
- 3 Full-time job positions created
- 6 Part-time job positions created
 - ~400k in payroll

Alliance Grocery Store



Alliance Grocery Store



- ~\$120k opening costs
- Since Opening in 10/2023
 - 3951 customers
 - \$25,519.12 in SNAP sales
- \$3,747.82 in SNAP sales incentivized
 - \$72,227.77 total sales
- 1 Full-time job positions created
- 3 Part-time job positions created
 - ~50k in payroll

Online Grocery Store 2024



Online Grocery Store 2024

The screenshot shows the StarkFresh website interface. At the top, there is a navigation bar with the StarkFresh logo, a search bar containing "What are you looking for?", and a shopping cart icon. Below the search bar, there are several category dropdown menus: Seafood, Dairy, Grains, Pasta, Cereal, Vegetables, Fruit & Nuts, Meat, Snacks, Meals, Cooking & Baking, and Everything Else. To the right of these menus are buttons for "WHO", "WHAT", "WHY", "HOW", and "DONATE".

A dropdown menu is open under the "Grains" category, listing the following options:

- Grains Frozen
- Grains Dried
- Grains Fresh/Refrigerated
- Grains Canned
- Grains Bagged
- Grains Other

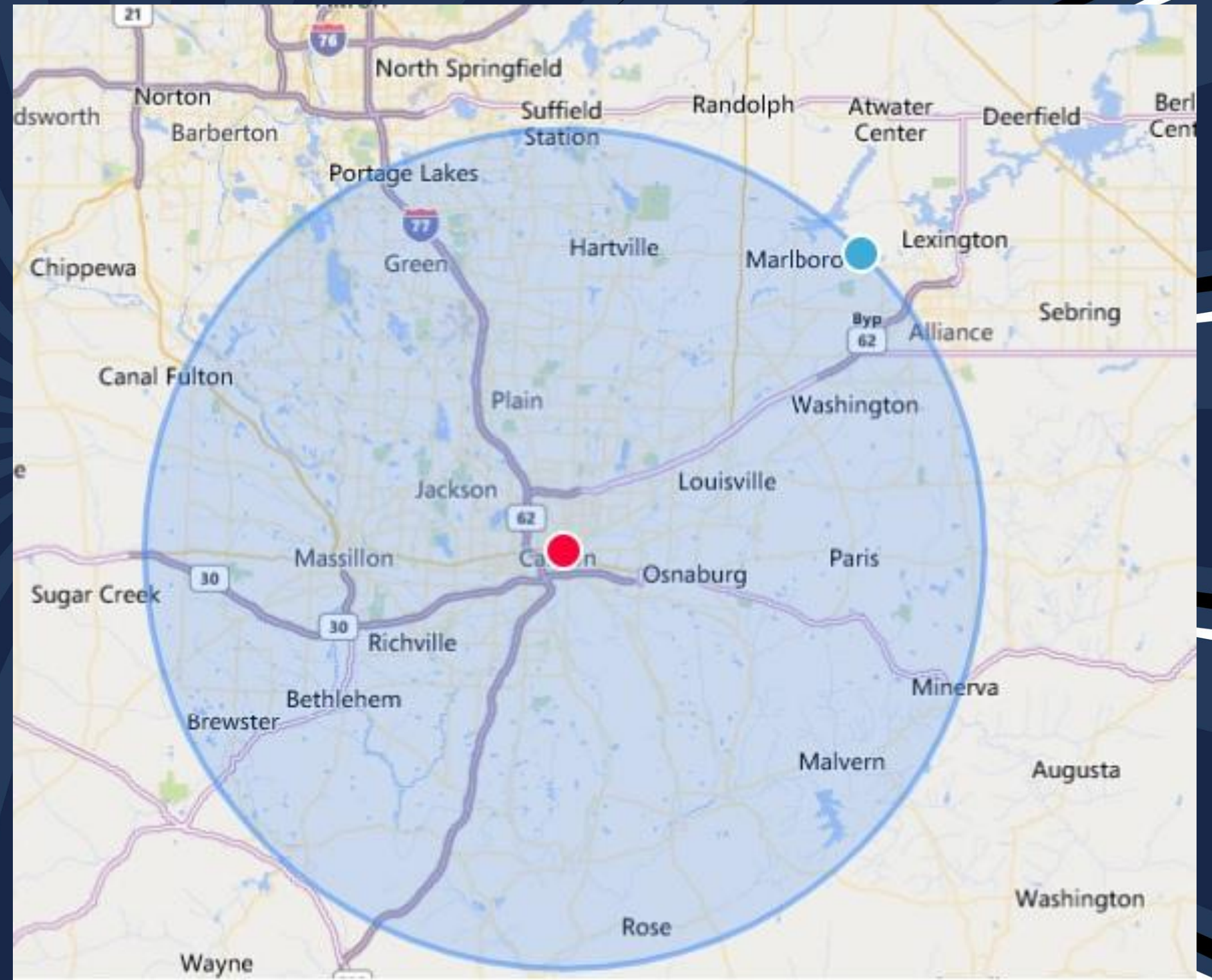
Below the navigation bar, there is a "Browse by Aisle" section with six product categories represented by images and labels:

