

Evaluation Findings

October 2016

The Mobile Food Market (MFM) is a 21-week pilot project providing affordable, high quality, fresh fruits and vegetables to five communities that have limited access to healthy food. The market visited each community on alternating Saturdays between May and October 2016.

Public Health, Nova Scotia Health Authority provided evaluation support to the market by identifying what was working well and areas for improvement. Customer feedback was gathered through surveys, posters, and comment cards and market sales were tracked throughout the pilot. This document provides some key highlights from the evaluation, including market sales, survey findings and a few key quotes that reflect the overall feedback received from MFM customers and visitors.



For more information about the project please visit:
www.mobilefoodmarket.ca

MARKET SALES

- Total Market Sales: **\$22,389¹**
- Total Number of Customer Transactions: **2,030²**
- Average Number of Customers Per Market: **39**
- Average Amount Spent Per Customer: **\$9.16**

¹ Total market sales includes: customer sales, after-market sales to community groups (i.e. childcare, family centres, church groups, local businesses), & North End Community Health Centre (NECHC) Food Box sales.

² This number excludes after-market sales and NECHC Food Box sales.



SURVEY FINDINGS

The following findings were informed by 281 survey respondents from North Preston, East Preston, Spryfield, Fairview and Halifax during the pilot.

Who completed the survey?

97% of survey respondents were **market customers**.

57% of survey respondents were **repeat market customers**.



How are People Hearing about the Market?

35% of respondents had heard about the market within their **community** and

27% through **social media**.

How are People Getting to the Market?

44% of respondents traveled to the market using a **personal vehicle** and **37%** **walked**.

On average respondents spent **8 minutes** travelling to the market.



Customer Satisfaction with the Market

95% of respondents agreed³ the market is a **fun and welcoming place in the community**.

95% of respondents reported they would attend a **year-round market**.



³Agree refers to survey respondents who selected "agree" or "strongly agree" responses.

SURVEY FINDINGS

Impact of the Market on Food Access

93% of respondents agreed the **market location** makes it easier for them to buy fruits and vegetables.



93% of respondents agreed the **market food prices** make it easier for them to buy fruits and vegetables.



94% of respondents agreed the market makes it easier to buy fresh fruits and vegetables in **good condition**.

89% of respondents agreed the market makes it easier to buy fruits and vegetables that meet their **family and cultural needs**.



Impact of the Market on Fruit and Vegetable Intake

75% of respondents agreed **they** consume more fruits and vegetables because of the market.

72% of respondents agreed **their family** consumes more fruits and vegetables because of the market.



CUSTOMER FEEDBACK

“It has brought the community together every second Saturday in a positive fulfilled way.” (North Preston)



“This is a wonderful project that should be continued at all costs. It brings the community together and provides a service. Many people are [at] a disadvantage in the area and this helps.” (North Halifax)



“This mobile food market makes a huge difference to low income families, those with disabilities and seniors in general.” (Fairview)

³Agree refers to survey respondents who selected “agree” or “strongly agree” responses.