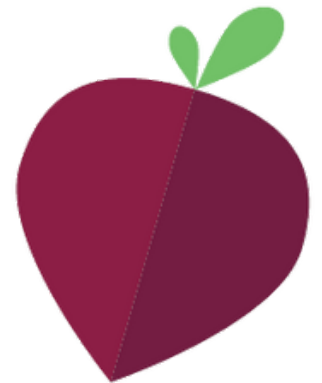




# MOBILE FOOD MARKET



## Evaluation Report 2022

Published February 2023

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Cover Photo: Emily Stevens

# INTRODUCTION

The Mobile Food Market (MFM) has been a collaborative effort between partners and shareholders, including the Halifax Regional Municipality (HRM). The MFM was first introduced to HRM in 2015 as a pilot project. It became a year-round program in 2017 and continues to operate as a year-round non-profit organization today. The purpose of the MFM is to address food access issues within HRM by making it easier for people to access and purchase healthy food. This involves providing affordable healthy food in multiple communities through various program options.

## Background

The need for the MFM was first determined in 2015 based on the prevalence of household food insecurity and food bank usage in HRM. Participating communities were selected based on community level deprivation scores, material deprivation at the community level, grocery store density by community, and the percent of seniors, newcomers, single-parent families, and low-income families within the community. While the MFM is not poised to address the root cause of household food insecurity, financial constraints<sup>1</sup>, it does assist in mitigating the effects of household food insecurity and allows people to access food in a manner that is non-stigmatizing, provides autonomy over food choices and maintains dignity. The prevalence of household food insecurity in HRM continues to be problematic with 18.6% of households in 2018 considered food insecure, equating to roughly 1 in 5 households.<sup>2</sup> Food bank usage is not representative of individuals living with household food insecurity, as research has shown the number of people living in food-insecure households far exceeds those accessing a food bank.<sup>3</sup> Nonetheless, food bank usage continues to be high with Nova Scotia having a 17% usage increase from 2019 to 2022.<sup>4</sup> These statistics indicate that the household food insecurity status in Nova Scotia as of 2023 has only worsened.



Photo: Emily Stevens

In addition, food prices have increased dramatically since late 2021<sup>5</sup>. The increases in food prices can be associated with many factors including COVID-19 related supply chain disruptions, poor weather conditions such as droughts and heatwaves, and the Russian invasion of Ukraine. Since household food insecurity is a result of inadequate or insecure access to food due to financial constraints, these drastic increases in food prices have a direct effect on household food insecurity.

Originally a food market on wheels, transporting fruits and vegetables to select communities throughout HRM, the MFM programs and services have expanded to meet the needs of different communities. The current programs offered by the MFM are:

**1. Community Markets:** The MFM continues to offer biweekly community markets in Fairview and North End Halifax year-round.

**2. Bulk Food Delivery Service:** To support various food access initiatives, the MFM makes bulk deliveries of fresh food to community organizations in HRM. The organizations redistribute the food to their clients through lunch or snack programs, community pantries, their own community markets, or their own produce packs.

**3. Seniors Fresh Food Box Program:** The Fresh Food Boxes, also referred to as produce packs, are offered through a program dedicated to seniors, where food is delivered to their place of residence. This program is offered in two senior residence buildings, one in North Dartmouth and one in North End Halifax. It is a program “by seniors, for seniors” as senior volunteers are in charge of designing, assembling, and distributing the produce packs to their neighbours.

The MFM initially began as a project-based partnership through MetroWorks.

Due to ongoing growth and development, the MFM has surpassed the need for a project-based partnership and developed the need to evolve into an independent organization. Becoming an independent organization will allow the MFM to expand its services, tap into different funding and grant streams, and grow capacity to broaden its reach.

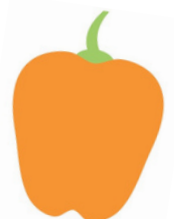
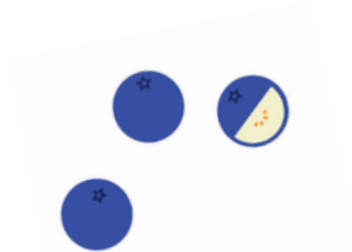




Photo: Emily Stevens

The MFM has worked with Blue Door Consulting for assistance with the transition to an independent organization. At this time, a Board of Directors comprised of individuals with diverse backgrounds and experiences has been formed. The transition to becoming an independent organization will be finalized on April 1, 2023 and the organization's legal name will be the Nova Scotia Mobile Food Market Society.



## Purpose

To capture the ongoing benefits of the MFM, customer, volunteer, and partner surveys were distributed with the purpose to:

Assess the extent to which progress is being made on intended MFM objectives and outcomes in order to understand the impact within and across MFM communities and inform strategic planning.

Identify key learnings and the economic viability of MFM activities to inform future development and expansion of activities across HRM and Nova Scotia.

The purpose of this report is to highlight the many successes of the MFM and identify areas for future growth and development.

# SURVEY METHODS

The customer surveys (Appendix 1) were distributed on paper at the last outdoor Community Markets of the 2022 season in October. There were volunteers providing Arabic translation at both Community Markets when the customer surveys were distributed.

An online version of the survey was available to customers through the MFM's electronic newsletter and on the MFM webpage. The survey was available online from mid-October to early December.

The volunteer surveys and partner surveys (Appendices 2&3) were available in paper and electronic format. A link to a survey or a hard copy of the survey was distributed to all volunteers between mid-October to early December.

All electronic surveys were created in Google Forms. All paper surveys were collected and inputted into Google Forms by a MFM volunteer.

