



P.O. Box 1749  
Halifax, Nova Scotia  
B3J 3A5 Canada

**Item No. 14.2.2**  
**Halifax Regional Council**  
**July 31, 2018**

**TO:** Mayor Savage and Members of Halifax Regional Council

**SUBMITTED BY:** Original Signed  
\_\_\_\_\_  
Councillor Sam Austin, Chair, Community Planning & Economic Development  
Standing Committee

**DATE:** July 20, 2018

**SUBJECT:** Mobile Food Market – Long Term Support

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**ORIGIN**

July 19, 2018 meeting of the Community Planning and Economic Development Standing Committee, Item No. 12.1.1.

**LEGISLATIVE AUTHORITY**

Administrative Order 1, *Respecting the Procedures of the Council*, Schedule 3, Community Planning & Economic Development Standing Committee Terms of Reference, section 6 (a):

**Other Duties and Responsibilities**

6. The Community Planning and Economic Development Standing Committee shall have an active interest in the Agencies and Initiatives that support Community and Economic development throughout the municipality by:

(a) promoting and encouraging the development of programs, policies in initiatives in the municipality that support Community and Economic development throughout the municipality

**RECOMMENDATION**

The Community Planning and Economic Development Standing Committee recommends that Regional Council:

1. Approve the continued support for the Mobile Food Market through in-kind contributions for Years 3-5 (2018-2019 to 2020-2021), as outlined in the staff report dated May 18, 2018, including the addition of a staff member to the Mobile Food Market Advisory Team in Year 3 (2018-2019);
2. Authorize the CAO to approve and enter into agreements with Mobile Food Market partners regarding the use of HRM transit and fleet vehicles;
3. Direct staff to evaluate the option of donation of an HRM vehicle in Year 4 (2019-2020); and
4. Direct staff to explore further options, and report to Council in Year 5 (2020-2021) with a recommendation for Council's consideration, regarding the long-term support of the Mobile Food Market.

## **BACKGROUND**

A staff report dated May 18, 2018 pertaining to Long Term Support for the Mobile Food Market was before the Community Planning and Economic Development Standing Committee for consideration at its meeting held on July 19, 2018.

For further information, please refer to the attached staff report dated May 18, 2018.

## **DISCUSSION**

Staff provided a presentation and responded to questions from the Standing Committee respecting continuation of support for the Mobile Food Market. The Community Planning and Economic Development Standing Committee having reviewed this matter at its July 19, 2018 meeting, forwarded the recommendation to Regional Council as contained in this report.

## **FINANCIAL IMPLICATIONS**

As outlined in the attached staff report dated May 18, 2018.

## **RISK CONSIDERATION**

As outlined in the attached staff report dated May 18, 2018.

## **COMMUNITY ENGAGEMENT**

The Community Planning and Economic Development Standing Committee meetings are open to public attendance, a live webcast is provided of the meeting, and members of the public are invited to address the Committee for up to five minutes at the end of each meeting during the Public Participation portion of the meeting. The agenda, reports, video, and minutes of the Community Planning & Economic Development Standing Committee are posted on Halifax.ca.

## **ENVIRONMENTAL IMPLICATIONS**

As outlined in the attached staff report dated May 18, 2018.

## **ALTERNATIVES**

The Community Planning and Economic Development Standing Committee did not discuss alternative recommendations.

## **ATTACHMENTS**

1. Staff report dated May 18, 2018.
2. Staff presentation dated July 19, 2018.

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A copy of this report can be obtained online at [halifax.ca](http://halifax.ca) or by contacting the Office of the Municipal Clerk at 902.490.4210.

Report Prepared by: Liam MacSween, Legislative Assistant, 902.490.6521

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P.O. Box 1749  
Halifax, Nova Scotia  
B3J 3A5 Canada

**Attachment 1**  
**Community Planning and Economic Development**  
**July 19, 2018**

**TO:** Chair and Members of Community Planning and Economic Development

Original Signed

**SUBMITTED BY:**

\_\_\_\_\_  
Kelly Denty, Director, Planning and Development

Original Signed

\_\_\_\_\_  
Jacques Dubé, Chief Administrative Officer

**DATE:** May 18, 2018

**SUBJECT:** Mobile Food Market - Long Term Support

**ORIGIN**

- The origin of the Mobile Food Market is based on multiple Council motions beginning in 2015 and concluding in 2017 which are included in Appendix A of this report.
- This report is further to the January 24, 2017 Regional Council motion to direct staff to explore further options, and report to Council for its consideration, to support the long-term viability of the Mobile Food Market, including continuing to provide in-kind supports, and/or permanently conveying a surplus bus to the Mobile Food Market.

**LEGISLATIVE AUTHORITY**

*Halifax Regional Municipality Charter, S. 79 – Power to Spend Money:*

- (1) The Council may expend money required by the Municipality for ... (aj) public markets.

**RECOMMENDATION**

It is recommended that Community Planning and Economic Development Standing Committee recommend that Regional Council:

- 1) Approve the continued support for the Mobile Food Market through in-kind contributions for Years 3-5 (2018-2019 to 2020-2021), as outlined in this report, including the addition of a staff member to the Mobile Food Market Advisory Team in Year 3 (2018-2019);
- 2) Authorize the CAO to approve and enter into agreements with Mobile Food Market partners regarding the use of HRM transit and fleet vehicles;
- 3) Direct staff to evaluate the option of donation of an HRM vehicle in Year 4 (2019-2020); and

- 4) Direct staff to explore further options, and report to Council in Year 5 (2020-2021) with a recommendation for Council's consideration, regarding the long-term support of the Mobile Food Market.

## **EXECUTIVE SUMMARY**

More than 1 in 7 HRM residents struggle to access enough food. In 2016, HRM partnered with Nova Scotia Health Authority, Ecology Action Centre and other community partners to pilot a Mobile Food Market (MFM), using a Halifax Transit bus to bring healthy produce to communities at risk. Following the Summer Pilot, HRM committed to support the MFM for a Winter Pilot, an additional year, and to consider long term support for the initiative.

The MFM has had a noticeable impact on access to healthy and affordable food. From 2016 to 2018, local and national awareness of the service has increased. The program has expanded into additional communities and it now includes produce pack deliveries and winter service. In Year 1 alone, the Pilots resulted in a total of 3,266 transactions, each one representing an opportunity to provide healthy and affordable food to communities at risk. The impact and benefits of the MFM continue to grow as services expand and capacity deepens.

Support for the program has been in the form of both direct funding and in-kind support from a range of community partners. The total value of this support has been \$532,000. To date, HRM's contribution has been through in-kind support with a total value of approximately \$59,000 (vehicles, facilities and staff resources etc.).

Continued in-kind support for the MFM for an additional three years to 2020-21 would be valued at approximately \$124,000.

## **BACKGROUND**

Research indicates that many HRM residents experience food insecurity.

- In 2012, Halifax had the highest level of household food insecurity of 33 Census Metropolitan Areas across Canada<sup>1</sup>; 1 in 5 households experienced food insecurity. More recent literature indicates that one in seven Halifax households experience food insecurity<sup>2</sup>;
- Only 38% of residents eat enough vegetables and fruits (more than 5 times per day)<sup>3</sup>.

Food insecurity has been directly related to poor physical and mental health, as well as chronic health conditions. Mobile food markets have been piloted in many North American cities as an innovative approach to increasing access to affordable and healthy food. HRM has acknowledged it has an active role to play in improving access to healthy food. Appendix B outlines some of the food security-related initiatives the municipality has been engaged in over the past five years.

### **Collaborative Leadership and MFM Origins**

The concept of a mobile food market was originally raised at the Mayor's 2013 Conversation on Healthy and Livable Communities. This resulted in a partnership between HRM, the Ecology Action Centre,

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<sup>1</sup> Tarasuk, V., Mitchell, A., Dachner, N. (2015). Household food insecurity in Canada, 2013. Toronto: Research to identify policy options to reduce food insecurity (PROOF). Retrieved from: <http://proof.utoronto.ca>.

<sup>2</sup> Tarasuk, V., Mitchell, A., Dachner, N. (2016). Household food insecurity in Canada, 2014. Toronto: Research to identify policy options to reduce food insecurity (PROOF). Retrieved from: <http://proof.utoronto.ca>.

<sup>3</sup> Nova Scotia Government (2015). Nova Scotia Health Profile. Retrieved from: <https://novascotia.ca/dhw/publichealth/documents/Population-Health-Profile-Nova-Scotia.pdf>

Public Health (Central Zone, Nova Scotia Health Authority) and Partners for Care. This collaboration, along with new partners, has contributed resources, knowledge and networks fundamental to the MFM's success. Appendix C details the roles and evolving list of partners supporting the MFM.

The Summer Pilot was launched in May 2016 and Regional Council subsequently extended support for a Winter Pilot in 2017 and a transitional second year (2017-2018) (Appendix A). Current partners, including those carrying over from Year 1 and those new to Year 2, have indicated continued support and negotiations are ongoing with the local host teams for another year of partnership agreements. In addition to an increasing number of external partners, the collaborations with HRM departments have also expanded and deepened (Appendix D).

### **MFM Governance and Logistics**

The MFM is based on a collaborative leadership model with oversight and coordination through an advisory team and operations support provided from a manager and team of volunteers. Appendix E illustrates the governance/operational structure of the MFM.

The MFM visits communities on a two-week cycle, on Wednesdays or Saturdays based on host community preference and the capacity of infrastructure and vehicles. This cycle typically serves 3-4 communities per day. Market days are supported by two HRM vehicles; a Halifax Transit bus and operator in warmer weather and a Corporate Fleet van for the delivery of food to markets and produce packs to communities.

At the start of the market day, the Manager/Coordinator and volunteers pick up the designated HRM vehicle and get the food from the Joe Howe Superstore, which provides storage facilities in addition to less than market value produce. The MFM then travels to the first community where either the market occurs on the bus in warmer weather, food is provided for sale at an indoor market, or distributed as produce packs<sup>4</sup>. At the end of the day, unsold food is donated to local shelters or sold to local restaurants generating funds for the market. The MFM returns to Superstore to unload and the vehicle is returned to HRM at the end of the day.

The Winter Pilot explored a new model with the delivery of goods to indoor markets and produce packs for distribution. Produce packs have been particularly effective for sites with established programs, allowing community members to pick up their food when coming to the facility for other reasons. The Halifax Transit bus continues to be a valuable model and icon for the MFM, particularly for communities that lack the infrastructure for an indoor market.

A table summarizing the Year 1 Pilots and Year 2 Transition is attached as Appendix F.

### **MFM Supports**

MFM operations are sustained through direct funding and indirect support from partners / volunteers and through HRM's in-kind contributions. In Years 1 and 2, the MFM received approximately \$295,000 in direct funding from partners for the 19 months it was operating. In the same period, the MFM received in-kind support from partners and volunteers with an estimated value of \$178,000. MFM partners have committed to approximately \$88,000 of in-kind support for Year 3 (2018-2019). To date, HRM's in-kind contribution is estimated at \$58,799. Appendix G includes tables:

- breaking down direct funding (Years 1 & 2);
- outlining the in-kind support excluding HRM contributions (Years 1-3); and
- outlining HRM's in-kind contributions (Years 1 & 2).

HRM's support for the Mobile Food Market has mainly been in the form of in-kind contributions. This support has included assistance from many Municipal departments including Halifax Transit, the Mayor's

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<sup>4</sup> Community members can pre-order a \$10 bag containing a selection of fresh fruits and vegetables.

Office, Corporate and Customer Services (Corporate Fleet), Corporate Communications, Parks, Recreation & Communities and Halifax Regional Libraries (Appendix D).

A total of \$640 in direct funding was also provided to the MFM in 2017 by HRM Councilors through discretionary funding<sup>5</sup>, to address a funding gap for the Winter pilot. The funds were used to purchase an outdoor tent for the market (acts as a checkout area and shelter), a step to improve access to the bus and supplies for refurbishing the produce display bins.

**Outcomes**

The table below is a high-level summary of the results of the Nova Scotia Health Authority’s (NSHA) evaluation of the Summer and Winter Pilots. Appendix H describes some of the social cohesion and community building outcomes of the MFM. The Summer Pilot evaluation was attached to the December 20<sup>th</sup>, 2016 staff report, endorsed by Council on January 24<sup>th</sup>, 2017 and the Winter Pilot evaluation is contained in Appendix I to this report.

*Table 1 - Results and Impacts from Year 1 of MFM*

	<b>Summer Pilot</b>	<b>Winter Pilot</b>
<b>Duration</b>	<b>21 weeks</b>	<b>14 weeks</b>
<b>Total Market Sales<sup>6</sup></b>	\$22,389	\$12,710
<b>Number of Transactions</b>	2,030	1,236
<b>Average # of customers</b>	39 customers per market spending on average \$9.16	37 customers per market spending on average \$9.70
<b>Improved Access to Healthy and Affordable Food</b>	90% of customers agreed that the MFM had made it easier for them to purchase fresh fruits and vegetables  93% of customers agreed market produce was affordable.	94% of customers agreed the market had made it easier from them to purchase fresh fruit and vegetables.  97% of customers agreed market produce was affordable.
<b>Community Building and Social Cohesion</b>	95% reported that the market was fun and welcoming place.	100% reported that the market was a fun and welcoming place in their community.

