

Partnership Success Story

West Sacramento Mobile Farmers Market: An Accountable Community for Health

Leveraging partner expertise and resources to increase access to locally grown produce through a Mobile Farmers Market

The WSACH is a multi-sector alliance of health, local government, social services, agriculture, community-based organizations, and residents leveraging the power of relationships to create systematic change to support health and well-being. The WSACH formed in 2016 to address the disproportionately high rates of heart disease in the City of West Sacramento. Working with community members several priorities were identified including access to healthy food.

According to The Yolo County Food Access Survey Report released in 2024, almost 29% of respondents in West Sacramento reported experiencing food insecurity. The WSACH continues to focus on access to healthy food, mental health services, walkable neighborhoods, secure housing, and social connection.

IMPLEMENTING A SOLUTION: WHY A MOBILE FARMERS MARKET?

Mobile Farmers Markets (MFM) have emerged as an effective strategy to address food insecurity in low-income communities. The MFM is a refrigerated truck stocked with locally grown seasonal produce for sale. In 2018 The Center for Land Based Learning (CLBL), a founding member of the WSACH proposed a MFM to bring affordable fresh produce to residents with limited access.

Members of the ACH collectively supported the idea leading to the successful launch and sustainability of this novel food delivery system. Financial support was provided by the City of West Sacramento, Yolo County, and several federal agricultural grants. The Health Education Council assisted with grant support, translation, and access to residents at affordable housing properties. Additional partners provide outreach, education, nutrition incentives, and customer service. The MFM accepts SNAP and Market Match, doubling the purchasing power of those receiving SNAP benefits. A key strategy contributing to the success of the MFM is the employment of Community Food Ambassadors. Residents are selected and complete a six-week stipend course and graduates join a network of advocates working with the MFM.

THE MOBILE MARKET WAS MADE POSSIBLE BY



OUTCOMES

Evaluation results show the MFM is meeting West Sacramento residents' preferences for convenient, fresh, and high-quality fruits and vegetables at an affordable price. Customers also reported increased fruit and vegetable consumption as a result of easier access and education about fresh fruits and vegetables. Additionally, the MFM provides economic benefit to local farmers. One hundred percent of the food is sourced within 100 miles and over 60% is within 10 miles. Most of the customers use SNAP benefits and participate in the Market Match to reduce costs. Senior customers noted social interaction as another benefit. The 2023 results show an \$11K sales increase over 2022.

"I now buy more fruits and vegetables since shopping here.... now I see the importance, and I fell in love with fruits and vegetables"

"Us seniors are lonely, so we really rely on and benefit from the MFM because kids don't always have time to talk to us."



NEXT STEPS

The program will be expanded to Woodland (another city in Yolo County experiencing high rates of food insecurity). This successful collective approach will serve as a model for future action.

GETTING INVOLVED

What is an Accountable Community for Health (ACH)

An ACH is a community-driven collaborative dedicated to making transformational change forwarding the goal of health equity.

Learn more about how you can get involved with the Mobile Farmers Market

<https://landbasedlearning.org/followthetomato>

Learn more about the West Sacramento Accountable Community for Health

<https://healthdcouncil.org/what-we-do/programs/access-to-hlth-srvcs/west-sacramento-accountable-communities-for-health-initiative.html>

The Health Education Council (HEC) is a community-based non-profit organization that serves as the backbone entity for the West Sacramento ACH. HEC leverages the power of collaboration to improve health outcomes in under-served communities.

The Center for Land Based Learning's mission is to inspire, educate, and cultivate future generations of farmers, agricultural leaders, and natural resources stewards.