## SURVEY FINDINGS

### Customer Survey

In total, 116 customer surveys were completed. Of the survey respondents, 56% attended Community Markets, 57% received Produce Packs, and 30% accessed MFM through food programs at various community organizations. Most customers (73%) accessed a MFM program every 2 weeks.

Customers who accessed more than one type of MFM program (35 customers) reported similar preference across programs. Among those accessing more than one MFM program, 31% favored Produce Packs, 20% favored the Community Markets, 20% favored food programs through other community organizations, and 29% liked all programs equally. Customers who favored one program over another indicated this was due to their preferred program being more accessible.



Photo: Emily Stevens

## Volunteer Survey

Nine volunteer surveys were collected resulting in a 15% response rate. Due to the low response rate, the survey findings cannot be considered representative of all MFM volunteers. The percent of survey respondents who volunteered at each MFM program was 33% Community Markets, 22% Community Market preparation, 22% Delivery Assistant, 22% Senior Support, 11% Food Box Prep.

Reasons for volunteering for the MFM included volunteers wanting to:

- Be involved with food work (work that addresses food security, food system issues, food access, and healthy food initiatives)
- Be involved and connected with the community
- Help improve and give back to the community
- Learn about food security, poverty, and the work of community-based organizations

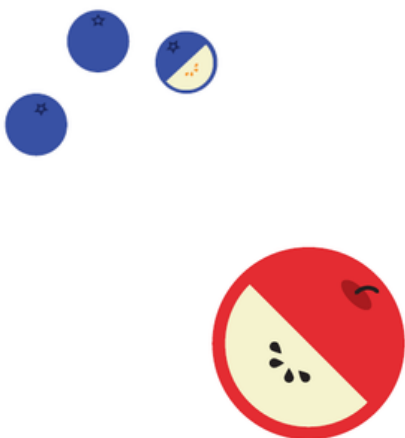
## Partner Survey

Five partner surveys were collected resulting in a 25% response rate. Due to the low response rate, the survey findings cannot be considered representative of all MFM partners. The percent of survey respondents involved with different MFM programs is as follows: 40% Community Markets, 20% Produce Pack Delivery, and 40% Bulk Delivery.

Partners reported they became involved with the MFM because they wanted to support community organizations and help people living in poverty, people living alone, and seniors.



Photo: Kelly Clark Photography



# ENHANCING ACCESS TO AFFORDABLE AND HEALTHY FOOD

## Physical Access

### Customer Survey

The customer survey results demonstrated nearly half (47%) of customers who accessed a MFM program walked. Other modes of transportation included:

- Used a personal vehicle (28%)
- Took a transit bus (13%)
- Carpooled (8%)
- Biked (3%)
- Obtained a ride through a volunteer driver (3%)
- Took a taxi (3%),
- Used an electric scooter (2%).

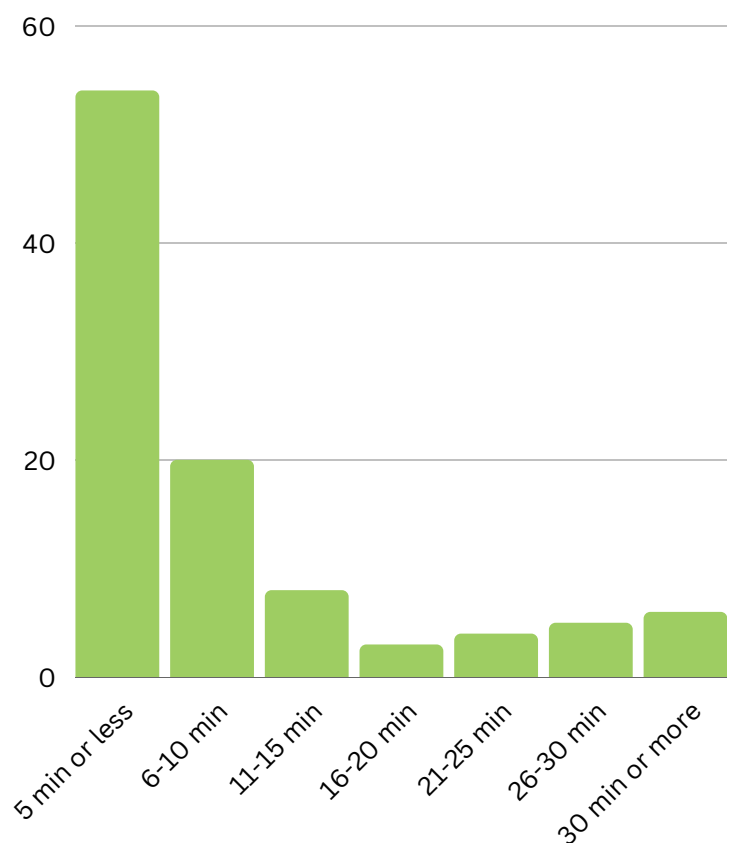
Other customers indicated they obtained food from the MFM through delivery or someone else completed the shopping/pick up on their behalf (15%).

Overall, the average travel time for customers to get to a MFM location was 12 minutes. The lowest travel time was < 1 minute and was reported by a customer who had a MFM program available in their place of residence. The longest travel time reported was 120 minutes.



Photo: Emily Stevens

### Customer Travel Time to MFM





When customers were asked if they experienced any challenges getting to a MFM program location, 73% of survey respondents reported having no challenges. Most customers agreed/strongly agreed with the following statements:

“Community Market/Produce Pick up location makes it easier for me to buy vegetables, fruits, and other healthy foods.” (91%)

“The day and time of the Community Market/Produce Pack pick up makes it easier for me to buy vegetables, fruits, and other healthy foods.” (91%)

Of the survey respondents who did report challenges getting to a MFM program location, their experiences included the following:

- Inefficiencies with the bus.
- Market time conflicting with other events/obligations.
- Weather, particularly in the winter.
- Lack of transportation available.
- Mobility challenges (unable to walk far, difficulties carrying groceries).
- Challenges finding market locations.
- Cost of gas.