Media and community engagement on this initiative has been positive. There have been opportunities to showcase the program including presentations to the November 2017 Housing and Homelessness Symposium, October 2017 Many Hands Many Voices- Community Sector Council of NS (Membertou), over 30 instances of media coverage including Global TV and numerous endorsements from community organizations. The MFM was showcased at the 2018 Federation of Canadian Municipalities’ symposium in Halifax from May 30-June 2, 2018.

On February 5<sup>th</sup>, 2018, the MFM received national recognition, winning silver in the Institute of Public Administration of Canada (IPAC)/Deloitte Public Sector Leadership Awards for its innovative and collaborative approach to addressing food insecurity. The awards jury noted that of the nearly 50 award submissions received from across the country, the MFM was an exceptional achievement. The following aspects of the MFM were highlighted by the awards jury:

<sup>5</sup> Contributing Councillors: Mancini, Streach, Hendsbee, Karsten, Nicoll, Austin, Mason, Smith, Cleary, Walker, Zurawski, Whitman, Blackburn, Outhit and Craig.

<sup>6</sup> 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. Total customer transactions do not include after-market sales or NECHC Food Box sales

- engaging with, supporting and fostering leadership at the community level to shape their own future;
- focusing on outcomes and then finding the partners to arrive at solutions – not letting jurisdiction be a barrier;
- adaptive project management through continuous evaluation; and
- starting with food access and expanding to health promotion, recreation, skills development, economic development, social inclusion, literacy

## **DISCUSSION**

### Strategy Planning and Sustainability

As the program continues to become more established over the next three years, the Advisory Team will be changing focus from establishing a viable program to longer term program sustainability. The Advisory Team intends to begin this strategic planning approach by applying a portion of Year 3 funding to assist with long-range planning. If the long-range planning leads to proposed changes that could significantly impact municipal involvement, Staff will report back to Council for further consideration at that time.

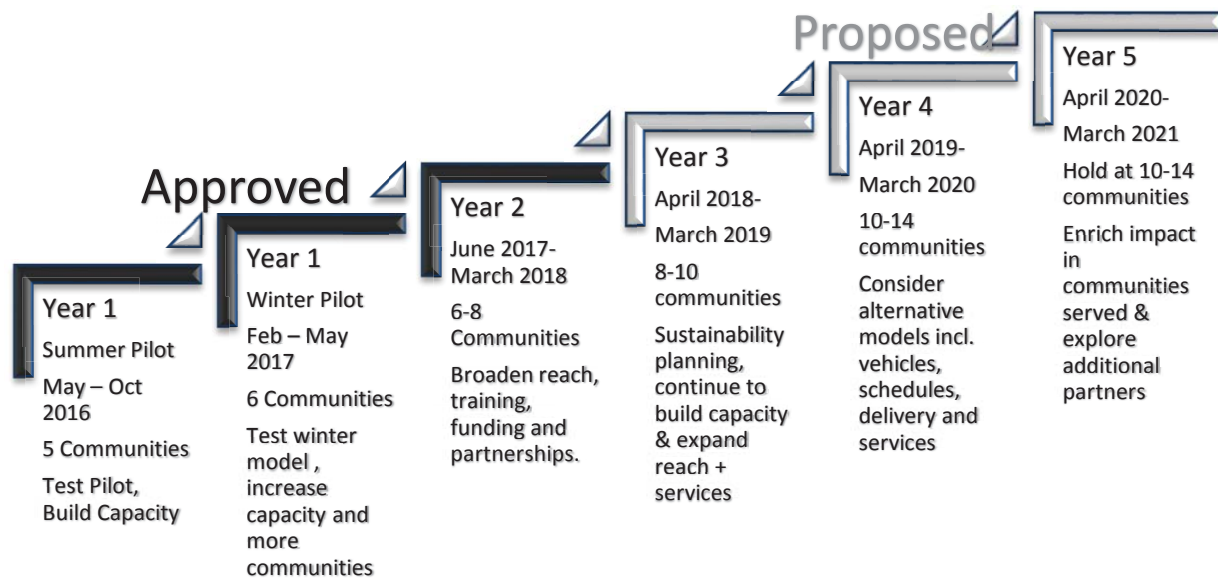
The Advisory Team has indicated that based on capacity and target objectives, the most effective program model for the next three years is to continue operating in a comparable way to Year 2. This model is an effective way to reach vulnerable communities and achieve the market objectives, while maintaining program viability (Figure 1). Years 3-5 will see new communities added with a continued focus on maintaining food security through access to produce plus an increased focus on development of food skills. The Advisory Team intends to explore opportunities to promote food literacy, physical activity, recreation and connections in communities through the MFM. Appendix H describes a host of other community benefits from the MFM efforts to date. Some specific examples of this type of enhanced focus that are worthy of note are:

- MFM's work with the community of Spryfield which has evolved beyond immediate access to food to active development of food skills. The MFM partnered with staff at the Captain William Spry Library to offer market goers the chance to prepare, cook and share a meal using market produce;
- The Mulgrave Park Caring and Learning Centre coordinates deliveries to a local seniors' manor and residents gather and socialize around the market. Youth from Future Roots, a program that provides employment experience and connections to community, are involved with running the market. Volunteers created recipe cards which are included with market produce and the Centre offers programs to teach neighbours how to cook with the MFM food.

### Operational Planning

Figure 1 highlights the proposed evolution of the MFM from pilot in 2016 to the end of fiscal 2020-2021.

Figure 1: Evolution of the MFM



The Advisory Team will use the criteria developed for the Summer Pilot and refined in the Winter Pilot to guide selection of new communities. These criteria consider demographics linked to higher rates of food insecurity, the absence of healthy food outlets and the capacity to operate food markets and/or manage deliveries. Years 3-5 will also see increased efforts to enhance service for older residents and those with mobility challenges as required in the Shift and Poverty Reduction Government Investment Program (PRGIP) funding agreements. The number of communities served will increase from the original 5 in the Summer Pilot to 10-14 by the end of Year 5. The increase is relatively modest and accommodates the significant amount of planning, capacity and resources required to serve new communities. Council should note there will also be consideration of expanding mobile food markets to other Nova Scotian communities. This is another condition of the Shift and PRGIP funding and would be supported by other in-kind partnerships and vehicles. HRM resources will not be utilized to service markets outside of HRM.

The addition of produce packs and a Corporate Fleet van for deliveries has provided a cost-effective and efficient means of serving an expanded number of residents. It is anticipated that most new communities will be on a delivery model and that existing communities will transition to a delivery model once community capacity has been established.

The Advisory Team is also seeking the continued use and similar support of a Halifax Transit bus for Years 3-5 as it provides the ability to serve communities that do not have the capacity to host an indoor market or delivery service. The bus has become a symbol of the MFM and it functions as a “third space”, bringing communities together and creating opportunities for connection. Being involved in the MFM has also been a positive experience for Transit staff who often act as program hosts and ambassadors for HRM and the program.

Council’s January 24<sup>th</sup>, 2017 motion requested consideration of donating a surplus HRM vehicle to the MFM. The Advisory Team do not currently have the capacity to operate, maintain and store a vehicle and they have requested this step be deferred until Year 4. This would provide an opportunity for development of a longer term sustainable program model that could accommodate vehicle ownership. Defining the future operations and service model will determine the most suitable vehicle(s) for the job. This would be considered in Year 4 planning and would come to Council for consideration at that time.



Ongoing HRM Commitment

Appendix J outlines an estimate of the nature and value of HRM’s in-kind contributions proposed for Years 3-5, 2018-2021. These values are informed by internal partners and are based on the roles described in Appendix D. These estimates are based on an operations model and partnership collaboration like Year 2, with the following adjustments:

- increasing number of communities;
- increased focus on sustainability planning, development of food skills and effective service delivery;
- another HRM representative to the Advisory Team in Year 3, estimated at an additional 120 hours of staff time per year;
- a new community served by Transit bus to be located along the current Saturday route in Year 4, estimated through additional staff time and kilometres;
- Addition of another market day utilizing the Corporate Fleet van in Year 4, estimated through doubling of Fleet vehicle costs.

The overall value of HRM’s in-kind contribution is estimated at \$39,925 for Year 3, \$42,100 for Year 4, and \$42,125 for Year 5. Approximately 60% of this contribution is in the form of staff support and 40% is in the form of HRM vehicles, goods or services. Detailed planning for additional communities and services is not yet complete and staff seek Council’s approval in principle for these estimated in-kind contributions. Partner business units have been consulted on these estimates and have agreed to this future support, contingent on Council approval. Staff are also recommending the addition of another HRM representative to the Advisory Team, who can provide a direct link to municipal operations.

In addition, Legal Services is working with Transit and Corporate Fleet to develop agreements to formalize the conditions under which HRM vehicles are to be used in support of the MFM. Staff recommend that Regional Council authorize the CAO, once the agreements are complete, to approve and enter into these agreements with the MFM partners.

**Future budgets and Ongoing Funding**

In addition to HRM’s support, Appendix K summarizes an estimated \$88,428 in in-kind contributions committed by external partners for Year 3.

Figure 2 details the projected budgets for Years 3-5, increasing from \$92,100 to \$112,600. NSHA funding and grants secured by the Advisory Team total \$180,000 in direct funding for Year 3 (Figure 3). It is important to note that a portion of this \$180,000 is for costs beyond operations and is to be used for sustainability planning and expanding the MFM market to other health zones outside of HRM, as per Shift and PRGIP grants. These funding sources also require a focus on seniors and older adults. The Advisory Team has indicated that sustainability planning will also explore options for corporate funding, which is likely to be more consistent and predictable than grant applications. Additional in-kind supports and partnerships will also be a critical component of sustainability planning.

*Figure 2 Budget Projections for Year 3-5*

<b>Year 3 (2018-19)</b>	<b>Year 4 (2019-20)</b>	<b>Year 5 (2020-21)</b>
\$ 92,100	\$110,900	\$112,600

*Figure 3 Direct Funding for Year 3*

NSHA	\$40,000
NS Shift Strategy	\$50,000
Poverty Reduction Government Investment Program	<u>\$90,000</u>
	<b>\$180,000</b>

### **Conclusion**

The Mobile Food Market has proved to be an effective tool for increasing access to healthy food, signalling HRM's commitment to addressing food security, building community capacity and raising awareness of the issue in our region. As a key partner and champion of the MFM, HRM's in-kind contributions are foundational to the success of the initiative. Staff are recommending that Community Planning and Economic Development recommend that Regional Council approve the proposed in-kind contributions for Year 3-5, as outlined above. Committing to three years of in-kind support will provide the MFM with the stability needed to focus on sustainability planning and enrichment of service.

Staff also recommend that discussion around the possible donation or adaptation of an HRM vehicle be deferred until Year 4 (2019-20) to provide the Advisory Team with time to plan for long-term sustainability, which would inform suitable model(s) for service delivery. Staff will return to Council for consideration if there is a proposal to change these in-kind contributions significantly, if the organizational structure and partnership evolves beyond what's outlined in this report and if the MFM is seeking additional contributions such as the donation/adaption of a vehicle.

Staff will prepare a report in 2020 for Council's consideration of future support beyond Year 5.

### **FINANCIAL IMPLICATIONS**

The municipal costs of the in-kind support proposed for Years 3 to 5 can be accommodated within existing operating budgets. The estimated annual values of the municipal in-kind work are \$39,925 (2018-19), \$42,100 for (2019-20), and \$42,125 (2020-21). Over the three years, 58% of this contribution is in the form of staff support and 42% is in the form of HRM vehicles, goods or services.

### **Long Term Support**

The financial implications of any future agreements beyond Year 5 (2020-21) or the possible donation of a surplus HRM vehicle are beyond the scope of this report, but will be reviewed and provided by staff as part of a future staff report. Staff can explore further options with existing resources.

### **RISK CONSIDERATION**

HRM's Auto insurance policy covers the operation of the bus and fleet vehicle. Legal Services is also developing agreements, in consultation with Transit and Corporate Fleet, outlining the conditions under which these vehicles are to be used in support of the MFM. HRM Transit vehicles will always be operated by a Halifax Transit operator. Corporate Fleet vehicles will be operated in accordance with HRM's Fleet Operating Guidelines and with an agreement indemnifying HRM for damages to the vehicle and for liabilities arising from the operation of the vehicle. All Fleet Service vehicles have winter tires and contingency plans are in place in case vehicles are not available due to inclement weather or maintenance needs.

### **COMMUNITY ENGAGEMENT**

As the MFM is operational in nature, there was no targeted community engagement associated with the development of this report. However, significant engagement was undertaken through the Mayor's Conversation on Healthy and Livable Cities and in the creation of the 2014 Regional Plan. In both instances, there was strong public support for HRM's involvement in the promotion of food security and increasing access to healthy food. In addition, the Advisory Team conducted participant surveys and interviews as part of their evaluation of the Summer Pilot and for their subsequent evaluation of the Winter Pilot, which illustrated staunch support for the MFM and its importance to communities.

## **ENVIRONMENTAL IMPLICATIONS**

The environmental costs of idling the bus to maintain a comfortable temperature in colder months was an important rationale for utilizing the more efficient Corporate Fleet van and indoor market/delivery model.

## **ALTERNATIVES**

The Community Planning and Economic Development standing committee may choose to recommend that Regional Council:

1. Approve the in-kind support for Year 3 without also supporting Years 4-5. This is not recommended as operational capacity, funding and partnerships must be securely in place to support a sustainable long term mobile market. Longer term funding is needed to provide the Advisory Committee with the time and support required to engage in long-range sustainability planning and capacity building; and
2. Refuse the request for in-kind support for the MFM.

