BUFFALO, NY

Fresh2Go East Side Mobile Market

MY IDEA FOR CHANGE
This project involves establishing a mobile produce market that will provide healthy and fresh food options at various locations around Buffalo’s East Side. The food sold will be sourced mainly from local farmers, vendors, and urban gardens. This project has joined forces with a similar mobile fresh market project initiated by the Community Action Organization in the same area. Thus, Kara will help sustain this developing program by marketing the program and seeking funding for it.

WHERE THE CHANGE WILL HAPPEN
The East Side of Buffalo currently faces low access to nutritious and affordable fresh food, which leads to a host of other neighborhood problems including poor health and quality of life. In order to address these issues, a method of delivering fruits and vegetables to East Side residents in a way that is predictable, convenient, and takes into consideration that many residents do not own automobiles, is desperately needed. The Fresh2Go East Side Mobile Market meets this criteria.

Planning a Change

ACTIONS TO MOVE IT FORWARD
Seek funding
Develop a marketing campaign

RESOURCES NEEDED TO MAKE IT HAPPEN
Program Funding, Partnerships

FUNDING RANGE
$10,000 - $50,000

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I want to provide fresh, nutritious, and affordable food to the residents of Buffalo’s East Side in a manner that is convenient, predictable, and takes into account that many of these community members do not have access to cars.