Notably, when customers were asked if they experienced any challenges accessing healthy food when shopping for food at locations other than the MFM, 72% of survey respondents indicated challenges associated with access. Challenges included transportation and limited mobility (14%), lack of food availability in the community (22%), and poor-quality food (23%).

**These findings indicate customers encounter challenges much less frequently when shopping at the MFM compared to other food retailers. This highlights how the MFM improves food access.**

## Volunteer Survey

The results from the volunteer survey also indicated that the MFM improved food access through the following:

- Reducing food waste.
- Maintaining dignity.
- Reducing stigma.
- Providing flexibility to meet customer needs.
- Making food affordable.
- Supporting seniors and individuals in low-income areas.

**When asked to indicate their level of agreeance with several statements, most volunteers agreed/strongly agreed with the following statement:**

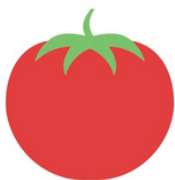
**“The ability of the community to address food access has increased as a result of the MFM.” (89%)**

When asked about their personal ability to address food access, less than half of the volunteers agreed/strongly agreed with the following statement:

**“My personal ability to address food access in my community has increased as a result of my involvement in the MFM.” (44%)**

Volunteers also indicated that while the MFM is doing an excellent job at improving food access, they provided some suggestions for improvement, which included:

- An increased number of Community Market locations and having one in Dartmouth.
- Increased visibility of local community participation and partnership with the MFM.
- Promotion of volunteer opportunities and shorter shifts for certain positions.



## Partner Survey

Results for the partner survey also showed the MFM had improved food access. When asked to indicate their level of agreeance with the several statements, most of the partners who completed the survey agreed/strongly agreed that:

**“The ability of the community to address food access has increased as a result of the MFM.” (100%)**

**“My personal ability to address food access in my community has increased as a result of my involvement in the MFM.” (80%)**

Partners reported food access was improved through making fresh, healthy food affordable and easily available through multiple methods of distribution. Some suggestions for improvements included:

- An increased the number of pick-up locations.
- The creation of a hybrid model that involves a Community Market and Produce Park service and incorporates free produce into the model.



Photo: Emily Stevens

# Affordability

When asked about challenges obtaining food from other retailers, 71% of customers indicated a challenge to obtaining food from other food retailers is that food is too expensive. This was the most common challenge reported.

Most customers agreed/strongly agreed with the following statements:

**“Community Market/Produce Pack prices make it easier for me to buy vegetables, fruits, and other healthy foods.” (88%)**

**“The Community Market/Produce Pack prices make it easier for me to buy vegetables, fruits, and other healthy foods.” (88%)**

**“The Community Market/Produce Pack program provides a dignified way to get healthy and affordable food.” (93%)**

Results from the partner and volunteer surveys yielded similar findings. When asked to indicate their level of agreement with the statement

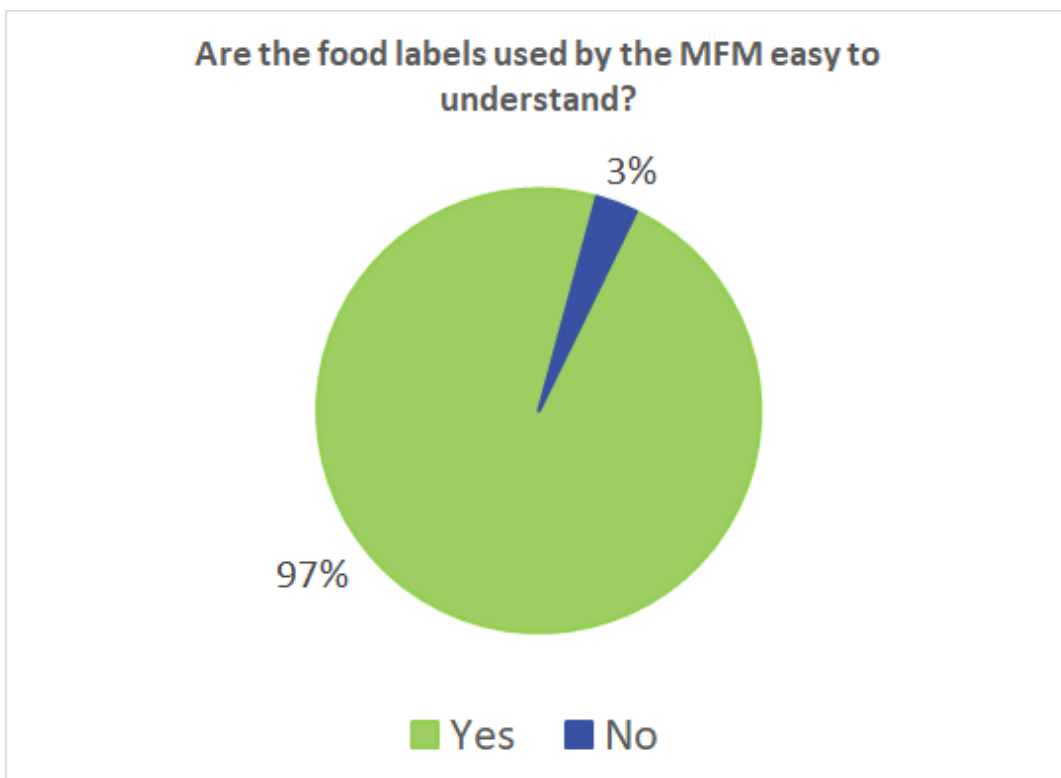
**“The MFM is a dignified way to get healthy and affordable food in my community,” 100% of partners and volunteers agreed/strongly agreed.**



Photo: Kelly Clark Photography

# Food Literacy

Results from the survey indicated customers feel comfortable and competent identifying foods offered by the MFM and preparing the food into meals and snacks at home.