## **ATTACHMENTS**

Appendix A:	Council and Standing Committee Motions Regarding the Mobile Food Market
Appendix B:	Major Food Security Related Initiatives
Appendix C:	Program Partners
Appendix D:	Municipal Roles in the MFM
Appendix E:	MFM Governance Model
Appendix F:	Year 1 Pilot and Year 2 Transition Details
Appendix G:	Funding and In-kind Support
Appendix H:	Building Community Capacity and Social Cohesion through the MFM
Appendix I:	Evaluation Report: Winter/Spring 2017
Appendix J:	Estimate of HRM's In-kind Contribution for Years 3-5
Appendix K:	Estimate of External Partners' In-Kind Contributions for Year 3

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A copy of this report can be obtained online at [halifax.ca](http://halifax.ca) or by contacting the Office of the Municipal Clerk at 902.490.4210.

Report Prepared by: Leticia Smillie, Planner III, Planning and Development. 902.490.4083

Report Approved by: Kate Greene, Manager, Policy and Strategic Initiatives, 902.225.6217

Financial Approval by: Jerry Blackwood, Acting Director of Finance and Asset Management/CFO, 902.490.6308

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## **Appendix A – Council and Standing Committee Motions Regarding the Mobile Food Market**

1. August 4th, 2015 – the following motion was PUT and PASSED:  
THAT Halifax Regional Council:
  1. Approve the one-time in-kind donation of the use of a Halifax Transit bus to the Mobile Market Project Team Coalition of Public Health, Ecology Action Centre and HRM, for use one day per week, for a 21-week mobile market pilot program; and
  2. Direct staff to develop a policy lens through which to assess municipal responses and actions to social support, health and liveability initiatives.
  
2. September 15th, 2016 – the following motion was PUT and PASSED:  
THAT Community and Economic Development Standing Committee request a staff report to:
  - 1) Working with the Mobile Food Market Advisory Team, evaluate a request for a 16 week extension to the in-kind contribution of a Halifax Transit bus once a week, in support of the Mobile Food Market, beginning in January 2017;
  - 2) Explore transportation options to support the long-term viability of the Mobile Food Market, including continuing to provide a bus in-kind, and conveying a surplus bus to the Mobile Food Market Advisory Team.
  
3. January 24<sup>th</sup>, 2017- the following motion was PUT and PASSED:  
THAT Halifax Regional Council:
  1. Approve an in-kind contribution of the use of an HRM fleet vehicle and other supports to enable a 16-week Mobile Food Market Winter Pilot, in partnership with the Mobile Food Market Advisory Team, as outlined in the staff report dated December 20, 2016;
  2. Approve a further extension to the in-kind contribution of the use of an HRM vehicle and other supports to enable a transition year for the Mobile Food Market (June 2017 to April 2018), in partnership with the Mobile Food Market Advisory Team, as outlined in the staff report dated December 20, 2016; and
  3. Direct staff to explore further options, and report to Council for its consideration, to support the long-term viability of the Mobile Food Market, including continuing to provide in-kind supports, and/or permanently conveying a surplus bus to the Mobile Food Market.

## **Appendix B - Major Food Security Related Initiatives (2013-2018)**

- 2013 - Mayor's Conversation on Healthy and Livable Communities emphasizing the need to address local food production and promotion, access to healthy food and increasing rates of obesity and chronic disease;
- Mar 2013 – Sept. 2014 CLASP (Coalition Linking Action and Science for Prevention) Healthy Canada By Design partnership which focused on community food security. While the CLASP project has ended, the relationship between HRM Planning and Public Health continues with regular meetings of the Healthy Communities by Design Committee;
- 2014 - Regional Plan objective to design communities that promote food security (3.1.5);
- 2014 to Present - membership in the Halifax Food Policy Alliance;
- 2017/2018 Regional Council Priority Outcomes- "Community Health – Halifax shall be an active partner in supporting community health programs such as food security initiatives.";
- 2017/2018 draft Centre Plan documents which include policies and support for agriculture and food access;
- October 31, 2017 - Regional Council adoption of the HRM Public Safety Strategy (PSS) which highlights food insecurity as a risk factor in the provision of safe and secure environments. The MFM supports the following PSS Priority Objectives 1.2: Help children and youth succeed at school; 1.3 Improve residents' mental health; and 3.2: Improve access to healthy, affordable food; and
- Ongoing support for the Mobile Food Market (MFM) - 2016 Summer Pilot, the 2017 endorsements of continued support for a Winter Pilot and Year 2 Transition and longer-term support proposed through this report.

## Appendix C – Program Partners

<p><b>Advisory Team</b></p> <p>Partners for Care (Year 1 and 2)          Nova Scotia Health Authority (Year 1 and 2)          Halifax Regional Municipality (Year 1 and 2)          Ecology Action Centre (Year 1 and 2)</p>	<p><b>Food Suppliers &amp; Partner Restaurants</b></p> <p>Superstore Atlantic (Year 1 and 2)          Elmridge Farm (Year 1 &amp; 2)          Wooden Monkey (Year 1 &amp; 2)          Freeman Little New York (Year 1 &amp; 2)          Noggins Farm (late Year 1 and Year 2)          Stone Hearth Bakery (late Year 1 and Year 2)</p>
<p><b>Funders</b></p> <p>United Way Halifax (Year 1 and 2)          Public Health (Year 1 and 2)          NS Health and Wellness (Thrive) (Year 1 only)          Evergreen “We Are Cities” (Year 1 only)          Doctors Nova Scotia (Year 1 only)          SHIFT (Year 2)          Poverty Reduction Government Investment program (Year 2)          NS Communities, Culture and Heritage (Year 2)</p>	<p><b>Local Host Teams</b></p> <p>Veith House (Year 1 and 2)          East Preston United Baptist Church (Year 1 &amp; 2)          YWCA Halifax (Year 1 and 2)          Fairview Community Association (Year 1 and 2)          Fairview Mobile Food Market Team (late Year 1 and Year 2)          Women with a Vision (Year 1 only)          North Preston's Future (late Year 1 and Year 2)          Baptist Youth Fellowship (Year 2)</p>

## Appendix D: Municipal Roles in the MFM

**Corporate Communications:** Corporate Communications supported the MFM pilots by assisting with the set-up and design of the posters and printing the posters, as well as advertising the MFM on municipal screens throughout the region. In Year 2, Corporate Communications provided some simple editing to the posters to reflect changes in the schedule, routing, etc. and ran two print runs of posters. It is anticipated that support for Years 3-5 will be the same as Year 2.

**Corporate Fleet:** Corporate Fleet provides a Fleet van for the delivery of produce packs and goods to the indoor markets. Fleet covers all costs associated with the operation of the van, including fuel, tolls, maintenance, storage, etc. Corporate Fleet has also provided tactical support for the MFM's use of the van and installed a heating system to ensure that produce does not freeze. The MFM Team are seeking to continue using the Fleet van as an efficient and effective means for delivering produce pack and supporting the market in cooler months. It is anticipated that the van will be used to serve most new communities and will likely be used to support an additional market day in Year 4 or 5.

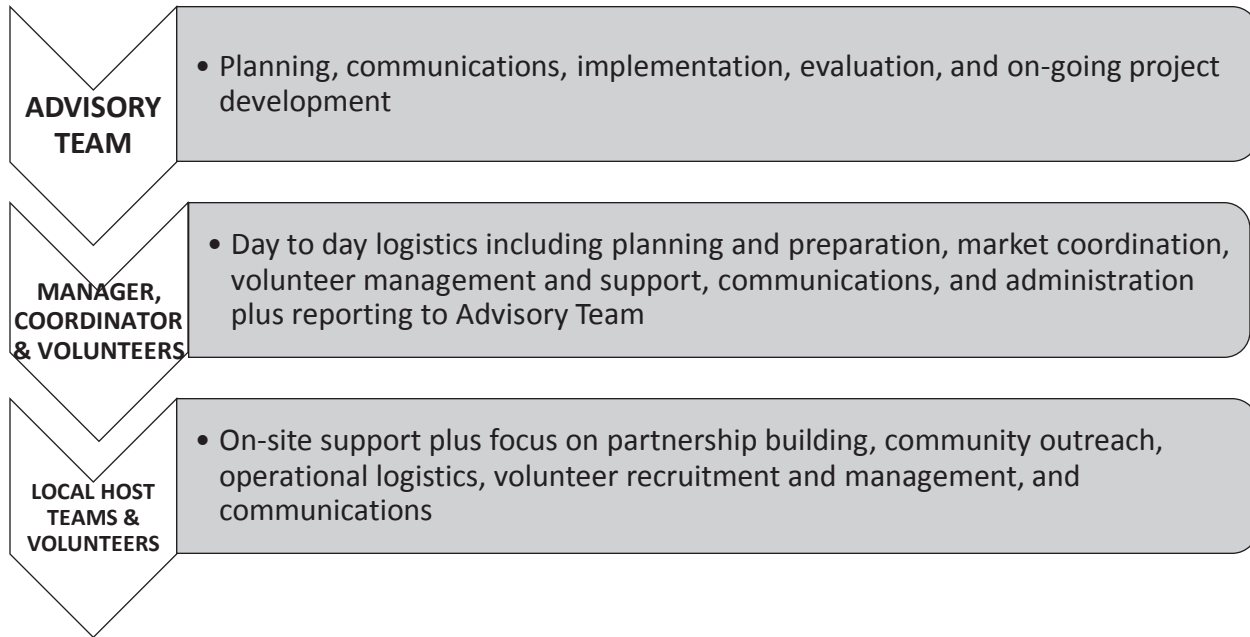
**Halifax Public Libraries:** The Libraries have an evolving and deepening relationship with the MFM as the Libraries explore their role in increasing awareness and access to healthy food. Originally, pop-up library visits started at the Fairview Market site with wifi, on-site logistical support, and advertising for the market. As the MFM has progressed, libraries have provided greater advertising and community outreach for the market in multiple locations, such as including information on the market with their home deliveries of books. Staff have become more involved in the hosting of the market in Fairview. The libraries have also offered programs in association with the market such as cooking workshops. At the Captain William Spry Library, food from the produce packs was prepared, cooked and shared. This type of skill and capacity building is an example of the richer experience that the MFM is looking to offer in Years 3-5. The MFM market is in conversations with Halifax Public Libraries about supporting other locations.

**Halifax Transit:** Halifax Transit provides a bus and operator for the Saturday markets and covers all costs associated with operation of the bus including wages, fuel, tolls, maintenance, storage, etc. The bus operators often engage with the market activity, acting as ambassadors for HRM and the Mobile Food Market. The MFM Team are asking to continue using a Transit bus and operator in support of the warmer weather markets and as an iconic representation of the initiative for Years 3-5.

**Mayor's Office:** The Mayor's Office has had representation on the MFM Advisory Team since its inception. The Office was heavily involved in the planning and establishment of the pilot, and continues to play an active role on the MFM Advisory Team which is responsible for planning, communications, implementation, evaluation, and on-going project development for the MFM. The Office also acts as a champion for the project with the Mayor regularly speaking to other leaders and the media about the initiative.

**Parks & Recreation:** P&R has supported the MFM market through providing facilities for the market at Needham Centre, North Preston Recreation Centre and the Harrietsfield/Williamswood Community Centre. P&R staff also sit on one of the host teams that support the market and staff regularly promote the MFM to patrons. Staff and youth volunteers also often help to set up the market. P&R has been exploring programming in conjunction with the MFM; in the Summer of 2016 the R.E.C Van visited the MFM and the Advisory Team would like to further explore the connection between food and recreation in the future.

