

December 31, 2015

To: Milwaukee County Board of Supervisors, Parks Committee

From: Sherrie Tussler, Hunger Task Force

Re: Quarterly Mobile Market update

Utilizing funds granted to Hunger Task Force through the S.E.E.D Initiative, Hunger Task Force purchased a gently-used Mobile Market that had been in operation in Madison, WI. Partnering with Roundy's, Hunger Task Force created the Pick 'n Save Fresh Picks Mobile Market in response to a need for healthy food access throughout Milwaukee County.



The Mobile Market is a grocery store on wheels that sells only fresh foods—meats, dairy, fruits and vegetables—in locations defined as “food deserts:” areas that lack reasonable access to traditional grocery stores. The Mobile Market also provides access to healthy food to those with mobility, transportation or financial limitations. Each Mobile Market stop lasts 90 minutes, and the Market only accepts credit, debit and SNAP EBT as payment. In the first quarter of operation, the Mobile Market was positioned at senior centers and senior public housing sites coinciding with Hunger Task Force Stockbox distributions.

Mobile Market sales data from October through December 2015 covers 33 market stops over 26 days. Overall sales are estimated to be \$9,269.46. (When this figure is adjusted to reflect the 25% discount in effect on all items as of December 3, the value of fresh groceries sold is estimated to be \$10,648.45). There were 877 transactions, yielding an average of 34 clients served per market stop with a standard deviation of about 19. The graphs, tables and map below highlight some of the other findings from the market data.

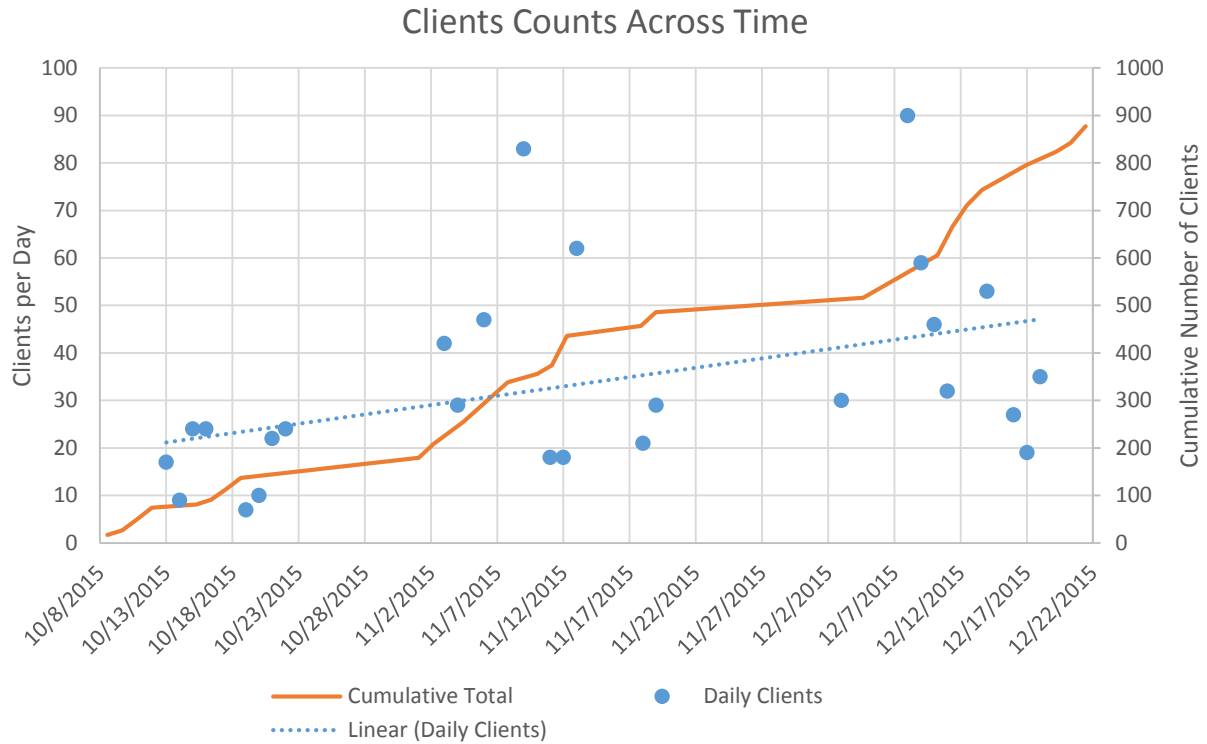


Figure 1. This chart shows the change in the number of clients per market stop over time, and the trend to an increase in the number of clients during this time. The cumulative total also shows a marked increase in the number of client stops in November and December.