All volunteers who completed the survey reported the food labels at the Community Market were clear and easy for customers to understand. It should be noted however, that the MFM serves a newcomer population and the surveys were only written in English. While the Community Markets did have a MFM volunteer providing Arabic translation to customers completing the survey, only having one translator providing translation in one language is very limiting.

It is possible that the customers who would have the most difficulty reading the food labels, i.e., customers who have English as an additional language and/or low literacy skills, were not able to complete the survey. This means the survey findings may not be representative of all MFM customers.



Photo: Emily Stevens

Future survey distribution at Community Markets would benefit from having more translators available. Having multiple versions of the survey in different languages would also reduce barriers to survey participation.

The MFM does intend to develop food labels for produce at the Community Markets that will list the price, provide a photo of the item, and have QR codes. Customers would be able to scan the QR code with a smart phone and have the label read out to them in their language of choice. For customers without a smart phone, having a photo of the item on the food label will help with identification. This could reduce barriers for customers who have English as an additional language.

# Variety of Market Products

The survey results indicated MFM customers were satisfied with the variety of food choices offered through MFM programs. When asked the following statements, most customers agreed/strongly agreed:

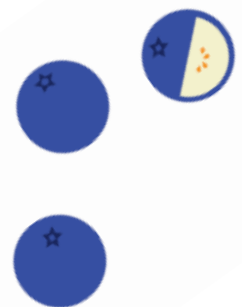
**“The Community Market/Produce Pack program makes it easier for me to buy vegetables, fruits, and other healthy foods that meet my family/cultural needs.” (85%)**

**“I eat more fruits, vegetables and other healthy food because I shop at the Mobile Food Market/purchase a Produce Pack.” (86%)**

**“My family eats more fruits, vegetables and other healthy food because we shop at the Mobile Food Market/purchase a Produce Pack.” (76%)**

While customers appeared satisfied regarding the variety of food choices the MFM offered, and 31% did not report they wanted any additional add-ons, the following is a list of products some customers reported they would like to see.

- Meat or poultry
- Dried fruit
- Cleaning supplies/household essentials
- Dog/cat food
- Legumes
- Plant-based milk
- Tea/coffee
- Spices/herbs
- Dairy/cheese
- Eggs
- Starches (e.g., bread, rice)
- Canned goods
- More fruits and vegetables
- Local food
- Kid snacks



While there is a demand for meat and poultry, the MFM currently does not have the infrastructure required to safely store and transportation those products.

Regarding the source of MFM food, there appeared to be a preference for local food, as 80% of customers indicated they agreed/strongly agreed with the statement “I would like to see more local vegetables and fruits from Nova Scotia at the market, even if prices increase”.

When asked about organic foods, 53% of customers agreed/strongly agreed, while 31% disagreed or strongly disagreed with the statement “I would like to see more organic vegetables and fruits at the market, even if prices increase”. This indicates that MFM customers are more interested in local food, rather than organic food.

Currently, the MFM main food partner is Loblaws. However, the MFM purchases food from local producers regularly, including produce from Noggins Farm, eggs from Scotia Poultry and bread from Stone Hearth Bakery.