## Appendix E – MFN Governance and Operational Structure





### Appendix F – Year 1 Pilot and Year 2 Transition Details

	<b>Year 1- Summer Pilot</b>	<b>Year 1- Winter Pilot</b>	<b>Year 2</b>
<b>Dates</b>	21 weeks May to October 2016	14 weeks (16 weeks in report but scaled back due to funding availability) Feb to May 2017	40 weeks June 2017 to March 2018
<b>Goal</b>	Making affordable, high quality fresh fruits and vegetables available in communities with limited access to healthy food	Explore challenges of winter operations, test new distribution modes, increase local capacity, and reach additional communities	Broaden reach, ongoing training and community capacity building, generate funding and explore partnerships for long term
<b>Model</b>	Transit bus as portable market on alternating Saturdays	In cooler weather, Corporate Fleet van used to deliver to indoor markets and produce pack drop-offs on alternating Wednesdays and Saturdays. In warmer weather, Transit bus used as portable market and Corporate Fleet van for produce pack delivery	Combination of Summer and Winter models. In warmer weather, bus used as portable market on alternating Saturdays. In cooler weather shift to a delivery model utilizing Corporate Fleet van.
<b>Communities</b>	5 communities: North End Halifax, Spryfield, East Preston, North Preston and Fairview. 5 Senior's manors with food box delivery	6 communities: Indoor Markets- North Preston, North End Halifax, Fairview Food Boxes- East Preston, Spryfield, Harrietsfield	8 communities: Currently 6 communities and in negotiation with additional including possibility of Dartmouth East and Eastern Shore/Musquodoboit

## Appendix G – Funding and In-kind Support

**Table 1 Direct Funding to MFM (Years 1 and 2)**

Summer Pilot		Winter Pilot (balance of Year 1) and Year 2	
United Way	\$33,000	United Way Year 1	\$35,000
Dept. Health & Wellness	\$15,000	Year 2	\$30,000
Evergreen Fund	\$5,000		
Doctor's NS	\$1,500	<u>Public Health</u>	
	<b>\$54,500</b>	Healthy Eating Grant	\$1,000
		Operational Funding*	\$3,280
		Partners for Care**	\$1,200
		<u>NS Shift Strategy</u>	\$50,000
		<u>Poverty Reduction</u>	
		<u>Government Investment Program</u>	\$10,000
		<u>NS Communities, Culture and Heritage</u>	\$110,000
			<b>\$240,480</b>

\* Purchase of Ipad and Shopify membership for market sales  
 \*\* Banking fees

**Table 2 In-Kind Contribution to MFM Years 1-3 (Excludes HRM Contributions)**

In-Kind Contribution	Actual + Estimated Year 1 (May- Oct 2016) and Year 2 (Feb '17 – Mar '18) 19 months	Projected Year 3 (Apr '18- Mar '19) 12 months
<b>Public Health, Central Zone, Nova Scotia Health Authority</b>		
Staff Support 2 staff @ varying hours/week	\$ 66,560	\$21,500
Office space and equipment	\$2,000	\$1,200
<b>Partners for Care, Nova Scotia Health Authority</b>		
Advisory Team Support 5 hours /week	\$21,667	\$13,000
Administrative Support 2 hours/week	\$3,813	\$2,288
<b>Ecology Action Centre</b>		
Advisory Team Support 7.5 hours/week	\$16,900	\$10,140
<b>Atlantic Superstore</b>		
Cold storage, work area \$500/week	\$43,333	\$26,000
<b>Communities</b>		
Community Organizations – YWCA Halifax (4hr), Macdonald Laurier Place (3hr), East Preston United Baptist Church Ministry House (4hr) (market spaces) 11 hours/ 2 weeks	\$23,833	\$14,300
<b>TOTAL ESTIMATED IN-KIND CONTRIBUTION</b>	<b>\$178,106 for 19 months</b>	<b>\$88,428 for 12 months</b>

**Table 3 HRM In-Kind Contribution to MFM (Years 1 and 2)**

<b>In-Kind Contribution</b>	<b>Year 1- Summer Pilot 21 weeks 5 months May to October 2016</b>	<b>Year 1- Winter Pilot 14 weeks 3.5 months Feb to May 2017</b>	<b>Year 2- Transition 40 weeks 10 months June '17-Mar '18</b>
<b>Halifax Transit</b>			
Operation of Transit Bus (operator, fuel, maintenance and other costs)	\$ 9,567 (21 days)	\$1,370 (3 days)	\$4,566 (10 days)
<b>Corporate Fleet</b>			
Fleet vehicle (fuel, bridge tolls, maintenance and other costs)	N/A (not in use until Winter Pilot)	\$700 (14 days)	\$1,750 (35 days)
Van Rental*	N/A	\$2,870	N/A
Climate Control (installation of unit to prevent freezing)	N/A	N/A	\$870
		<b>\$3,570</b>	<b>\$5,050</b>
<b>Corporate Communications</b>			
Print run	\$2,713	N/A	\$10,125
Staff support	\$700 (13 hours)	\$550 (10 hours)	\$550 (10 hours)
	<b>\$3,413</b>	<b>\$550</b>	<b>\$10,675</b>
<b>Parks, Recreation and Communities</b>			
Staff support	\$2,000 (80 hours)	\$1,700 (60 hours)	\$2,500 (100 hours)
Room rental	N/A	N/A	\$2,735
Supplies	N/A	N/A	\$40
			<b>\$5,275</b>
<b>Halifax Public Libraries</b>			
Staff support	\$1,500	\$1,136	\$4,091 (134 hours)
Travel	N/A	N/A	\$325
Supplies	N/A	N/A	\$242
	<b>\$1,500</b>	<b>\$1,136</b>	<b>\$4,658</b>
<b>Mayor's Office</b>			
Staff Support	\$5,800 (105 hours)	\$3,500 (64 hours)	\$6,562 (120 hours)
<b>TOTAL ESTIMATED IN-KIND CONTRIBUTION</b>	<b>\$12,280 (vehicle &amp; goods) + \$10,000 (staff) = \$22,280 for 21 wks</b>	<b>\$4,940 (vehicle) + \$6,886 (staff) = \$11,826 for 14 wks</b>	<b>\$9,616 (vehicle &amp; goods) + \$15,077 (staff) = \$24,693 for 40 weeks</b>
			<b>\$58,799 for 19 months</b>
* Van rental- From Feb to August 2017 the Fleet van was stored at McIntosh Depot, closer to where the food was picked up. Because other clients could not access the van at the Depot, Corporate Fleet rented another van to accommodate these clients. When the Advisory Team was made aware of the additional cost, the van was moved back to Thornhill Drive.			

# MFM: Building Capacity & Social Cohesion

## Community Leadership & Social Cohesion

Bringing people together to address issues impacting their community (local host teams providing leadership & voice for food issues in their community)

Formation of new networks of community leaders (e.g. Food Action Network of Spryfield)

Supporting new Canadians (e.g. newcomers volunteering at Fairview market and practicing english)

Creating gathering spaces and family friendly activities (e.g. R.E.C van at markets, colouring/crafts for kids)

Mentoring future food champions (e.g. MFM Assistant volunteer program)

## Capacity Building

Increasing food literacy (e.g. cooking with produce packs at Keshen Goodman, communities contributing recipes using ingredients in the produce packs)

Supporting job skill development (e.g. youth from CEED working at market)

Growing food skills (e.g. get a library card and take out a coobook program and workshops such as growing microgreens, making sauerkraut, baking bread, etc.))

Enhancing community awareness and interest in food issues (e.g. recruitment of organizations such as Baptist Youth Fellowship, East Preston Baptist Church, Mulgrave Park Caring & Learning, YWCA, etc)

Reducing food waste (e.g. donation of excess to local shelters and purchase by local restaurants)

Appendix I: Evaluation Report: Winter/Spring 2017

# MOBILE FOOD MARKET

Evaluation Report: Winter/Spring 2017



PUBLISHED: JANUARY 2018

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## Acknowledgements

The implementation of the 2017 winter/spring pilot and the development of this evaluation report was completed with the support of the following individuals:

**Aimee Gasparetto**, Senior Coordinator, Community Food Network and Policy Development, Ecology Action Centre

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**Jessie Dale**, Mobile Food Market, Assistant Coordinator

**Joshua Bates**, Senior Policy Advisor, Office of the Mayor, Halifax Regional Municipality

**Julia Kemp**, Mobile Food Market, Coordinator

**Kelly Poirier**, Public Health Nutritionist, Public Health, Central Zone, Nova Scotia Health Authority

**Mike McKenzie**, Manager of Business Development, Partners for Care

**Nancy Anningson**, Senior Coordinator, Community Food Network and Policy Development, Ecology Action Centre

**Shaila Jamal**, Information Processing Technician, Public Health, Central Zone, Nova Scotia Health Authority

For more information about the Mobile Food Market or this evaluation report please email [JuliaM.Kemp@nshealth.ca](mailto:JuliaM.Kemp@nshealth.ca) or visit [www.mobilefoodmarket.ca](http://www.mobilefoodmarket.ca).

## Mobile Food Market Project Partners

Many hands make light work.

The Mobile Food Market is the result of the dedication, commitment and creative vision of many different partners across various organizations and groups. The following partners have worked together to turn a good idea into reality.

### Advisory Team



**HALIFAX**

Partners for Care



### Local Hosts

**FAIRVIEW**  
MOBILE FOOD MARKET



**NorthPreston'Future**



### Supporters



HALIFAX **PUBLIC**  
*Libraries*

**STONE**  
**HEARTH**  
*Bakery*

*Atlantic*  
**superstore**

**TapRoot**  
FARMS

**NOGGINS**  
CORNER  
FARM MARKET





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# 1. Introduction

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The Mobile Food Market, first established in 2015, is a not-for-profit initiative involving residents, communities, local businesses, community organizations, and the public sector all working together to improve communities' access to healthy and affordable foods. The overarching vision, mission, purpose, and objectives of the Mobile Food Market are detailed below.

**Vision:** Creating healthy, strong, vibrant communities through food.

**Mission:** To support community access to fresh, affordable, and culturally appropriate vegetables and fruits.

**Purpose:** To deliver fresh, healthy, affordable fruits and vegetables to communities within the Halifax region with limited access to healthy food.

## Mobile Food Market Objectives

Improve the accessibility of fresh, high quality, fruits and vegetables for residents.	Increase engagement and collaboration among and between existing and new partners.	Build capacity among community volunteers and local hosts to play an active role in shaping food systems in their communities.	Enhance the sense of neighborhood pride and community engagement among residents, MFM visitors and customers.	Assess the market potential for alternative methods of food distribution for under-served communities within the Halifax region.
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The following report provides an overview of the Winter/Spring 2017 pilot of the Mobile Food Market. The following evaluation focused on assessing the extent to which the original Mobile Food Market objectives were achieved while also identifying and highlighting key lessons learned to inform next steps. Section two of the report provides a comprehensive background of the Mobile Food Market, section three describes the evaluation methodology, section four provides an overview of the key findings and section five includes a brief conclusion. The findings in this report will be used by project partners to inform next

steps for the Mobile Food Market. We hope others can learn from our process and may be inspired to contribute or lead similar initiatives to improve community food security. For more information or to speak to someone about the report, please contact: [Julia.Kemp@nshealth.ca](mailto:Julia.Kemp@nshealth.ca).

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## 2. Our Story

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### Background of the Mobile Food Market

Research continues to highlight food insecurity as a major challenge facing many Haligonians. Food security occurs when people can afford and have access to enough safe and nutritious food for a healthy diet and lifestyle<sup>1</sup>.

- In 2013/2014, **15.1%** Halifax households experienced food insecurity, meaning they had difficulty accessing enough healthy food on a regular basis<sup>1</sup>.
- Between 2015 and 2016, there was a **20.9%** increase in food bank usage in Nova Scotia with **30.4%** of users 18 years of age<sup>2</sup>.
- In 2015, only **one quarter** of Nova Scotians reported consuming the recommended amount of fruits and vegetables per day which is lower than the national average (**31.5%**)<sup>2</sup>.

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<sup>1</sup> Tarasuk, V., Mitchell, A., Dachner, N. (2014). Household food insecurity in Canada, 2014. PROOF: Food insecurity policy research. <sup>2</sup> Food Banks Canada. (2016). Hunger Count 2016. Retrieved from: <http://proof.utoronto.ca/wp-content/uploads/2016/04/Household-FoodInsecurity-in-Canada-2014.pdf>.

<sup>2</sup> Statistics Canada. (2017). Fruit and vegetable consumption, 2015. Retrieved from: <https://www.statcan.gc.ca/pub/82-625x/2017001/article/14764-eng.htm>

Although access to food is primarily determined by income, geography also matters. In certain neighborhoods, physical access to food may be limited based on proximity of grocery stores to one's household, mobility issues, and/or a lack of access to reliable transportation<sup>3</sup>. Halifax is unique in that its residents reside in urban, suburban and rural communities. For those living in rural communities, physical access to food is even more challenging given lower densities of grocery stores and limited access to public transportation.

In the spring of 2015, the need to enhance food access in Halifax was clear; relevant evidence supported the idea, and there was interest from government, community, and business partners. In response, a project team was established to pilot a 21-week Mobile Food Market in 5 communities (East Preston, North Preston, Spryfield, Fairview, and North End Halifax). Communities were selected based on key selection criteria (Appendix 1) and a Halifax Transit bus was retrofitted with bins to store

Over the past several years, a variety of reports, strategies and plans have been published highlighting the need to address community food security in the Halifax Region including:

- [Making Food Matter: Strategies for Activating Change Together – A participatory research report on community food security in Nova Scotia](#) developed by Mount Saint Vincent University's Food Action Research Centre highlighted mobile/pop-up fresh and local food outlets as an idea "ripe for action" to address food insecurity.
- [The Mayor's Conversation of Healthy and Livable Community Report](#) highlighted "food issues" as 1 of 5 key priorities discussed to create healthy and livable communities in the Halifax region.
- The [Halifax Regional Municipal Planning Strategy](#) included an objective to "*design communities that promote community food security.*"
- Mobile markets were identified as a potential action to help address community food insecurity through a series of community dialogues hosted by Public Health (Central Zone, Nova Scotia Health Authority).
- The [2017 Halifax Centre Plan](#) identified food security under its Policy Directives section speaking to the need to: "*expand options for food-related businesses to support more diverse and nutritious choices in more accessible locations, such as home occupations and farm stands.*"

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<sup>3</sup> Voices for Food Security in Nova Scotia. (2017). Can Nova Scotians afford to eat healthy? Report on 2015 participatory food costing. Halifax, NS: Food Action Research Centre (FoodARC), Mount Saint Vincent University.

fresh vegetables and fruits. Each week, the bus would travel to each community providing residents with the opportunity to browse and purchase fresh, healthy, and affordable produce.



Based on a [comprehensive evaluation](#), the Mobile Food Market pilot demonstrated greater success and community engagement than originally predicted. Market sales surpassed projections; the number of customers and average amount spent per customer were greater than anticipated; and customers reported an increase in their personal and family intakes of fruits and vegetables. In addition to improving food access, the market contributed to the creation of vibrant communities. Existing partnerships were strengthened and the market facilitated the development of new partnerships at community and regional levels. As a direct result of the market, residents formed local host teams in each community contributing leadership to the market, while also providing a voice to food issues in their communities. By bringing people together to address issues affecting their community, the market helped mobilize community leadership around food.

