

Advocates Against Hunger

Serving Norristown and Montgomery County



Fresh Produce Markets

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- **Background**

- Created in 2008 to further the communication among the 8 pantries and 9 Soup Kitchens in Norristown.
- ***See the Need...Plan for the Future***
- Held 5 Hunger conferences and 4 Networking Luncheons at participating pantries and kitchens from 2008-2014
- In mid 2013, we received significant funding from the Rotary Club of Norristown
 - Easy decision: provide Fresh Produce for our pantry families

Background

- **Problem:**
 - Insufficient Fresh Produce at most pantries
- **Funding:**
 - Made possible through a connection between The Montgomery County Foundation, Inc and the Rotary Club of Norristown
- **Impact:**
 - Six markets served over 300 families each in last 16 Months
- **Challenges:**
 - Continued Funding

Fresh Produce Market

➔ Run short video

Fresh Produce Markets

- **Approach**
 - All of the Rotary funds used to purchase fresh produce
- **Implementation**
 - Find a place to hold the markets
 - Identify source for the **best produce** at the **lowest price**
 - Organize a volunteer base to conduct the markets
 - Provide free vouchers to pantry families

Fresh Produce Markets

- **Location:** Montgomery County – Norristown Public Library
 - Fantastic blessing: Undercover and support facilities
- **Supplier:** Produce Junction. Beautiful produce at great prices
- **Volunteer base:** 14 organizations including:
 - Rotary, CADCOM, MCF, Pantry volunteers, church members, Philabundance, Families In Service, Ursinus, Trust Services, Others
- **Vouchers:** Provide free vouchers to pantry families

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- **Some Statistics**

- Markets: Six; next is Apr/May 2015
- Families Served: Average of 312
- Cost per market: \$3,400
- Produce per market: 182 cases
- Volunteers: 57 per market
- Volunteer organizations: 12 average per market

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- **Distribution Approach:**
 - CADCOM picks up produce 7:30AM
 - Delivered to the Library 8:00
 - Volunteers organize 160 to 200 cases of food 8-10
 - Some items pre-bagged into smaller quantities
 - Set up two produce lines and 3 registration desks
 - Families register using their vouchers and IDs
 - Compared to a list of those given vouchers
 - Escorts help families thru the lines 10-12
 - Friendly, conversational approach
 - May help carry the bags to their cars

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- **Distribution Approach: (Cont.)**
 - Families choose 8 of 11 selections from a list that is provided while they are in line to register
 - Gave out tickets so families did not have to stand in line
 - Provided some chairs for those that needed them
- **Additional Services** for families while they are in line:
 - Einstein Hospital Nutrition Counselors
 - Community Counselors (Navicate)
 - Public Health – Blood Pressure checks
 - Balloons for the kids

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- **Conclusions:**
 - Pantry Families are incredibly appreciative
 - Volunteers see the significance and impact of these markets
- **Needed:**
 - Ways to reach more families in Norristown
 - Additional sources of funding
 - Additional approaches to distribute Fresh Produce to families

Recent Initiative

Beginning to distribute produce from Philabundance every Monday morning

- 16 cases each week
- Volunteers (4-6) organize the produce into family size bags for 30-40 families
- Pre-schools pick up for their families

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Questions / Comments

Backup Charts

Photos?