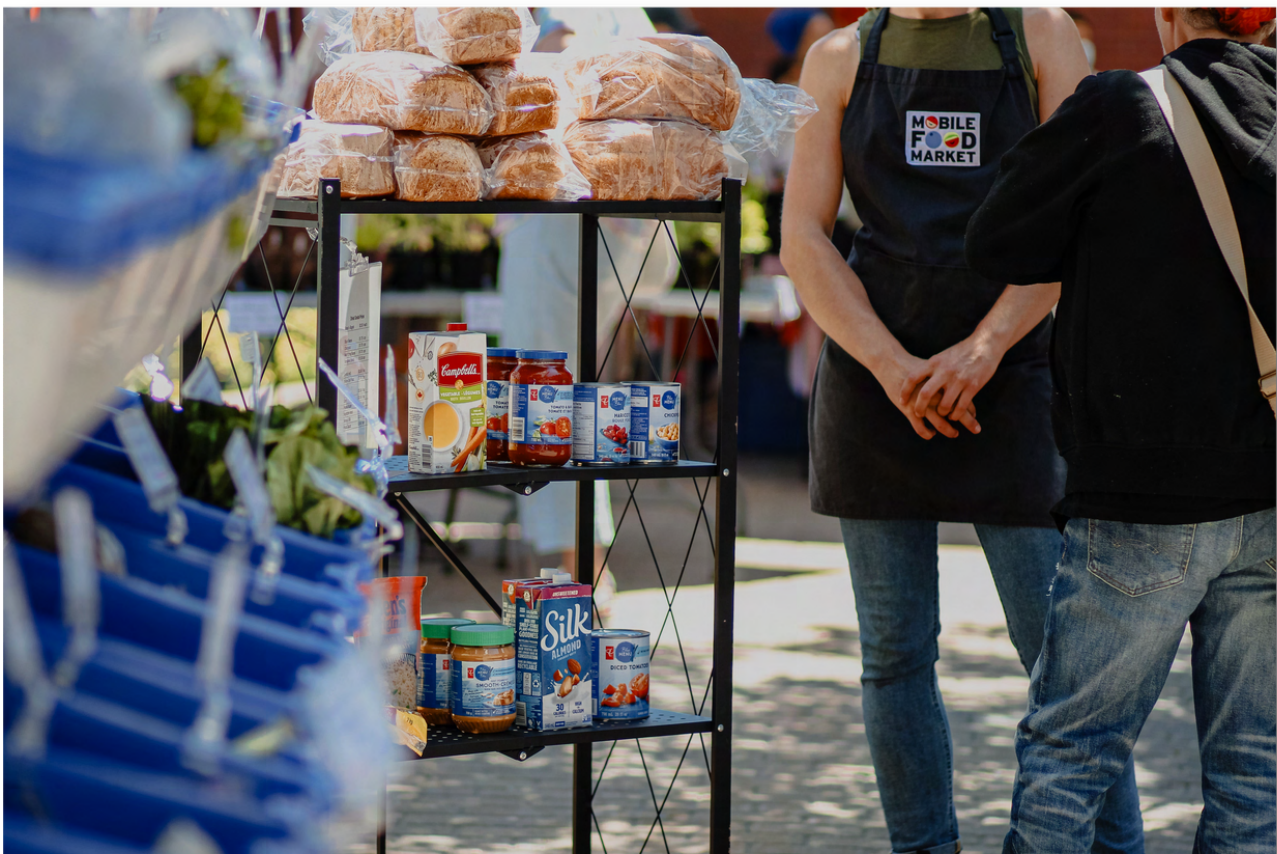


Photo: Emily Stevens



# ENHANCING NEIGHBOURHOOD PRIDE AND COMMUNITY ENGAGEMENT

Most customers, volunteers, and partners who completed the surveys indicated the MFM enhanced their sense of community and was a respectful environment. Overall, the majority of customer, volunteers, and partners who completed the surveys indicated the following:

- The MFM is a fun and welcoming place in my community.
- I feel more connected to my community because of attending a MFM program/engaging with MFM the Community Market/participating in the Produce Pack program.
- I am treated with respect at the Community Market/Produce Pack pick up location and by MFM staff.
- There are new and/or strengthened partnerships in my community because of the MFM.



Photo: Kelly Clark Photography

All partners, and most volunteers, agreed/strongly agreed with the statement:

**“I feel my perspectives and ideas are heard in my interactions with MFM staff and that I have the ability to impact how the initiative is run in the community.”**

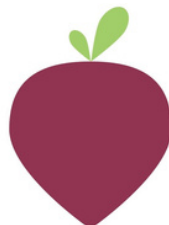
All partners agreed/strongly agreed with the statement:

**“It feels more possible for me and/or my organization/community to address other social challenges that affect our community (i.e., social isolation, poverty, etc.).”**

## MUNICIPAL CONNECTIONS

Three partners responded to the survey question regarding how municipal connections have helped contribute to the success of the MFM. All three partners expressed how essential the MFM is for their food work, how it makes food more affordable and helps those experiencing food insecurity. One partner acknowledged how helpful the funding from the municipality is for the MFM and that the strong branding and social media presence has increased awareness about food insecurity in their community.

Two partners stated MFM is a significant help in rural areas; however, one of those partners also indicated that due to the complexity of food distribution and access in rural areas, multiple partnerships are required to meet the food distribution needs of the community. For example, a partnership with the MusGo Rider was highlighted as being essential to the success of MFM in rural communities. Currently, the MFM partners in the Eastern Shore receive bulk deliveries from the MFM , but food is transported down to the Eastern Shore by MusGo Rider.



# FEEDBACK

Most of the feedback received from customers, volunteers, and partners was positive. Much of the additional feedback provided by customers reiterated the findings from questions earlier in the survey.

- 44% expressed general liking/appreciating the MFM programs/staff.
- 29% stated the MFM programs allow customers more access and consumption of a variety of good quality and healthy foods.
- 24% stated the MFM programs provide affordable foods.
- 23% reported enhanced social connectedness.
- 14% stated MFM is accessible in terms of being easy to get to/offering delivery/being near customers.

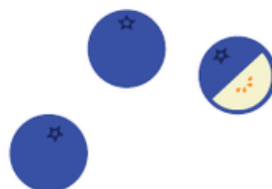
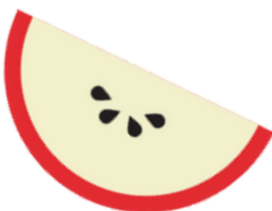
When customers were asked if there were any other services they would like to see offered at the Community Market/Produce Pack program, customer reported the following:

- 37% would like cooking classes.
- 29% would like to be provided with recipes.

Other services customers mentioned were recreation, shared meals, other vendors, larger monthly produce packs, gift cards, and delivery services.

A small percentage of customers also provided the following suggestions:

- Suggested increasing the variety of food provided.
- Requested a Community Market in Dartmouth.
- Encouraged support of local growers.
- Suggested implementing different Community Market times.
- Suggested keeping the prices low.
- Request for MFM services to be brought to Harrietsfield.
- Suggested the MFM offering complete meals.



Feedback provided by partners included:

- Having volunteer and staff appreciation parties in their community.
- Forming new partnerships with other organizations to host food/food security workshops for children and youth in school and suggested collaborating with Nourish Nova Scotia.

Partners reiterated that the MFM helps people afford healthy food they otherwise would not be able to afford. One organization noted that the quantity of food people received is more manageable for single households, so there is less food waste, and they reported having provided recipes to their clients.

Another organization noted that having the MFM at the seniors building is great because many seniors do not have cars, cabs are expensive, and bags are difficult to carry on the bus.



