

# Flint Fresh Mobile Market

## Problem To Be Addressed

Before the current crisis children born in Flint faced many barriers to leading healthy and successful lives. According to the Kids Count data center, 40.9% have less than adequate parental care; 30.2% are born to mothers with no diploma or GED; 41.3% are born with no paternity established; 19.8% are born to teens under the age of 20; and 79.5% are born to unwed mothers. The county as a whole faces many barriers as well. High rates of obesity, diabetes and other chronic diseases means Genesee County ranks 81 out of 82 counties in the state of Michigan rated for positive health outcomes. With the last 2010 census it was found over 40% of residents of Flint live below the poverty line, the second highest rate in the nation.

In the best of times, access to healthy foods has been a challenge in the Flint community. Even before the realization of the current circumstances, our community has been forced to reevaluate and modify our relationship to food due to the closure of several full service stores. And although we have made strides through programs like “Meet up and Eat Up” and the Food Bank of Eastern Michigan’s Summer feeding programs; those programs, per USDA guidelines, do not service families.

## Mission and Goals

A coalition of community partners; Community Foundation of Greater Flint, Flint Food Works, The Local Grocer, Neighborhood Engagement Hub, and YMCA of Greater Flint; have created Flint Fresh: Mobile Market to address the challenges presented to the residents of Flint when accessing healthy foods.. Flint Fresh is a mobile farmers market whose mission is to combat high rates of obesity, chronic disease, decreasing food deserts and fighting against lead consumption through proper nutrition. Our objectives are as follows:

- **Objective 1:** Increasing access to healthy lead mitigating foods-by taking healthy, lead mitigating food into the community
- **Objective 2:** Increasing the capacity of families to take responsibility for their own health—organizing wrap around health services (i.e. cooking demos, physical activities, health info and events)
- **Objective 3:** Increasing affordability of healthy food—providing healthy, lead mitigating foods at subsidized cost to customers
- **Objective 4:** Increase the capacity of local farmers and growers by providing economic incentives for growing healthy lead mitigating food—by paying fair wages to local farmers and growers by providing a venue to sale.
- **Objective 5:** Providing ways for new growers and farmers to enter into the local food system—cultivating relationships between local farmers and growers and the community
- **Objective 6:** Increase the number of local food related business—providing access and opportunity to business resources including incubator space to local farmers and growers.