- Milk: Image of a Spring Farm Evaporated Milk can.
- Spices & Seasoning: Image of a Spice Supreme Basil Leaves container.
- Chips: Image of a Walnut Creek Salt & Vinegar Flavored Potato Chips bag.
- Fruit & Nuts Fresh/Refrigerated: Image of a shopping basket icon.
- Soup: Image of a Walnut Creek Tomato Condensed Soup can.
- Salsa & Dips: Image of an Olive Garden Italian Kitchen product.

At the bottom of the page, there is a green button labeled "Shop All Departments".

Online Grocery Store 2024

- USDA approved for online SNAP
- 15 mile delivery radius from store locations
- No additional charges (delivery/tip)



2024 Retail Grocery program guidance

Essentials \$2,500

(Self-guided) \$18k value)

- StarkFresh Grocery Store Story/Roadmap- Full Version (PDF)
 - Grocery Store Opening checklist (PDF)
- “A day in the life” of running a grocery store video (Video)

Comprehensive \$5,000

(StarkFresh guidance) (\$24,400 value)

- All items included from Essentials tier
- 60-90 minute virtual “guidance” call
- StarkFresh grocery site in-person tours (3-5 hours allotted)
- Grocery Store daily Checklists (Opening, Closing, Cleaning, Manager, Clerk) (PDFs)
Grocery Store SOPs (PDFs)

2024 Retail Grocery program guidance

Supporting all-available ad-hoc

(only available after purchasing Comprehensive tier)

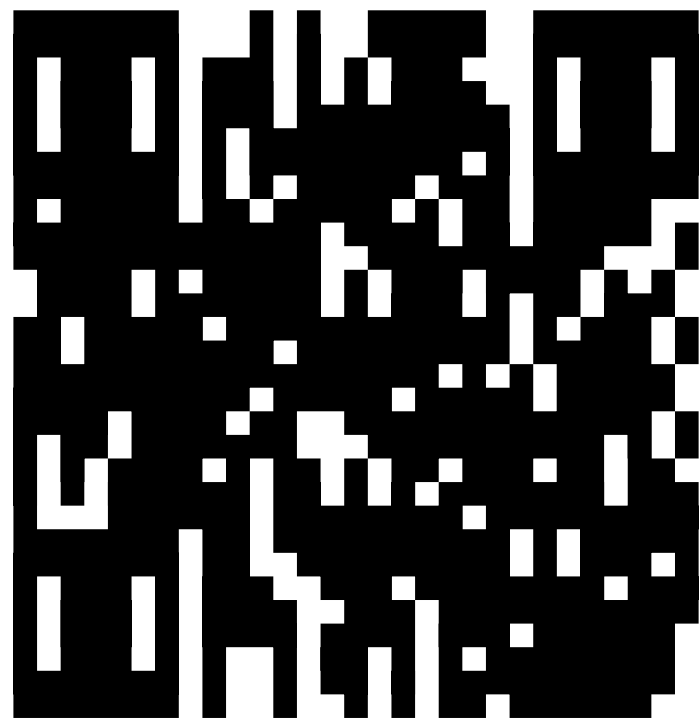
- ZOOM training Series breaking down aspects of the store operations over a series of classes, ie: Staffing, POS/inventory management, overhead/operations, pricing strategies, checklists, staffing, vendors/food/procurement (30-60 minute webinars, unlimited questions during time allotted in webinar.) (\$1,400 value)
 - Blocks of hours to ask questions/correspond via phone or email (\$400 value)
 - Store expansion Addendum/checklists (PDFs) (\$1k value)

2024 Retail Grocery program guidance

Complete \$15,000 (\$37,200 value)

- Includes all items from Intro, Essentials, Comprehensive, & Supporting tiers. (\$27,200 value)
 - Includes Additional on-site guidance (up to 2 days including travel) (\$10k value)
- Unlimited meetings with stakeholders, funders, staff, community members, during on-site guidance visit.
 - Airfare/lodging not included in this price and to be paid for by the purchaser.

QUESTIONS?



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