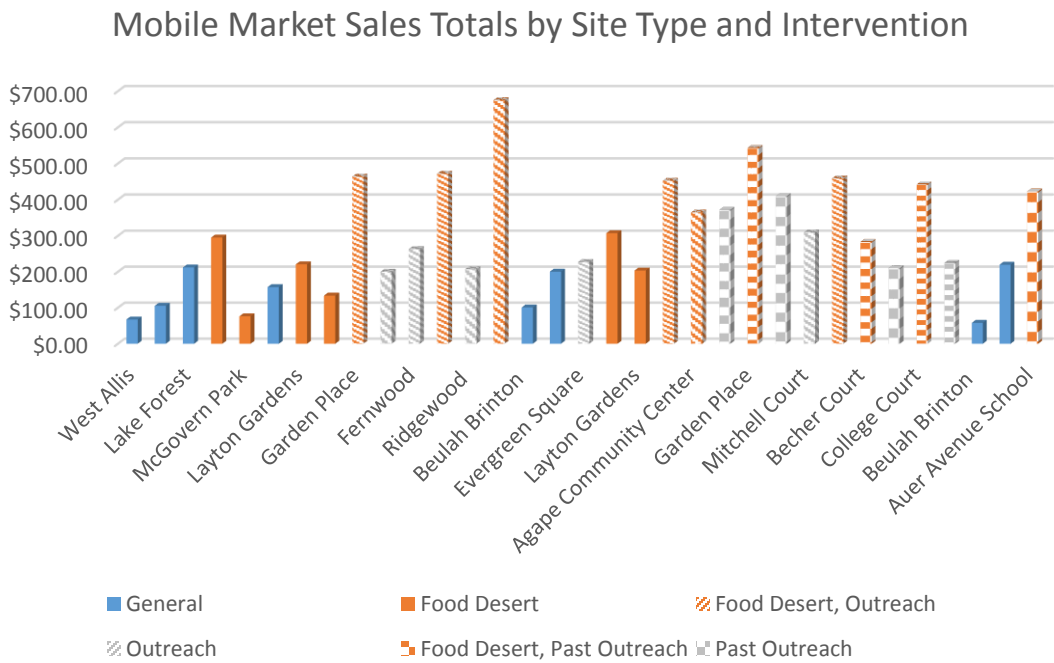


Figure 2. This chart highlights the differences in sales totals based on the type of site ('food deserts' are defined here as sites located at least 0.75 miles from a grocery store, and 'general' indicates a site located closer than 0.75 miles to a grocery store) and the intervention at the site (outreach indicates that the ACCESS team canvassed the site). This also presents all market stops in chronological order. The chart shows that market totals have grown over time, and are sensitive to outreach by the ACCESS team and site distance to grocery stores.

**Figure 3: Average of Sales Totals by Site Type and Intervention**

<b>Site Type, Intervention</b>	<b>Sales Average</b>	<b>Number of Market Runs</b>
General	\$139.97	8
Food Desert	\$205.94	6
Food Desert, Outreach	\$480.96	6
General, Outreach	\$241.19	5
Food Desert, Past Outreach	\$422.64	4
General, Past Outreach	\$304.08	4

Figure 3. This table summarizes the market totals in Figure 2 by type and intervention. Highest sales occur at canvassed sites with low grocery store access. Outreach at sites closer to grocery stores still has a large effect on sales. Without outreach, sites with low grocery store access also have significantly higher sales.

**Figure 4: Overall Breakdown of Sales by Product Type or Payment Method**

<b>Sales Type</b>	<b>Total Amount</b>	<b>Share</b>
Dairy	\$1,479.75	16.0%
Meat	\$2,467.00	26.7%
Produce	\$5,301.16	57.3%
Credit Card	\$3,406.04	37.0%
Debit Card	\$1,816.77	19.7%
EBT	\$3,993.78	43.3%