Following the successful launch of the summer/fall 2016 market, additional funding was leveraged to support continuation of the market over a 14-week period between February and May of 2017. This would allow the market to introduce two unique delivery models during the colder months and to assess the feasibility of delivering a year-round market while maintaining the original vision, mission, purpose, and objectives of the market as described below.



Photo credit: Michael Venn

## Winter/ Spring Mobile Food Market

Based on the communities' continued commitment and capacity to support the Mobile Food Market, the original pilot communities recommitted to launching the Mobile Food Market during the winter/spring 2017. These communities included: East Preston, North Preston, Fairview, North Halifax, and Spryfield.

Partners in Spryfield also extended their reach to Harrietsfield, a neighbouring community. The Mobile

Food Market requires the dedicated support of a variety of key partners. Appendix 2 provides an overview Mobile Food Market partners and their respective contributions. A complete list of market communities, delivery models, site, locations, market days/times, and local host lead organizations is detailed in Appendix 3.

Similar to the summer/fall pilot, markets were held biweekly in 6 communities however the delivery model was adapted to accommodate the change in weather along with feedback from customers and local partners. Due to the need to keep volunteers, customers and produce at a comfortable temperature, the transit bus would require additional fuel resulting in cumulative emissions from idling. For these reasons, a decision was made to offer indoor markets and a produce pack model. Indoor markets were held in community spaces and offered a variety of fresh, affordable fruits, vegetables, and bread.



A variety of vegetables and fruit are offered at indoor markets.

Produce packs, first piloted during the summer/fall pilot in North Halifax were introduced in Spryfield, Harrietsfield, and East Preston. Produce Packs provide residents with the opportunity to place an order for a \$10 bag of fruits and vegetables. Local host lead organizations for each community are responsible for collecting customer orders 2-weeks in advance and the packs are available for pick-up in the community every second Wednesday. Based on the number of orders, the price and availability of produce, and customer feedback, local host leads place bulk food orders with the Market Coordinator. On market

days, bulk food is delivered to each site where community volunteers gather to unload produce and assemble the produce packs.

In Spryfield, bulk food was delivered to the YWCA Halifax where volunteers assembled the packs



One of the Local Host Team members holding a Produce Pack (Photo credit: Michael Venn).

before delivering them to 3 separate pick-up locations. Customers also had the option to collect their produce packs from the location nearest to them which enhanced accessibility for those walking and relying on public transit. This model provided a number of benefits including: the ability to serve customers unable to attend Saturday markets, the ability to accommodate local partners in hosting the initiative during their regular working hours, and increasing the number of communities served in less time.

To support the reduction of food waste, the Mobile Food Market partnered with the [Shelter Nova Scotia Housing Facility](#) and [Found Forgotten Food](#) to donate unsold produce to clients.



North Halifax indoor market.



North End Community Health Centre produce packs.

The Mobile Food Market has continued partnering with [Atlantic Superstore](#) for market produce which is purchased in bulk and sold at prices consistent with discount grocery operations. Weekly produce selections considered customers' preferences. Providing a variety of seasonal and local produce was also a priority dependent on pricing. To achieve this priority, the market partnered with [Noggins Farm](#) for produce purchases and [Stone Hearth Bakery](#) to offer fresh local bread at a reduced cost to customers. Market customers were pleased with the addition of local, fresh bread to the mix of products.



Fresh local bread purchased from Stone Hearth Bakery and sold at the Mobile Food Market.

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## 3. Evaluation Methodology

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The winter/spring 2017 Mobile Food Market evaluation focused on assessing the extent to which the original Mobile Food Market objectives were achieved, while also identifying and highlighting key lessons learned to inform next steps. Specifically, this evaluation aimed to answer the following questions:

1. Does the Mobile Food Market increase the accessibility of fresh, high quality, fruits and vegetables for residents in the market communities?
  - a. Does the Mobile Food Market increase the physical accessibility of fresh, high quality, culturally-appropriate fruits and vegetables for residents in the market communities?
  - b. Does the Mobile Food Market increase access to affordable, fresh, high quality, culturally appropriate fruits and vegetables for residents in the market communities?

2. Is the Mobile Food Market reaching the intended populations<sup>4</sup>?
3. What impact does the Mobile Food Market have on the sense of neighbourhood pride and community engagement among residents, Mobile Food Market visitors, and customers?
4. What impact (if any) does the Mobile Food Market have on initiating municipal policy changes related to food systems?
  - a. What are the barriers and levers associated with municipal policy changes related to food systems?

The following section details the data collection tools and methods to evaluate the winter/spring 2017 Mobile Food Market.

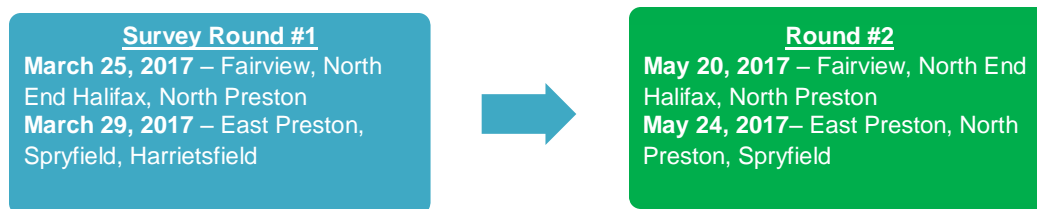
## Data Collection

Several data collection methods and tools were developed to support the evaluation each of which is described in greater detail below.

### Customer Surveys

Surveys were administered to determine the impact of the Mobile Food Market on increasing geographic and financial accessibility to fresh, high-quality fruits and vegetables. Surveys were tailored for produce pack and indoor market customers (**Appendix 4 and Appendix 5**). Over the course of the 14-week pilot, surveys were administered twice by community volunteers and the Mobile Food Market Assistant Coordinator. **Figure 1** details the respective survey administration dates for each community.

**Figure 1.** Survey administration dates for each market community.



A draft survey was reviewed by the Mobile Food Market Advisory Team and modifications were made based on feedback. The final survey consisting of 9 questions captured the following information:

<sup>4</sup> Intended populations include: low income residents, seniors, newcomers to Canada, people with disabilities, lone-parent families, and people experiencing food insecurity.



- Customers' purchasing patterns (return vs. new customers);
  - Method of transportation and duration of travel to the market;
  - Potential challenges for customers in accessing the market;
  - Food insecurity indicators;
  - Perceptions regarding the affordability and accessibility of Mobile Food Market produce;
- and
- Extent to which customers felt the market was a welcoming place in their community.

All survey respondents were entered into a draw to win a \$10 Mobile Food Market gift card as an incentive for participating. To facilitate completion of the survey, translation support was provided by NSHA and the [Immigrant Services Association of Nova Scotia](#) for customers who were not fluent in English. In addition to the paper survey, survey questions were also entered into Select Survey®, an online survey platform and promoted through an embedded survey link on the Mobile Food Market website and Facebook page. This created another opportunity for customers to provide feedback.



Customer surveys being completed in one of the market communities

## Customer Testimonials

To capture additional insight regarding impacts of the market, the Mobile Food Market Coordinator and Assistant Coordinator provided a list of several market volunteers and customers interested and willing to share their experiences. One member of the Mobile Food Market Advisory Team as well as the Mobile Food Market Coordinator were also invited to share their perspectives. A list of questions were then developed to guide discussions and an email invitation was sent to all respondents inviting them to participate in an informal interview. All interviews were audio-recorded and summaries of the testimonials are available in **Appendix 6**.

## Tracking Market Sales

Weekly sales data for the Mobile Food Market was provided by Partners for Care and the Mobile Food Market Coordinator and entered into an Excel spreadsheet for tracking purposes. The following sales information was collected:

- Market sales (indoor markets and produce pack sales)
- After-market sales (sales from left-over market produce purchased from several local restaurants)
- Total market sales (indoor market, produce pack, and after-market sales)
- Total number of customers (indoor market and produce pack customers)
- Average amount spent per customer (indoor market and produce pack customers)

## Key Informant Interviews

Key informant interviews were conducted with four municipal staff to determine what impact (if any) the Mobile Food Market had on initiating policy changes related to food systems in Halifax and to identify the barriers and levers associated with policy change related to food systems at the municipal

level. Interviews lasted approximately 30 minutes. All interviews were audio recorded, themed, and summarized. The key informant interview guide can be found in **Appendix 7**.



Fairview Mobile Food Market volunteers.

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## 4. Evaluation Findings

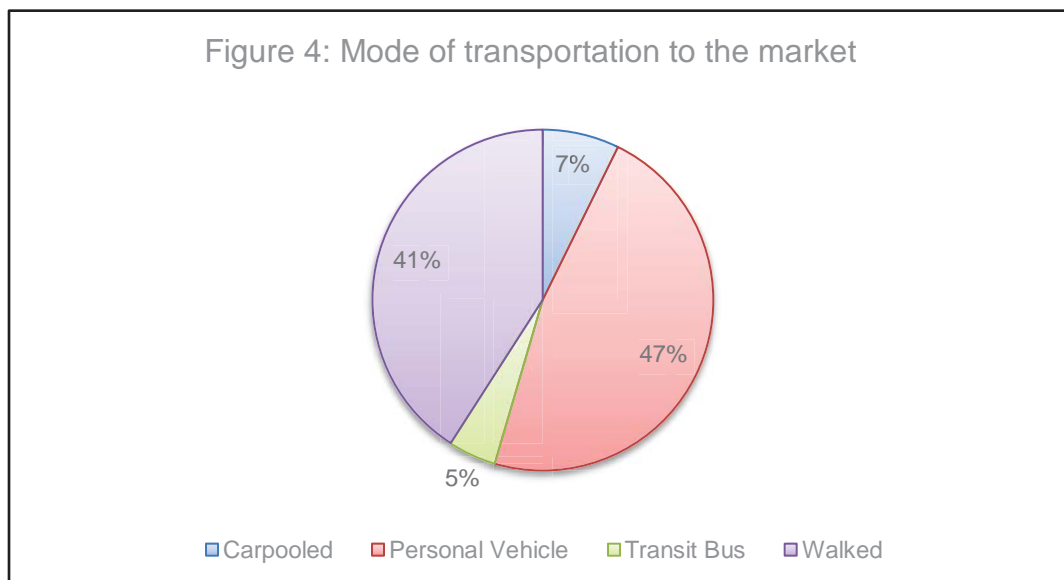
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The following section illustrates key findings from **111** market shoppers who responded to a customer survey. In total, **62** indoor market customers provided feedback (**25** Fairview, **22** North Halifax, and **15** North Preston customers). Of these respondents, **81%** were return market shoppers. In total, **49** produce pack customers provided feedback (**22** Spryfield, **18** Harrietsfield and **9** East Preston customers). Of these respondents, **80%** were repeat customers.

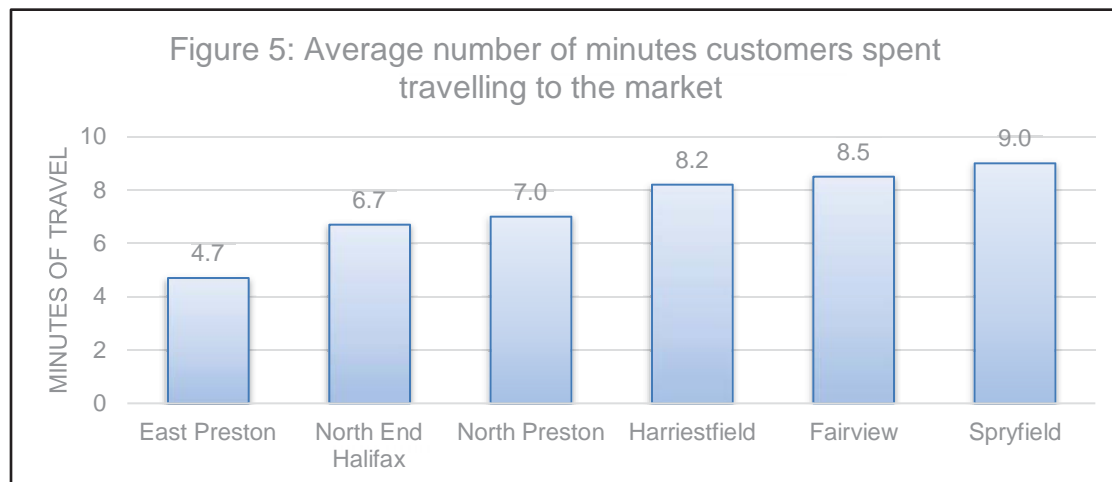
## Enhancing Access to Healthy, Fresh, Affordable Foods

### Physical Access to Fresh Fruits and Vegetables

To obtain a deeper understanding regarding access to the market, customers were asked about their mode of transportation and average duration of travel time to the market. Among respondents, **53%** walked, used public transportation or carpoled to access the market, while **47%** relied on a personal vehicle (**Figure 4**).



On average respondents within all market communities spent **7.5 minutes** travelling to weekly markets. Variations in duration of travel were noted between communities with East Preston shoppers spending an average of **5 minutes** travelling to the market while Spryfield shoppers spent the greatest amount of time travelling at **9 minutes** (**Figure 5**).



