



Cowley County Economic Development Partnership



Mobile Grocery Store for Rural Communities

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Honor Capital



- Mission and Vision
 - Provide high-quality, affordable groceries and fresh produce to rural communities in Cowley County
 - Connection with mission – Food Deserts
 - Creation of Anchor Mobile Food Market – Food insecurity



Mobile Food Market Model



- Creating a model for Rural Communities
 - They reached out to us for assistance
 - Unlike we've seen
 - Customers have to be willing to change their grocery shopping habits to become a dependable base
- Hub & Spoke Model



Mobile Food Market- Timeline



February – Sunflower Grant awarded to assist with pilot project research and implementation

March – Hire Coordinators and complete community survey

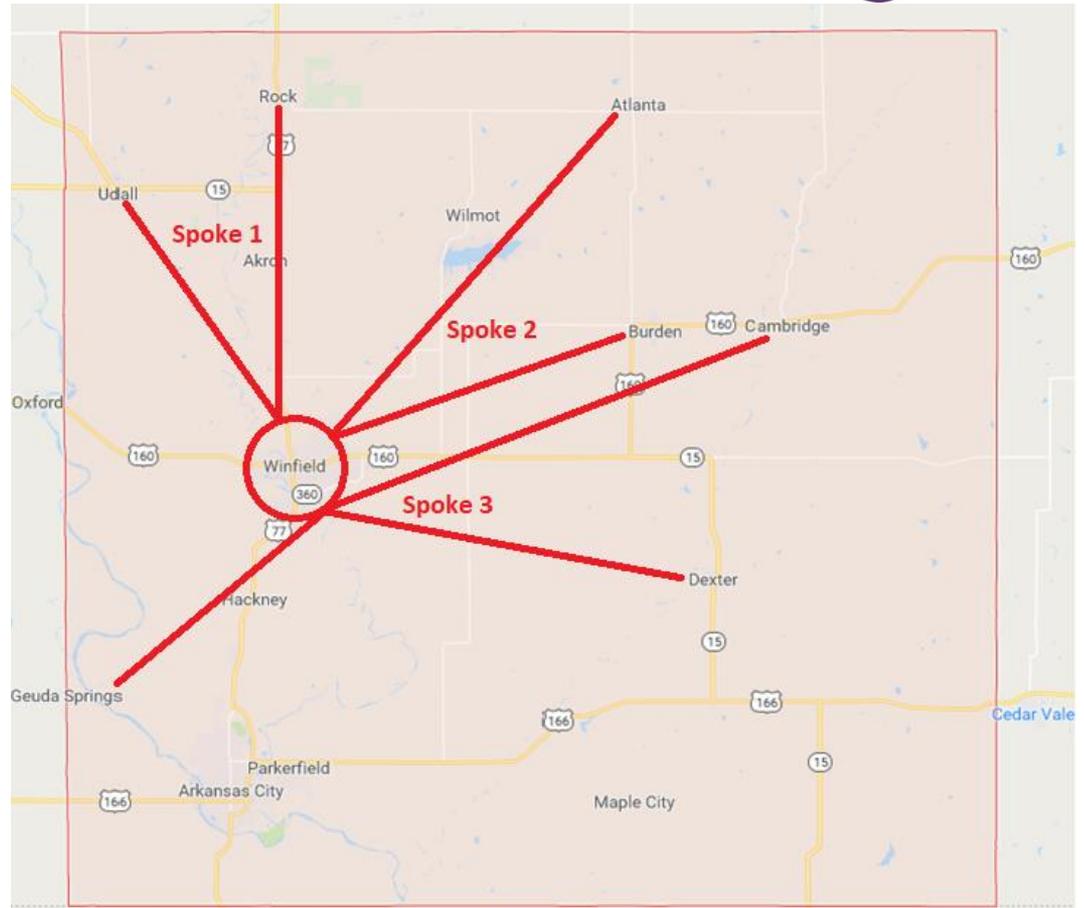
April – Review survey data to establish schedule for community stops

May – Test runs to communities



Targeted Communities

- Which were identified
- Community data
 - Atlanta- 195
 - 33% poverty
 - 26 miles
 - Burden- 535
 - 56% LMI
 - 18 miles
 - Cambridge- 82
 - 50% LMI
 - 23 miles
 - Dexter- 278
 - 45% LMI
 - 20 miles
 - Udall- 746
 - 48% LMI
 - 17 miles



First steps

- Hired Community Coordinators
 - Help with community outreach and surveying
- Survey
 - Process – paper, social media, meetings, mailing, time
 - Data told us...
 - Heard - Perceptions / Misconceptions – Examples:
 - Food truck – not a restaurant
 - Government funded - Not
 - Higher costs
 - Not a door service like Schwan's
 - “Come to us!”