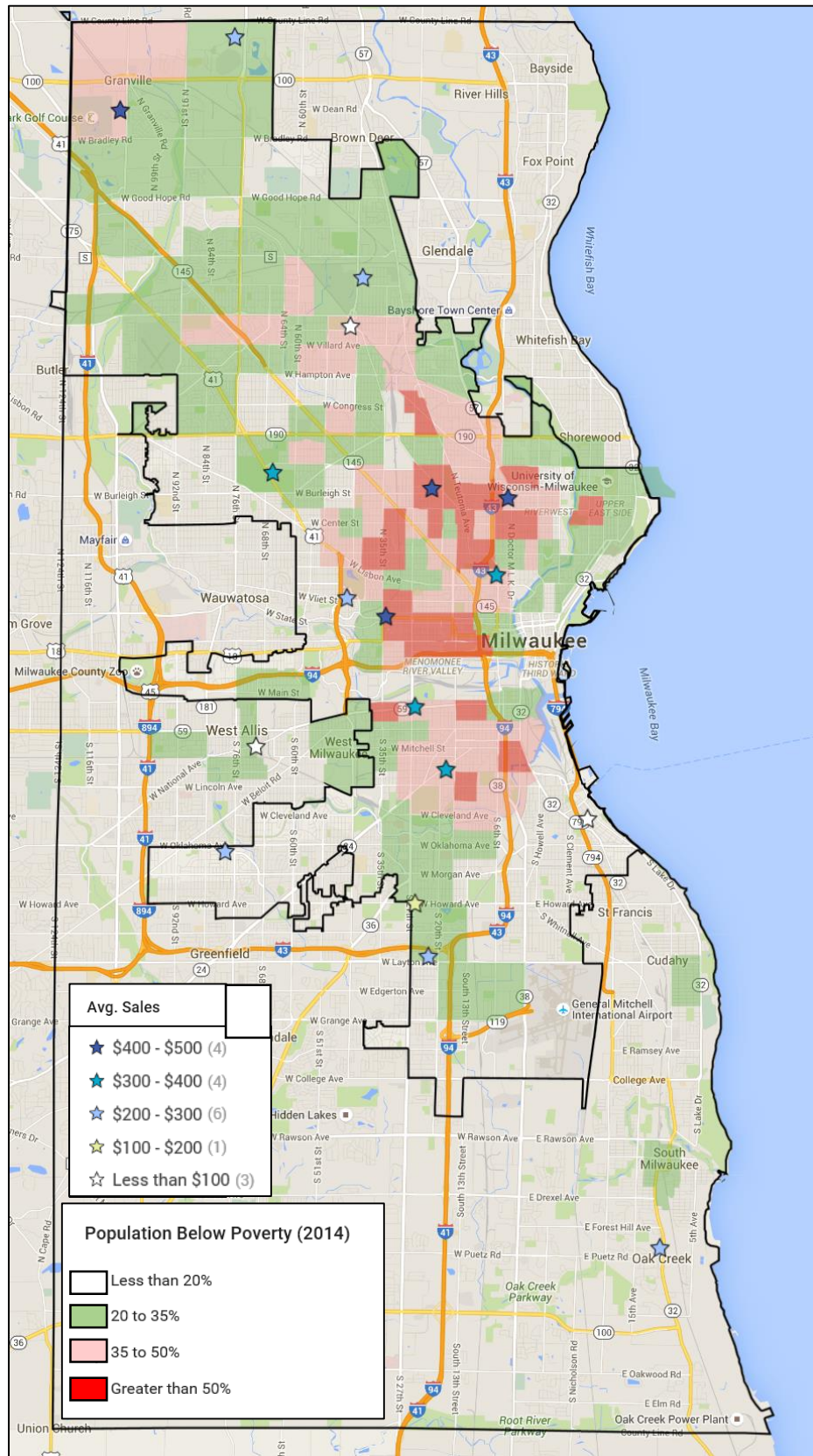
Figure 4. Fresh produce makes up the majority of Mobile Market purchases, with meat taking second place. Most of the overall sales at the Mobile Market are to clients using Quest cards.

**Figure 5: Breakdown of Client and Sales Information by Market Site Characteristics**

<b>Metric Average</b>	<b>Low Grocery Access &amp; &gt;30% Poverty</b>	<b>Other</b>
Clients	43.1	22.4
Sales per Client	\$10.86	\$9.95
EBT Payment	42.8%	42.6%
Dairy	15.7%	17.5%
Meat	24.3%	24.0%
Produce	60.0%	58.5%

*Figure 5. This chart breaks down the same information as Figure 4, but breaks the numbers into two groups: areas where the market was at least 0.75 miles from a grocery store and in a Census tract having at least 30% of the total population in poverty, and areas that didn't meet both of these criteria. Of the 33 different market stops (in 19 locations), 14 of them met the low grocery access and higher poverty criteria. Most of the different shopping and payment measures matched up closely between the two groups. Both the number of clients and the average sales per client were higher at sites with low grocery access and higher poverty.*

**Figure 6. Mobile Market Sites, October-December, 2015, by Average Total Sales**



*This data view shows that sites with higher average sales are mostly clustered in the central part of Milwaukee—all areas of higher poverty. The northwest corner, also an area of high poverty, shows high sales as well.) In Milwaukee, high poverty areas tend to correlate strongly with lower grocery store access.*

In late November, Hunger Task Force utilized private foundation funding to create an incentive for purchasing healthy foods at the Mobile Market. All sales were discounted 25% at the point of sale. This incentive increased both the sales totals and the amount of food purchased by each customer.

Operating costs for the Mobile Market exceeded expectations when modifications and a new generator were required.

**Expenses for October 1, 2015 – December 31, 2015**

Wages	\$6,276.15
Benefits	\$1,882.85
Staff Training	\$1,000.00
Professional Fees	\$400.00
Transportation	\$796.95
Dues/Licenses	\$119.50
Printing	\$5,755.60
Repairs	\$21,625.37

Beginning January and February of 2016, Hunger Task Force will add additional operations of the Mobile Market at food pantry locations to test interest in the purchase of healthy fresh foods. Our schedule is posted at [hungertaskforce.org](http://hungertaskforce.org).

**Preliminary Findings**

To date, we have learned that the Mobile Market is more heavily-trafficked at public housing than senior meal sites. People capable of driving to the meal site are also able to drive to the store. We also see higher sales at the beginning of the month when clients still have FoodShare benefits available. Finally, the incentive to purchase healthy foods has supported increased purchases of fresh food and eliminated any complaint about price points of specific items.