During the winter months, it was anticipated that customers may experience additional transportation challenges accessing the market as a result of potential inclement weather. To better understand barriers associated with accessing the market, customers were asked about any additional challenges they experienced travelling to the market. When asked, **96%** of customers reported not experiencing any challenges travelling to the market. Of those who identified barriers; inconvenient market times, lack of public transportation, and disability were the most commonly reported.



Spryfield volunteers prepare produce packs for market customers.

## Affordability and Variety of Market Products

To ensure the market was meeting customers' needs in terms of the affordability and variety of the products offered, customers were asked to rate their agreement with several statements. When asked, **97%** of indoor market and **96%** produce pack customers agreed<sup>5</sup> that market produce was affordable. In terms of variety, **88%** and **94%** of indoor market and produce pack customers respectively agreed the variety of produce was adequate while **93%** of indoor market and **94%**

<sup>5</sup> "Agree" refers to survey respondents who selected "agree" or "strongly agree" responses.

produce pack customers agreed the market had made it easier for them to purchase fresh fruit and vegetables.

*“It’s affordable and the variety is great to make everything from stir fry, salad, or stew.”*

**~ Harrietsfield, Produce Pack Customer**

*“I am able to eat more healthy fruits and vegetables. I especially like the availability of the market and the food.”*

**~ Fairview, Indoor Market Customer**

*“The variety encourages us to be more creative in healthy cooking.”*

**~ Spryfield, Produce Pack Customer**

*“It’s made buying fruits and vegetables more affordable, especially in the winter when it’s harder to find affordable produce. Thank you!”*

**~ Fairview, Indoor Market Customer**

*“When low in certain foods, this community access came in handy.”*

**~ East Preston, Produce Pack Customer**

## **Enhancing Food Literacy**

Through the continued support of [Community Health Teams](#) (NSHA) and Dietitians from Atlantic Superstore, the market has continued to provide opportunities to enhance food literacy skills among market customers and visitors by offering healthy food demonstrations, showcasing recipes which include market produce (i.e. Make-Your-Own Trail Mix, Healthy Banana Splits, Sweet Potato Hummus, Chocolate Avocado Pudding, etc.), providing food samples, and sharing nutrition tips. In several communities, volunteers offered additional workshops including: ‘*Grow your own microgreens*’ and ‘*How to stretch your food dollar*’ and recipe cards were included in produce packs in several communities. These opportunities have helped to support resident’s food literacy which refers to the ability of individuals’ to plan, choose, prepare, and consume foods that meet their nutritional needs<sup>6</sup>.

*“...great way to get my kids excited about seeing and trying vegetables and fruits that normally they would not try.”*

**– Harrietsfield, Produce Pack Customer**

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<sup>6</sup> Nourish Nova Scotia (2017). Food Literacy. Retrieved from: <https://nourishns.ca/program-resources/food-literacy>.



"Make your own fruit parfait" workshop held at one of the markets.



"Make your own bread" workshop held at one of the markets.

## Market Sales

During the duration of the winter/spring Mobile Food Market, sales from produce packs, indoor markets, as well as after-market sales were tracked. Table 3 provides an overview of the overall market sales, after-market sales, total sales, total number of customers, and the average amount spent per customer.

**Table 3.** Mobile Food Market sales from February 25<sup>th</sup> to May 24<sup>th</sup> 2017.

Market Type <sup>7</sup>	Market Sales	After-Market Sales	Total Sales <sup>8</sup>	Total # of Customers	Average Amount Spent Per Customer
Indoor Markets	\$6,470	\$865	\$7,335	718	\$9.01
Produce Packs	\$5,375	\$0.00	\$5,375	518	\$10.38
<b>TOTAL</b>	<b>\$11,845</b>	<b>\$865</b>	<b>\$12,710</b>	<b>1,236</b>	<b>\$9.69</b>

## Reaching Intended Populations

One of the key objectives of the Mobile Food Market is to increase community access to healthy, fresh affordable foods, particularly for residents whose circumstance may make them more vulnerable to poor health. This includes: low income residents, seniors, newcomers to Canada, people with disabilities, loneparent families, and people experiencing food insecurity.

<sup>7</sup> This includes a total of 14 market days (7 indoor markets and 7 produce pack days).

<sup>8</sup> Total market sales includes sales from indoor markets, produce packs as well as after-market sales.

## The Experience of Food Access among Market Customers

Several questions were selected from the Household Food Security Survey Module of the Canadian Community Health Survey<sup>9</sup> and included in the Mobile Food Market customer survey. The purpose of the HFSSM is to determine whether households (with or without children) have experienced any of the common indicators of food insecurity during the previous 12 months. Based on the number of affirmative responses to these indicators, households are then classified as: **food secure** (no, or only one indication of difficulty with income-related food access); **moderately food insecure** (indication of compromise in quality and/or quantity of food consumed); and **severely food insecure** (indication of reduced food intake and disrupted eating patterns). Household food security exists when all individuals have access to safe, nutritious food of the variety and amount they require and want, in a way that maintains their dignity<sup>10</sup>

Due to the sensitive nature of many of the HFSSM questions and to help minimize stigma and respondent burden, only two questions were selected from the HFSSM and included in the Mobile Food Market customer survey. These questions highlighted: (1) food availability within market customer households' and, (2) the experience of hunger among market customers. The evaluation findings provide insight into the challenges market customers face in accessing enough healthy, affordable foods – a key component of food security. They also provide an additional measure to determine if the Mobile Food Market is indeed reaching its intended populations, as outlined above. However, because the complete HFSSM screening tool for food insecurity was not included in the survey, the severity of food insecurity among market customers cannot be assessed or interpreted.

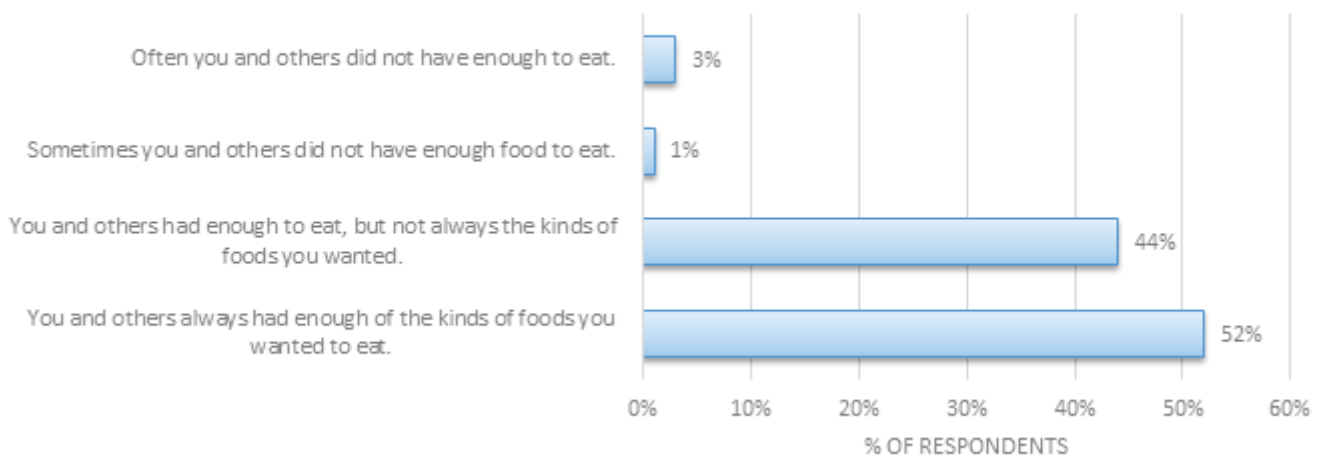
When asked about food availability within market customer households, nearly half of respondents (**44%**) reported they and their family members “*always had enough to eat, but not always the kind of food they wanted*” (**Figure 2**).

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<sup>9</sup> Health Canada (2017). The Household Food Security Survey Module (HFSSM). Retrieved from: <https://www.canada.ca/en/healthcanada/services/food-nutrition/food-nutrition-surveillance/health-nutrition-surveys/canadian-community-health-survey-cchs/household-foodinsecurity-canada-overview/household-food-security-survey-module-hfssm-health-nutrition-surveys-health-canada.html>.

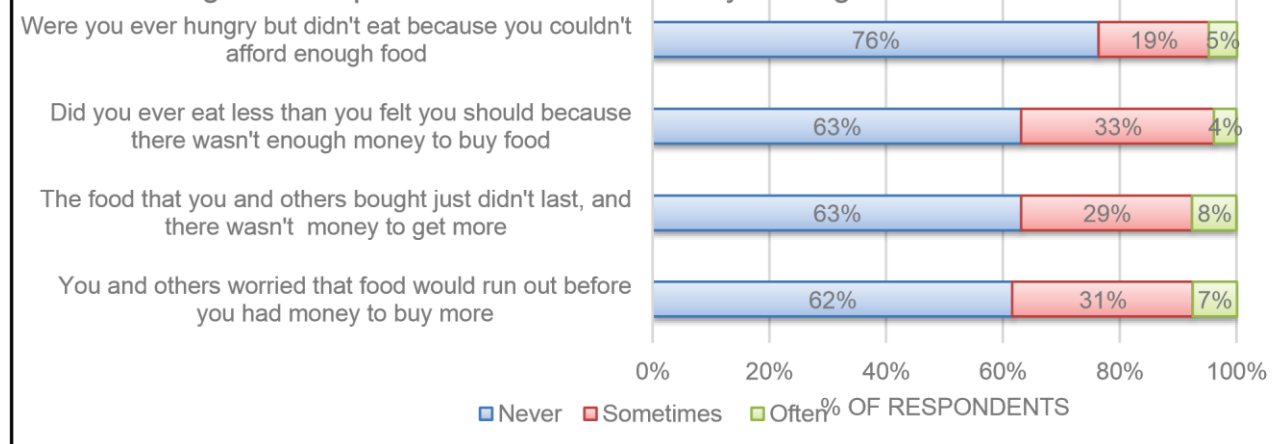
<sup>10</sup> Food and Agriculture Organization. Rome Declaration on World Food Security and World Food Summit Plan of Action. Rome, Italy: Author; 1996. Report No.: W3613/E.

Figure 2: Food availability in market customer households'



When asked about the experience of hunger, **19%** of market customers<sup>11</sup> reported they were “*sometimes hungry, but did not eat because they could not afford enough food*”, one third (**33%**) reported they “*sometimes ate less than they felt they should because there wasn’t enough money to buy food*”, **29%** reported that “*sometimes the food they bought just did not last and there wasn’t enough money to get more*” and **31%** reported “*sometimes worried that food would run out before they had money to buy more*” (Figure 3).

Figure 3: Experience of food insecurity among market customers



### Enhancing Food Access among Older Adults and Individuals with Limited Mobility

Given the increased risk of food insecurity experienced among low income seniors<sup>12</sup>, the Mobile Food Market has focused on improving food access among this population as well as for individuals with limited mobility through a variety of initiatives several of which are described below.



- **East Preston** – Market volunteers delivered produce packs to individuals who were unable to pick up their produce pack.
- **North Preston** – The local host team delivered produce packs to seniors on an as needed basis.
- **Fairview** – The market was located within a senior’s complex to enhance food access among seniors.
- **North End Halifax** – Youth volunteers from the [Future Roots](#)<sup>13</sup> program delivered produce packs to three local seniors’ manors.
- **Harrietsfield** – Community volunteers helped pack and deliver produce packs to seniors and those with limited mobility.
- **Spryfield** – Three produce pack pick-up locations were established within the community to minimize customers’ travel time and maximize uptake of the program.



Photo credit: Michael Venn



Marilyn, a Mobile Food Market customer and volunteer.

*“The Mobile Food Market is good for me because I have a mobility problem and find it hard to get out to buy food.”*

**~ Fairview, Indoor Market Customer**

*“The indoor market has provided an opportunity to shop with a friend who is challenged physically and economically.”*

**~ Fairview, Indoor Market Customer**

*“Saves time. I don’t have to go downtown.”*

**~ North Preston, Indoor Market Customer**

*“It is convenient and great for seniors who have a hard time to get out shopping.”*

**~ Fairview, Indoor Market Customer**

<sup>12</sup> Voices for Food Security in Nova Scotia. (2017). Can Nova Scotians afford to eat healthy? Report on 2015 participatory food costing. Halifax, NS: Food Action Research Centre (FoodARC), Mount Saint Vincent University.

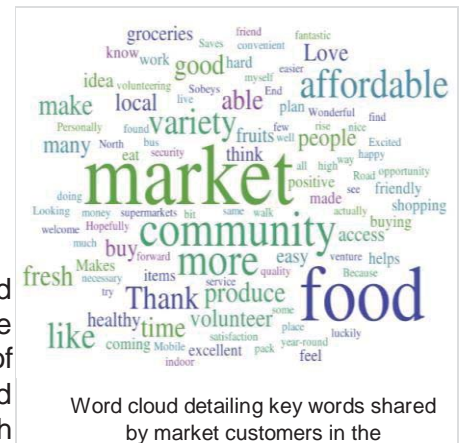
<sup>13</sup> Future Roots is a local social enterprise which focuses on connecting youth and their neighbours in the North End of Halifax.

## Enhancing Neighbourhood Pride and Community Engagement

As the Mobile Food Market has continued to evolve, we have continued to learn through stories shared by market staff and community partners. The following section highlights several examples demonstrating the market's impact on enhancing neighbourhood pride and community engagement.

