



COMMUNITY PARTNER  
*Spotlight*



Treasure Coast Food Bank's Market Fresh on the Move is an innovative and multifaceted program that is having a BIG impact on food insecure residents and those living in the more rural areas of Indian River County. Our weekly scheduled stops at convenient locations in food desert neighborhoods provide a reliable, affordable source for healthy, fresh foods. Market Fresh provides local fruits and veggies, farm fresh eggs and milk, a variety of pantry staples and healthy prepared meals (made in TCFB's food production facility) all at an unbeatable price.

Nearly 20,000 residents of Indian River County are food insecure, meaning they don't know where their next meal will come from. Market Fresh on the Move aims to serve those struggling with food insecurity by bringing our grocery store on wheels to those areas of our community. Anyone can shop aboard Market Fresh on the Move, although we have made it easy for SNAP beneficiaries to participate by accepting EBT benefits onboard. We have also leveraged fresh produce purchases through a partnership with Florida Fresh Access Bucks – which doubles the purchasing power of fresh produce for clients. This program benefits all Indian River County residents, and all proceeds from grocery sales are reinvested back into the program which will help sustain the program long into the future.

We envision the Market Fresh on the Move will expand to reach more areas of the county year over year, to continue to serve more residents. The biggest goal is to have the program be self-sustaining. As a social enterprise model each sale generates funds that get reinvested back into the program.

The Impact 100 grant has already begun to create a very positive change for many families in some of the highest need, at-risk communities in Indian River County. This initial investment helped us build and purchase the custom vehicle that is Market Fresh on the Move – in addition to providing funding for the initial start-up costs for year one of the program including staffing and supplies. Without Impact 100's deep belief in our program concept and commitment to our mission of ending hunger on the Treasure Coast – we would not have this program today!

The Market Fresh on the Move vehicle has been deployed and is in service to the community. We have ramped up service to 12 weekly stops across Indian River County serving 650 clients a month and continue to see steady growth in participation. \$11,800 in sales has been generated to date! We continue to adjust routing and promote the program to reach more residents. Additionally, in partnership with Keiser College interns, we have relaunched our Community Nutrition Outreach Program and are able to offer nutrition education to our clients including recipes, resources and encouraging healthy eating tips. We would also like to share the following program success story:

*One of the locations being served is Osceola Magnet School. For 4th & 5th graders in the school's behavioral support class, Market Fresh on the Move is being used as a real world skills lab as the teacher works with her students to teach nutrition, math, and social skills each week. The students' teacher has arranged sponsorship for each child so they each receive \$5 a week to shop aboard the Mobile Market to select fresh foods that they can enjoy at home. Market Fresh on the Move has offered an exciting and impactful space for these students and is working to make a broader difference in their lives. The students look forward to being able to shop each week, and their teacher has noticed positive progress in their skills and behavior.*

Members can continue to help play an important role in the success of this program by 1) telling everyone they know in Indian River County about Market Fresh on the Move, 2) follow Treasure Coast Food Bank on Facebook and share our posts to help get the word out, 3) volunteer to assist with onsite client shopping, checkout and outreach. Anyone interested in helping can email [volunteer@tcfoodbank.org](mailto:volunteer@tcfoodbank.org) reference Market Fresh on the Move! Or visit our website <https://stophunger.org/volunteer/> to find out more. You do not have to be food insecure to shop on board the vehicle – in fact the more people that shop the more successful this program will be in the long run.



# MARKET FRESH THIS WEEK



Market Fresh on the Move, a mobile neighborhood grocery, visits regular locations every week, on the same day, at the same time, so you can take advantage of this great opportunity to provide reliable access to nutritious food. With the convenience of this 'grocery store on wheels' coming to your neighborhood, you can buy affordable first-quality food for your family right at home including fresh fruits and vegetables, dairy, eggs, and meat, as well as a variety of dry and canned products.

## Mobile grocery store visiting these locations this week:

### TUESDAY

- 9:30am-11am:**  
**St. Francis Manor Apartments**  
1750 20th Ave  
Vero Beach, FL 32960
- 11:30am-1pm:**  
**Oslo Middle School**  
480 20th Avenue  
Vero Beach, FL 32962
- 2:00pm-3:30pm:**  
**Gardenia Gardens**  
655 14th Street  
Vero Beach, FL 32960

### WEDNESDAY

- 9:30am-11am:**  
**Dodgertown Elementary**  
4350 43rd Avenue  
Vero Beach, FL 32967
- 11:30am-1pm:**  
**Gifford Park**  
4715 43rd Avenue  
Vero Beach, FL 32967
- 2pm-3:30pm:**  
**Martin Luther King Park**  
**TCCH Gifford Center**  
2880 45th Street  
Vero Beach, FL 32967

### THURSDAY

- 9:30am-11am:**  
**Osceola Magnet School**  
1110 18th Avenue SW  
Vero Beach, FL 32962
- 11:30am-1pm:**  
**Indian River Academy**  
500 20th Street SW  
Vero Beach, FL 32962
- 2pm-3:30pm:**  
**IG Center**  
**South County Park**  
1590 9th Street SW  
Vero Beach, FL 32962

### FRIDAY

- 9:30am-11am:**  
**Fellsmere Elementary**  
50 N Cypress Street  
Fellsmere, FL 32948
- 11:30am-1pm:**  
**Grant Park**  
8 E. Grant Avenue  
Fellsmere, FL 32948
- 2pm-3:30pm:**  
**Treasure Coast Community Health**  
12196 County Road 512  
Fellsmere, FL 32948