Photo: Kelly Clark Photography

# GROWING DEMAND

**From the 2021 calendar year to the 2022 calendar year the MFM sales have increased by 60%.**

This significant growth has been associated with the drastic increases in food prices by other food retailers. Despite inflation, the MFM has been able to keep their prices low resulting in more people seeking out MFM services, as previous purchasing options may no longer be affordable for some individuals.

**The demand for the MFM services is also demonstrated through the need for the MFM to waitlist various organizations who are seeking out MFM services.**

A waitlist has been created as the MFM currently does not have the financial resources or human resources to meet all the requests they are receiving. The waitlist currently has 5 sites, including some schools.



*Photo: Emily Stevens*

# CONCLUSION

Overall, the findings from the 2022 evaluation demonstrate how essential the MFM is to communities in HRM. The MFM is undoubtable in enhancing access to healthy food through removing barriers, selling food at an affordable price, and maintaining customer dignity. Moving forward, some opportunities for future growth and expansion include:

- Expanding services in rural areas of HRM.
- Increasing the number of Community Market locations.
- Providing more local food options.
- Partnering with other organizations to include additional services such as recreation, shared meals, other vendors, delivery, and food/food security workshops.

To ensure the MFM continues to be successful and can sustain the level of growth and development to keep up with customer demand, more infrastructure is required. This should include an independent warehouse and cold storage spaces. Increasing the MFM's food storage capacity will enhance its ability to meet community needs.

A key component to the continued success of the MFM is keeping food prices low. Findings from the surveys consistently demonstrated how the price of food at the MFM enabled individuals to access and afford healthy food.

To ensure adequate evaluation and informed program planning, future surveys should be tailored for each individual program type offered by the MFM. This will ensure successes and areas in need of improvement are specific, allowing for appropriate actions to take place.

Future surveys should also be translated into multiple languages and distributed at Community Markets with translators to meet the linguistic needs of the customers using the MFM services. This will enable more customers to provide their feedback and help shape the MFM services.

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# MOBILE FOOD MARKET



# APPENDICES

## Appendix 1: Customer Survey

### MOBILE FOOD MARKET

#### CUSTOMER SURVEY

Thank you for your support of the Mobile Food Market (MFM)! We would like to hear about your experiences in being involved with the MFM to help improve the program and assess its impact. This survey should take less than 10 minutes to complete. Please remember...

Your participation is voluntary

Your survey responses will remain anonymous

You may skip any questions or stop the survey at any time

Constructive criticism is appreciated and allows us to improve the program

Everyone who completes the survey will be entered into a draw to win 1 of 3 PRIZES!

1) Which Community Market or Produce Pack sites are you attending? (Please check all that apply)

- North End Halifax - Community Market
- North End Halifax - Dr. Samuel Prince Manor
- North End Halifax - Prescott Group
- Fairview - Community Market
- Eastern Shore - Musquodoboit Valley Family Resource Centre
- Eastern Shore - Sheet Harbour Public Library
- Spryfield - Chebucto Connections
- North Dartmouth - North Grove
- North Dartmouth - Edgemere Manor
- East Dartmouth - Woodlawn High School
- None

2) How did you hear about the Mobile Food Market program? (Please check all that apply)

- Flyer/poster
- Social media (Facebook, Instagram)
- Radio/newspaper
- Neighbour, friend, family member
- Community centre (i.e. church, recreation centre, health centre)
- Halifax Regional Municipality
- Ecology Action Centre
- Nova Scotia Health – Public Health
- MetroWorks
- Another organizations (name): \_\_\_\_\_
- Other (please describe): \_\_\_\_\_

3) When did you first visit the Community Market OR purchase/receive a Produce Pack? (Approximate month/year): \_\_\_\_\_



# Appendix 1: Customer Survey

## MOBILE FOOD MARKET

4) How often do you purchase food from the Community Market OR buy/pick up a Produce Pack? (Please check one answer)

- Every 2 weeks
- Once a month
- Less than once a month

5) a. Which of the following MFM services are you aware of? (Please check all that apply)

- Community Markets
- Produce Packs
- Food programs at community organizations (libraries, family resource centers, etc.)

b. If you selected more than one service, is there one you prefer more than the other? Why?

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6) How do you typically travel to shop at the Community Market OR to pick up your Produce Pack? (Please check all answers that apply)

- |                                      |   |
|--------------------------------------|---|
| <input type="checkbox"/> Walk        | <input type="checkbox"/> Volunteer driver           |
| <input type="checkbox"/> Bike        | <input type="checkbox"/> Taxi                       |
| <input type="checkbox"/> Transit bus | <input type="checkbox"/> Personal vehicle           |
| <input type="checkbox"/> Carpool     | <input type="checkbox"/> Someone shops on my behalf |
|                                      | <input type="checkbox"/> Other: _____               |

7) On average, how many minutes does it take you to travel from your home to the Community Market/Produce Pack pick up location? \_\_\_\_\_ Minutes (Please write in the number)

8) Do you experience challenges getting to the Community Market/Produce Pack pick up locations and bringing your food home? (i.e., finding transportation, cost of transportation, lack of time) Please describe below:

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9) Are the foods you buy from the MFM easy to prepare into meals and snacks?

- Yes
- No

# Appendix 1: Customer Survey

## MOBILE FOOD MARKET

10) a. Are the food labels used by the MFM easy to understand?