### Creating a Welcoming Place

To understand the impact of the market on neighbourhood pride and community engagement, customers were asked whether they felt the market was a welcoming place in their community of which **100%** of indoor market and produce pack customers agreed. When asked whether the market provided them with the opportunity to connect with friends/neighbours, **93%** of indoor market customers and **68%** of produce pack customers agreed.



Mobile Food Market survey.

*"I really love [the Mobile Food Market]. Was happy to finally be able to make it here. The people were incredibly friendly and welcoming. Thank you!"*

**~ North End Halifax, Indoor Market Customer**

*"Very helpful program, nice to chat to others while doing so."*

**~ Harrietsfield, Produce Pack Customer**

### Creating Vibrant Community Gathering Places

In addition to providing produce at affordable prices, the market has helped create vibrant gathering spaces offering various activities in each market community. Bi-weekly markets in North Halifax for example provide a seating area for customers, free coffee and snacks, as well as arts and crafts for children. In Fairview, [Halifax Public Libraries](#) partnered with the market to provide customers with an opportunity to obtain a library card and check-out library books on-site. A series of food related skill-building workshops were also offered in Fairview which were widely attended by seniors who took the opportunity to socialize during markets.



Art table provided during one of the Mobile Food Markets.

*"I feel happy and welcome when I come to this space. It's a growing community!!"*

**~ Spryfield, Produce Pack Customer**

*"Great for social connection in our community."*

## ~ North End Halifax, Indoor Market Customer

*"The Community Health Teams should come out again. I signed up for one of their workshops at the market and now I'm on my new diet. It really saved my life."*

~ Fairview Market Customer & Volunteer



## Supporting Youth Employability

The market supported youth employability and job skill development through various programs. In North Halifax, the [Future Roots](#) program supported several youth to obtain relevant job skills through working at the Mobile Food Market. Youth had the opportunity to support operational tasks including customer service, managing the check-out, and bagging groceries. Local host teams in North Halifax, Spryfield, and North Preston also partnered with the [Centre for Entrepreneurship, Education and Development](#) (CEED) to access funding through the [Youth Employability Program](#) to support youth in building employability and leadership skills at the market. Youth from after school programs also obtained training on cash, bagging groceries, and supporting market take-down.



Youth volunteers at the market.

## Supporting New Canadians



Fairview Mobile Food Market community volunteers.

Several of the market communities are home to many new Canadians which provided an opportunity for the Mobile Food Market to offer additional support for these customers. Based on the MFM Coordinator's observations, in Fairview, many Canadian families attended bi-weekly markets and many volunteered as personal shoppers, check out assistants, or to help with tasks such as bagging groceries, writing receipts, loading and unloading the delivery truck, and supporting market set-up and take down. Through volunteering, many new Canadians also took the opportunity to learn and practice speaking English at the Mobile Food Market.

*"The market provides an opportunity to meet new people and practice English as a second language through learning the names of the produce."*

**~ Fairview, Market Volunteer**

## Stewarding Community Volunteerism

As the Mobile Food Market requires the collective support from many diverse community organizations and individuals, volunteerism serves as a key component of the market's success. In North Halifax, a Community Education Coordinator volunteer position has helped identify groups interested in volunteering to provide educational and food related workshops at the market. Similarly, in Spryfield, high school and university students are linked to the market through their volunteer efforts while in North Preston, several local youth, sports and church related community groups volunteered to run biweekly markets. In total, market volunteers have contributed more than **3000 volunteer hours** to support the Mobile Food Market in their communities.



Photo Credit: Michael Venn

*"I am able to assist someone else that can benefit from the produce pack."*

**– Spryfield, Produce Pack Volunteer**

## Influencing Municipal Mandate and Policies

To better understand the impact of the Mobile Food Market on influencing municipal policies, programs, and initiatives, four municipal representatives (inclusive of municipal staff and municipal councillors) were invited to share their perspectives of the market through key informant interviews.

## The Mobile Food Market has demonstrated the need to update municipal policies to support “complete communities”

According to respondents, the Mobile Food Market has helped demonstrate the need to update municipal policies to create “complete communities”. Complete communities are compact, mixed use communities that enable people to safely and conveniently access the services they need in their daily lives while also providing a variety of options to accommodate people with diverse needs and incomes.

The Mobile Food Market was described as highlighting the negative impacts of historic planning policies which have created single use neighborhoods which often segregate low income populations. In particular, the [Centre Plan](#)<sup>14</sup> which was released after the Mobile Food Market first launched included a “food security” section under its policy directions with specific recommendations to:

- *Seek opportunities to promote and improve food security throughout the Regional Centre.*
- *Encourage expansion of mobile food markets to areas of the Regional Centre underserved by affordable grocery stores and markets.*

*“The Mobile Food Market demonstrated a need that is stronger than we had anticipated. It demonstrated a clear need to create mixed used neighborhoods.”*

**~ Municipal Representative, Key Informant**

<sup>14</sup> Planning and development Halifax (2017). Centre Plan 2017. Retrieved from: [https://static1.squarespace.com/static/57d9b8a79b34c8c227/t/59121656d2b857331952903b/1494357635810/Attachment\\_A\\_compressed2.pdf](https://static1.squarespace.com/static/57d9b8a79b34c8c227/t/59121656d2b857331952903b/1494357635810/Attachment_A_compressed2.pdf).

## The Mobile Food Market has enhanced understanding of the municipal role in addressing social issues including food security and poverty

Through their involvement in the Mobile Food Market, key informants described the market as enhancing the awareness of food security among municipal councillors and staff. According to respondents, the market has helped “open the door” to consider municipal opportunities for supporting food related work in Halifax. Aligning with HRM’s priority towards Healthy Livable Communities, the market created an opportunity for Halifax to provide in-kind support to an initiative that produced a number of positive outcomes for communities, residents, and the municipality. The continued and ongoing municipal support provided to the market has helped highlight the potential and varied contributions municipal departments can provide to address social issues such as food security.

*“[The Municipality] is now talking about issues that didn’t have a way to make it onto the municipal agenda. We are talking about issues typically outside municipal scope. [The Mobile Food Market] has put these issues on the agenda.”*

**~ Municipal Representative, Key Informant**

*“[The Mobile Food Market] has shown that – despite not having a mandate around public health and food security in particular – that the Municipality has a role. It’s shown to Council that this is a good thing to do even though we don’t have a formal mandate.” ~ Municipal Representative, Key Informant*

The Mobile Food Market was credited with elevating awareness of poverty issues among Municipal Councillors which in turn was associated with influencing HRM Council’s support for social issues including housing, poverty, and food security. In terms of formal mandates, typically issues related to poverty have been considered Provincial in nature. Despite this, the Mobile Food Market was described as providing a tangible example of how municipalities can contribute to initiatives addressing food insecurity and by extension poverty, through planning and policy processes.

*“There’s been a change in political discourse around municipal mandate.”  
~ Municipal Representative, Key Informant*

*“Using municipal services for something that in the past was very easy to say ‘This is not our problem’ has changed things.”  
~ Municipal Representative, Key Informant*

## The Mobile Food Market demonstrated the importance of pilot projects

Key informants highlighted how the ability of the Mobile Food Market to begin as a pilot project and demonstrate early successes contributed to ensuring the market's long-term success. Further, the market was associated with a project that people could "touch and feel" which kept partners interested and engaged.

*"It's shown that a really small investment can make a very big difference"*  
~ **Municipal Representative, Key Informant**

*"The Mobile Food Market has been a success because it is a concrete example of something that we can do to address a real issue in our communities...it's something that you can physically touch!"*  
~ **Municipal Representative, Key Informant**



Mayor Mike Savage, Senator Dr. Wanda Thomas-Bernard, Nova Scotia Minister of Agriculture and Minister of Fisheries and Aquaculture Keith Colwell, Federal Minister of Agriculture and Agri-Food Lawrence MacAulay cutting the red ribbon at the Mobile Food Market official launch on May 14<sup>th</sup>, 2016.

## Political leadership contributed to the Mobile Food Market's overall success

From its initiation, the Mayor of HRM demonstrated unwavering support for the Mobile Food Market which has been critical to its ongoing success.

*"Because [the Mobile Food Market] was politically led, it had legs that other projects don't."*  
~ **Municipal Representative, Key Informant**

Furthermore, the overall municipal leadership and in-kind resources provided by the Municipality were described as essential contributors to the market's achievements. Though vital to the success of the Mobile Food Market, key informants felt that the in-kind contributions provided by the Municipality, were out-numbered by the many positive community benefits resulting from the initiative.

*"We opened a small door, just a crack that took minimal resources and had a huge impact completely disproportionate to the efforts and resources that went into it from a municipal perspective."*  
~ **Municipal Representative, Key Informant**

*"Political leadership is important to roll over the bureaucracy. We will not change on our own volition"*  
~ **Municipal Representative, Key Informant**

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## 5. Conclusions

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Throughout the 14-week winter/spring pilot, the Mobile Food Market has demonstrated sustained success through the introduction of two new delivery models. These models have allowed the market to continue to adapt to meet the unique needs of the communities. Despite the change in seasons, residents remained enthusiastic about the market and were pleased with the addition of local, fresh bread to the mix of products. As this evaluation indicates, the market continues to enhance food access within participating communities, particularly among populations at increased risk of experiencing household food insecurity.

### **Enhancing Access to Healthy, Fresh, Affordable Foods**

The market continues to enhance food security by increasing residents' access to healthy, fresh, and affordable foods. Residents were able to walk, access public transit and carpool to the market, and almost all survey respondents reported short travel times. These results are particularly significant given the challenges these communities face with regards to physical access to healthy food. When asked, almost all customers reported the market had made it easier for them to purchase fresh fruits and vegetables and the foods available at the market were affordable. In addition to improving access to affordable, healthy foods, the market has helped enhance food literacy among residents through partnering with various community organizations to facilitate the delivery of food programming to build and strengthen residents' food skills.

### **Reaching Intended Populations**

Findings in this report demonstrate the success of the market in reaching its intended populations. As indicated through measures of food insecurity derived from the Household Food Security Survey Module, nearly half (44%) of market customers reported not having access to enough of the foods they need or want, with an additional one fifth (19%) reporting they had experienced hunger during the previous year. These numbers are especially staggering given that the experience of hunger is often a component of severe food insecurity. It is important to note that because the complete HFSSM screening tool for food insecurity was not included in the survey, this report cannot speak to the incidence of food insecurity and/or its severity among Mobile Food Market customers. It does, however, substantiate the need for sustained support of the Mobile Food Market, as a tool to improve food security and food access within Halifax and elsewhere.



Through offering produce pack home delivery, expanding market locations to include a senior's complex and offering additional produce pack pick-up sites – the market continues to expand its reach within communities. Expanding delivery strategies for the market means improved food access among populations who are vulnerable to poor health, such as seniors, those with limited mobility and others who face physical and financial barriers to accessing healthy, affordable foods.

## **Enhancing Neighbourhood Pride and Community Engagement**

In addition to improving food access in communities, the MFM has enhanced neighbourhood pride and community engagement through the creation of vibrant community gathering spaces which offer various activities in conjunction with the market including: spaces to socialize, free coffee and snacks, arts and crafts, and recreation activities for families. A strong partnership with Halifax Public Libraries allows customers to obtain library cards and check-out library books on-site while food-related skill-building workshops have been offered in collaboration with Community Health Teams and Superstore Dietitians. The market has also provided opportunities for youth, new Canadians, and seniors to volunteer, acquire employment skills, and contribute to their community. Respondents through a market survey also reported the market as providing a welcoming place in their community.

## **Influencing Municipal Mandate and Policies**

Implementation of the Mobile Food Market has also demonstrated a unique ability to engage decision makers, providing a platform to influence municipal policies, programs, and initiatives. In particular, the market has highlighted the need to update municipal policies to support the creation of mixed-use communities. Additionally, the market was described as enhancing the awareness of food security among municipal councillors and staff while also demonstrating potential contributions municipal departments can provide to address social issues such as food insecurity and poverty. Furthermore, piloting the market enabled sharing of early successes, facilitating sustained interest and engagement among key partners. Overall, the ongoing political leadership and municipal support provided to the Mobile Food Market was highlighted as being crucial to its ongoing success.

## **Next Steps**

Following the completion of the winter/spring pilot, the Advisory Team has continued to leverage additional funding to support the market and will be facilitating conversations with provincial partners during the winter and spring of 2018 to explore provincial market expansion opportunities. Looking ahead to the future, the Advisory Team is committed to investing in the development of a business and sustainability plan to ensure the long-term and ongoing success of the Mobile Food Market.

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## 7. Appendices

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Appendix 1 – Mobile Food Market Community Selection Criteria

Appendix 2 – Mobile Food Market Partners and Key Contributions

Appendix 3 – Mobile Food Market Community Sites

Appendix 4 – Mobile Food Market Customer Survey

Appendix 5 – Produce Pack Customer Survey

Appendix 6 – Mobile Food Market Testimonials

Appendix 7 – Key Informant Interview Guide

## **Appendix 1 – Mobile Food Market Community Selection Criteria**

Selecting pilot communities for the market included applying demographic indicators associated with higher levels of food insecurity while assessing community capacity and interest in supporting the MFM at a local level. The selection criteria for communities included health and food security information from [Capital Health's Population Health Status Report](#), as well as Community Health Profiles and included:

- Locations within HRM boundaries;
- Communities serviced by Halifax Transit;
- Existing community capacity, interest and assets to deliver a successful MFM;
- Total deprivation score at the community level;
- Material deprivation score at the community level;
- Percentage of seniors;
- Public and other affordable housing units per 1000 population;
- Percentage of population self-identified as a newcomer;
- Percentage of lone parent families;
- Percentage of low-income families;
- Grocery store density by community.