Engagement

- Community buy-in and support
 - Must get buy-in and support – went to council meetings
 - Do they have permitting? Sales tax?
 - Access to electricity
 - Place to park the truck
 - Where will people wait



Timeline – Outcome



- Today – Planning for runs to start in July
- Takes longer than we anticipated
 - What has happened
 - Coordinators
 - The good and the bad



Anchor Mobile Food Market



- Trailer – Behind the process
 - Design method
 - Costs
 - Funding partners
 - Who built it and the wrap?
 - Unforeseen challenges?



Anchor Mobile Food Market



- Inventory

- What will be on the truck
- How will the sales differ from brick & mortar
- Pre-orders – plan to address
- Payment methods



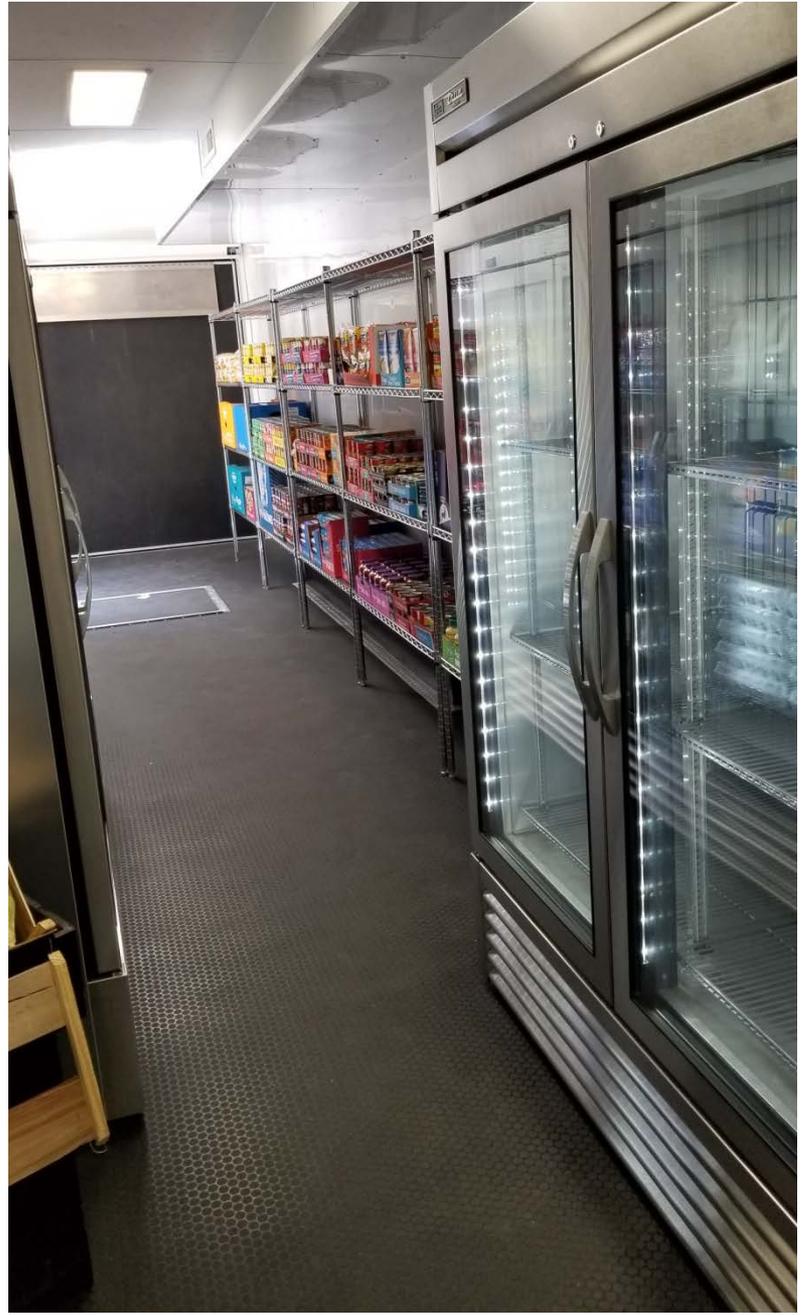
Anchor Mobile Food Market



- Options to come
 - Potential for institutional purchasing
 - Sustainability requirements









Anchor Mobile Food Market



- Lessons learned and recommendations
- Any Questions?