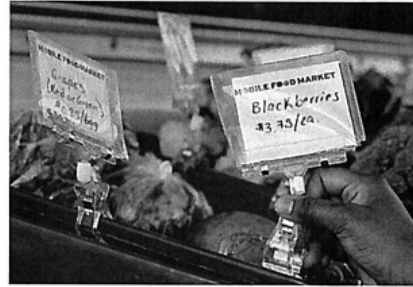
- Yes  
 No

b. If you answered no, do you have any suggestions on how to improve the food labels?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



11) In the following table below, please use a check "✓" to show your level of agreement with the following statements:

	Strongly DISAGREE	Disagree	Agree	Strongly AGREE	Doesn't Apply
a. The Community Market/Produce Pick up <u>location</u> makes it easier for me to buy vegetables, fruits, and other healthy foods.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. The <u>day &amp; time</u> of the Community Market/Produce Pack pick up makes it easier for me to buy vegetables, fruits, and other healthy foods.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. The Community Market/Produce Pack <u>prices</u> make it easier for me to buy vegetables, fruits, and other healthy foods.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. The Community Market/Produce Pack program makes it easier for me to buy vegetables, fruits, and other healthy foods that meet my <u>family/cultural needs</u> .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. I <u>eat more</u> vegetables, fruits, and other healthy foods because I shop at the Community Market/purchase a Produce Pack.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. My <u>family eats more</u> vegetables, fruits, and other healthy foods because we shop at the Community Market/purchase a produce pack.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

# Appendix 1: Customer Survey

## MOBILE FOOD MARKET

g. I would like to see more <u>local</u> vegetables and fruits from Nova Scotia at the market, even if prices increase	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. I would like to see more <u>organic</u> vegetables and fruits at the market, even if prices increase	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. The Community Market/Produce Pack pick up location is a <u>fun and welcoming</u> place in the community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. I feel more <u>connected</u> to my community as a result of attending the Community Market/participating in the Produce Pack program.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. I am treated with <u>respect</u> at the Community Market/Produce Pack pick up location.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l. The Community Market/Produce Pack program provides a <u>dignified</u> way to get healthy and affordable food.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12) Do you experience any challenges when accessing healthy food when shopping for food at locations other than the Community Market/purchasing a Produce Pack)? (Please check all that apply)

- Lack of food available in my community (i.e. the grocery store is too far, there aren't any grocery stores in my community)
- Mobility challenges
- Food is too expensive
- Poor food quality (i.e. unhealthy options, food is not fresh, etc.)
- Appropriateness of food (i.e. culturally preferred foods, personal preferences, etc.)
- Other: \_\_\_\_\_
- Does not apply – I don't have any challenges accessing food

13) Are there any other foods you would like to see offered at the Community Market OR as an 'add on' to your Produce Pack?

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14) Are there any other services you would like to see offered at the Community Market/Produce Pack program (ie. cooking classes, recipe sharing, shared meals, recreation, other vendors, etc.)?

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4 of 4

# Appendix 1: Customer Survey

## MOBILE FOOD MARKET

15) Please share your thoughts/ stories on how the Community Market/Produce pack program has impacted you, your family, or your community.

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16) Do you have any additional comments or suggestions for the Community Market and/or Produce Pack program?

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Thank you for your feedback!

Don't forget to fill out your BALLOT to be entered to win 1 of 3 PRIZES!

# Appendix 2: Volunteer Survey

## MOBILE FOOD MARKET

### VOLUNTEER SURVEY

Thank you for your support of the Mobile Food Market (MFM)! We would like to hear about your experiences in being involved with the MFM to help improve the program and assess its impact. This survey should take less than 10 minutes to complete. Please remember...

Your participation is voluntary

Your survey responses will remain anonymous

You may skip any questions or stop the survey at any time

Constructive criticism is appreciated and allows us to improve the program

Everyone who completes the survey will be entered into a draw to win 1 of 3 PRIZES!

1) Please indicate which MFM program(s) or position(s) you have volunteered with (Please check all that apply).

- Community Markets
- Market Prep
- Food Box Prep
- Delivery Assistant
- Promotions/Community Engagement
- Seniors Support
- Other (please describe): \_\_\_\_\_

2) When did you begin volunteering with the MFM? (Approximate month/year): \_\_\_\_\_

3) How did you first hear about the MFM? (Please check all that apply)

- Flyer/poster
- Social media (Facebook, Instagram)
- Radio/newspaper
- Neighbour, friend, family member
- Community centre (i.e. church, recreation centre, health centre)
- Saw the MFM truck or market site in the neighbourhood
- Halifax Regional Municipality
- Ecology Action Centre
- Nova Scotia Health – Public Health
- MetroWorks
- Another organization (their name): \_\_\_\_\_
- Other (please describe): \_\_\_\_\_

4) Why did you decide to get involved in the MFM? What did you hope for? (Please describe)

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# Appendix 2: Volunteer Survey

## MOBILE FOOD MARKET

5) In the table below, please use a check "✓" to indicate how helpful each of the practices or approaches have been in supporting your participation in the MFM:

	Very Unhelpful	Unhelpful	Helpful	Very Helpful	Doesn't Apply
a. Regular communication with the MFM staff (via phone or email)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Orientation/training sessions from MFM staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. In-person communication with MFM staff during market/ volunteer shifts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. In-person meetings with MFM staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Annual volunteer appreciation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Outreach and engagement support	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Support from MFM staff in the development or strengthening of community relationships and networks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6) Of the practices/approaches listed above, are there any you feel are lacking and/or would like to see more support provided for? Please describe below:

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# Appendix 2: Volunteer Survey

## MOBILE FOOD MARKET

7) In the table below, please  to indicate your level of agreement with the following statements:

	Strongly DISAGREE	Disagree	Agree	Strongly AGREE	Doesn't Apply
a. I feel more <u>connected</u> to the community as a result of engaging with the MFM.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. There are <u>new and/or strengthened partnerships</u> in the community as a result of the MFM.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. I have <u>increased my understanding</u> of community food security as a result of engaging with the MFM.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. My <u>personal ability</u> to address food access in the community has increased as a result of my involvement in the MFM.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. The <u>ability of the community</u> to address food access has increased as a result of the MFM.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. I feel my <u>perspectives and ideas are heard</u> in my interactions with MFM staff and that I have the ability to impact how the initiative is run in the community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. I am <u>treated with respect</u> by MFM staff.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. The MFM is a <u>fun and welcoming place</u> in the community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. The MFM is a <u>dignified</u> way to access healthy and affordable food in the community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8) a. Based on your experience, do you feel the food labels at the MFM are clear and easy for customers to understand?

- Yes  
 No

b. If you answered no, do you have any suggestions on how to improve the food labels?

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# Appendix 2: Volunteer Survey

## MOBILE FOOD MARKET

9) In your experience, how has the MFM worked well in responding to food access issues in the communities it serves? (Please describe).

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10) In your experience, what has not worked well with the MFM in responding to food access issues in the community? What improvements would you recommend?

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11) Please share any additional thoughts/stories on how the MFM has impacted you and/or your community.

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Thank you for your feedback!

Don't forget to fill out your BALLOT to be entered into a draw to win 1 of 3 PRIZES!



# Appendix 3: Partner Survey

## MOBILE FOOD MARKET

### PARTNER SURVEY

Thank you for your support of the Mobile Food Market (MFM)! We would like to hear about your experiences with being involved in the MFM to help improve the program and assess its impact. This survey should take less than 10 minutes to complete. Please remember...

Your participation is voluntary

Your survey responses will remain anonymous

You can skip any questions or stop the survey at any time

Constructive criticism is appreciated so we can work to improve the initiative

Everyone who completes the survey will be entered into a draw to win 1 of 3 PRIZES!

- 1) Please indicate which food delivery type your organization currently receives from the MFM. (Please check the one that best represents your delivery model).

- MFM hosted Community Market  
 Produce Pack Delivery  
 Bulk Delivery (to support various programs, such as markets, prepared meals, pantry, etc...)  
 Other (please describe): \_\_\_\_\_

- 2) When did you begin partnering with the MFM? Approximate month/year: \_\_\_\_\_

- 3) How did you first hear about the MFM? (Please check all answers that apply)

- Flyer/poster  
 Social media (Facebook, Instagram)  
 Radio/newspaper  
 From a neighbour, friend, family member  
 Through a community centre (i.e. church, recreation centre, health centre)  
 Saw the MFM truck, market site, or poster in the neighbourhood  
 From the Halifax Regional Municipality  
 From the Ecology Action Centre  
 From the Nova Scotia Health Authority – Public Health  
 From MetroWorks  
 From another organization (their name): \_\_\_\_\_  
 Other (please describe): \_\_\_\_\_

- 4) Why did you decide to get involved in the MFM? What did you hope for? (Please describe)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# Appendix 3: Partner Survey

## MOBILE FOOD MARKET

5) Municipal connections have helped contribute to the success of the MFM. In your experience, what impact has the MFM had on enhancing connections between the municipality and communities to influence food security? (Please describe)

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6) In the following table, please use a check "✓" to indicate how helpful each of the practices/approaches have been in supporting your participation in the MFM

	Very Unhelpful	Unhelpful	Helpful	Very Helpful	Doesn't Apply
a. Regular communication with the MFM staff (via phone or email)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Orientation/guidance from MFM staff on launching new programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. In-person meetings with MFM staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. MFM tools and resources (i.e., promotional posters, postcards, brochures, outreach cheat sheet)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Annual appreciation party	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Volunteer recruitment and coordination support from MFM staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Outreach and engagement support from MFM staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Support from MFM staff in development and/or strengthening of community partnerships	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7) Of the practices/approaches listed above, are there any you feel are lacking and/or would like to see more support provided for? Please describe below:

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8) In the following table, please use a check "✓" to indicate your level of agreement with the following statements:

	Strongly DISAGREE	Disagree	Agree	Strongly AGREE	Doesn't Apply

# Appendix 3: Partner Survey

## MOBILE FOOD MARKET

I feel more <u>connected</u> to my community as a result of engaging with the MFM.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There are <u>new and/or strengthened partnerships</u> in my community as a result of the MFM.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have <u>increased my understanding</u> of community food security as a result of engaging with the MFM.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My <u>personal ability</u> to address food access in my community has increased as a result of my involvement in the MFM.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The <u>ability of my community and/or organization</u> to address food access in the community has increased as a result of the MFM.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My <u>motivation has increased</u> to continue to address healthy food access in my community as a result of engaging with the MFM.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel that my <u>perspectives and ideas are heard</u> in my interactions with MFM staff and that I have the ability to impact how the initiative is run in my community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am <u>treated with respect</u> by MFM staff.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The MFM is a <u>fun and welcoming place</u> in my community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The MFM is a <u>dignified</u> way to get healthy and affordable food in my community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It feels <u>more possible</u> for me and/or my organization/community to <u>address other social challenges</u> that affect our community (ie. social isolation, poverty, etc).					

9) In your experience, how has the MFM helped respond to food access issues in your community?

# Appendix 3: Partner Survey

## MOBILE FOOD MARKET

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10) In your experience, what has not worked well with the MFM in responding to food access issues in your community? What improvements would you recommend?

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11) Do you and/or your organization collect any customer feedback related to the impact of fresh food distribution in your community (ie. increased intake of fresh fruits and vegetables)?

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12) Please share any additional thoughts/stories on how the MFM has impacted you and/or your community.

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Thank you for your feedback!

Don't forget to fill out your BALLOT to be entered into a draw to win 1 of 3 PRIZES!