## Appendix 2 – Mobile Food Market Partners and Key Contributions

Partner	Key Contributions	Partners
<b>Advisory Team</b>	Provide advice and expertise to support ongoing operational, sustainability planning and evaluation of the Mobile Food Market. Also support coordination planning, implementation, evaluation and reporting processes.	Public Health (Central Zone, Nova Scotia Health Authority), Halifax Mayor’s Office, Ecology Action Centre, Partners for Care
<b>Coordinating Organization</b>	Provide accounting, administration, business and sustainability planning for the market and act as the employer for the Mobile Food Market staff.	Partners for Care
<b>Market Coordinator</b>	Coordinate the Mobile Food Market through planning, implementing, and reporting on the day to day logistics of market operations.	Partners for Care
<b>Assistant Market Coordinator</b>	Work with the Mobile Food Market coordinator, project advisory committee and local host teams to implement the mobile market in each pilot community.	Partners for Care
<b>Local Host Organization</b>	Support market implementation through contributing staff and/or volunteer hours, planning support, meeting and/ or market space, grant writing and promotion.	Veith House, East Preston United Baptist Church, Fairview Mobile Food Market Team, YWCA Halifax, North Preston’s Future.
<b>Local Host Team</b>	The core organizing team is composed of local community members, organizational staff, and volunteers who oversee on-the-ground logistics of bi-weekly markets.	Local Host Team members vary by community.

### Appendix 3 – Mobile Food Market Community Sites

Community	Civic Address	Day / Time	Local Host Lead Organization
<b>Produce Pack</b>			
<b>East Preston</b>	East Preston United Baptist Church 224 Upper Partridge River Road	Every second Wednesday 5:00-6:30 PM	East Preston United Baptist Church
<b>Spryfield</b>	YMCA Halifax 358 Herring Cover Road  Chebucto Family Centre 3 Sylvia Avenue  Family SOS 4 Cranberry Court	Every second Wednesday 4:30-6:00 PM	YWCA Halifax
<b>Harrietsfield</b>	Harrietsfield Williamswood Community Centre 1138 Old Sambro Road	Every second Wednesday 4:30-6:00 PM	Brendan Maguire's office, MLA
<b>Indoor Markets</b>			
<b>Fairview</b>	MacDonald Laurier Place 3 Ford Street	Every second Saturday 12:30-2:00 PM	Fairview Mobile Food Market Team
<b>North Halifax</b>	Needham Recreation Centre 3372 Devonshire Avenue	Every second Saturday 9:45-11:15 AM	Veith House
<b>North Preston</b>	North Preston Community Centre, 44 Simmonds Road	Every second Wednesday 4:30-6:00 PM	North Preston's Future

## Appendix 4 – Mobile Food Market Customer Survey

Please tell us what you think! This survey was created to get your ideas about the Mobile Food Market and to learn about any differences the market may be making for you and your community. Please remember... ○ Your participation is completely voluntary. ○ You may skip any questions you do not want to answer. ○ You may stop the survey at any time. ○ There are no right or wrong answers.

1) Which market did you attend today? (Please check one answer)

- North End Halifax
- Fairview
- North Preston

2) Is this your first time shopping at the market? (Please check one answer)

- Yes  No

The following questions will tell us how you traveled to the Mobile Food Market today, as well as any challenges you may have experienced getting to the market.

3) How did you travel to the market today? (Please check all answers that apply )  Walked

- Biked
- Transit Bus
- Carpooled
- Taxi
- Personal Vehicle
- Food Box was delivered to me by a market volunteer  I live in the building

4) How many minutes did it take you to travel from your home to the market today?

(Please write the number in the space below)

\_\_\_\_\_ Minutes

5) Were there any challenges that made it difficult for you to get to the market today? (Please check one answer)

- Yes  No

If you answered yes, please select which of the following factors made it difficult?

(Please check all answers that apply)

- Poor weather
- The location of the market was difficult to get to
- It was difficult to access public transportation to the market
- The market time was inconvenient
- The market day was inconvenient  Other (please describe):

---

The following questions are about the food situation in your household.



6) Which of the following statements best describes the availability of food in your household during the past 12 months? (Please check one answer)

- You and others **always had enough** of the kinds of foods you wanted to eat.
- You and others **had enough** to eat, but not always the kinds of foods you wanted.
- Sometimes** you and others did not have enough to eat.
- Often** you and others didn't have enough to eat.

7) Please check the box that describes whether you, or others in your household, felt each statement was often true, sometimes true, or never true during the past 12 months.

	Never	Sometimes	Often
a) You and others worried that food would run out before you had money to buy more.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) The food that you and others bought just didn't last, and there wasn't money to get more.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Did you ever eat less than you felt you should because there wasn't enough money to buy food?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Were you ever hungry but didn't eat because you couldn't afford enough food?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8) Please check one box to show your level of agreement with the following statements:

	Does Not Apply Strongly DISAGREE	Disagree	Agree	Strongly AGREE
a) The market has made it easier for me to purchase fresh fruits and vegetables.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) There is an adequate variety of fruits and vegetables available at the market.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

c) The produce at the market is **affordable**.

d) The market feels like a      **welcoming place** in my community.

e) I have the opportunity to      **connect** with friends/neighbours at the market.

9) Please share your thoughts on how the indoor Mobile Food Market has impacted you and your community's access to food.

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**Thank you for completing this survey!**

## Appendix 5 – Produce Pack Customer Survey

Please tell us what you think! This survey was created to get your ideas about the Mobile Food Market and to learn about any differences the market may be making for you and your community. Please remember... ○ Your participation is completely voluntary. ○ You may skip any questions you do not want to answer. ○ You may stop the survey at any time.  
○ There are no right or wrong answers.

10) In which community did you pick up your Produce Pack? (Please check one answer)

- East Preston
- Spryfield
- Harrietsfield

11) Is this your first time purchasing a Produce Pack? (Please check one answer)

- Yes  No

The following questions will tell us how you traveled to the Mobile Food Market today, as well as any challenges you may have experienced getting to the market.

12) How did you travel to the market today? (Please check all answers that apply )

- Walked
- Biked
- Transit Bus
- Carpooled
- Taxi
- Personal Vehicle
- Food Box was delivered to me by a market volunteer
- I live in the building
- Other (please describe):
- 

13) How many minutes did it take you to travel from your home to the market today? (Please write the number in the space) \_\_\_\_\_ Minutes

14) Were there any challenges that made it difficult for you to pick up your produce pack today? (Please check one answer)

- Yes  No

If you answered yes, please select which of the following factors made it difficult?

- Poor weather
- The location of the market was difficult to get to
- It was difficult to access public transportation to the market
- The pick-up time was inconvenient  The pick-up day was inconvenient  Other (please describe):
-

The following questions are about the food situation in your household.

15) Which of the following statements best describes the availability of food in your household in the past 12 months? (Please check one answer)

- You and others **always had enough** of the kinds of foods you wanted to eat.
- You and others **had enough** to eat, but not always the kinds of foods you wanted.
- Sometimes** you and others did not have enough to eat.
- Often** you and others didn't have enough to eat.

16) Please check the box that describes whether you, or others in your household, felt each statement was often true, sometimes true, or never true in the past 12 months.

	Never	Sometimes	Often
a) You and others worried that food would run out before you had money to buy more.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) The food that you and others bought just didn't last, and there wasn't money to get more.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Did you ever eat less than you felt you should because there wasn't enough money to buy food?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Were you ever hungry but didn't eat because you couldn't afford enough food?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

17) Please check one box to show your level of agreement with the following statements:

- Does Not Apply    
- Strongly DISAGREE      Disagree      Agree      Strongly AGREE

a) The produce pack has made it <b>easier for me to purchase</b> fresh fruits and vegetables.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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b) There is an **adequate variety** of fruits and vegetables provided in the produce pack.

c) The fruits and vegetable in the produce pack are **affordable**.

d) I have the opportunity      to **connect with friends and neighbours** while picking up my produce pack.

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18) The space where I pick up my Produce Pack feels like a welcoming place in my community. **(Please check one answer)**

- Yes
- No

Please feel free to provide additional comments in the space below:

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19) Please share your thoughts on how the Produce Pack has impacted you and your community's access to food.

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**Thank you for completing this survey!**

## Appendix 6 – Mobile Food Market Testimonials

### *What does the Mobile Food Market mean to you?*

*“In a world that feels increasingly complex, the market provides a really tangible and hands-on way for community members to contribute to increasing the amount of healthy and affordable food found in their neighbourhood.”*

### *How has the Mobile Food Market positively impacted communities?*

*“The market is really about creating a gathering space where everyone feels welcome. You can come to chat with your neighbours, volunteer, connect with a dietician or take part in a workshop. We encourage loitering! There’s never pressure to buy anything, you can just come hang out with a bunch of people who love good food.”*



*“In North Preston, the market has provided an opportunity for youth to be brought into something...they’re coming in on their own and asking to volunteer. They’re building cash and customer service skills, and choosing to spend their dollar on a couple of apples instead of chips from the vending machine.”*

*“The market provides an opportunity for residents to connect, for volunteers to contribute to a tangible project in their community, and for successful collaborative efforts between not-for-profit, healthcare, government and community partners to enhance the affordability and accessibility of healthy foods.”*

## *What makes the Mobile Food Market such a success?*

*“Each site is run by a group of local citizens who come together to identify the needs in their community and then shape the market to try and address those needs.”*

### *What is your favorite aspect of the Mobile Food Market?*

*“You can pick any item and know you're making a choice that supports your health. It's empowering!”*

### *Final thoughts...*

*“There is so much potential with this project, and I truly feel like this is just the beginning...I want to be part of it as it grows and witness what success looks like for each community.”*

*~ Julia Kemp, Mobile Food Market Project Coordinator*

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### *What does the Mobile Food Market mean to you?*

*“I think it is less intimidating to come to the market than the supermarket and there's a real need. I saw the need for it.”*

### *What is your favorite aspect of the Mobile Food Market?*

*“My favorite thing [about the market] is the people 100%. For me it's been a huge learning experience. Learning that there is community out there still. I didn't think there was, but there is community.”*

*“It also has given me a massive respect and understanding for all of our new Canadians. I can't stress enough how much that has blown my mind – what they've been through, what they're willing to do.”*

*~ Karen, Mobile Food Market Volunteer*

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## How has the Mobile Food Market impacted your community?

“It’s important to me to have the healthy food available as well as the knowledge available for the people that go to the market who don’t necessarily have the knowledge to know how to cook the vegetables.”

“I go [to the market] every other Saturday with my daughter and it’s nice to spend the afternoon together and they always have some crafts that she can do to keep her busy.”

## What is your favorite thing about the Mobile Food Market?

“It’s a two minute walk from where I live!”

“You can buy smaller quantities of the food...you don’t have to buy a whole bag of potatoes.”

## What is your favorite memory of the Mobile Food Market?

“The first time I went, it was so welcoming...the people that work there were like ‘Hi! Welcome to the Mobile Food Market’ very friendly and positive experience”. There are lots of fun family activities at the market: “You get to go, do your shopping, and then you get to try these healthy snacks and do these fun activities!”

~ Rebecca, Mobile Food Market Customer and Volunteer

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### *What can you tell me about the atmosphere at the Mobile Food Market?*

*“You could expect a warm, welcoming atmosphere. People come in and they’re greeted with smiles, and ‘Hey how are you doing?’...I find a lot of people are initially taken back by that kind of thing...It’s refreshing, it’s different”*

### *How have people in your community reacted to the Mobile Food Market?*

*“They love it! The welcoming atmosphere...people are always blown away by the prices.”* The location is also convenient and many customers are within walking distance.

### *How has the Mobile Food Market impacted the community?*

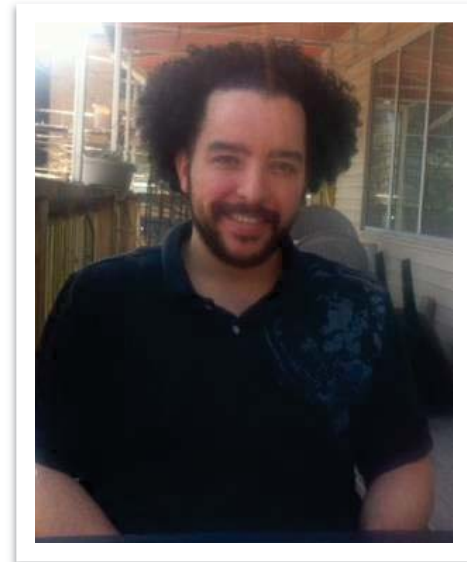
*“People are asking for more now...they like this...they’d like to see more of it.”*

### *What makes the Mobile Food Market such a success?*

*In addition to providing affordable produce, the market also enhances community engagement by providing a fun and welcoming atmosphere for families as well as a space for residents to socialize.*

*~ Nick, North End Mobile Food Market Volunteer*

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## *What can you tell me about the atmosphere at the Mobile Food Market?*

The market has a family-oriented atmosphere with great diversity in terms of the age range and background of customers.

## *How has the Mobile Food Market impacted your community?*

Customers value the convenient location as well as the affordability and quality of the produce: *“A lot of people are on a tight budget, and if they can’t include fresh fruits and vegetables in their diet based on their budget then they won’t include them.”* The variety of family activities at the market including recipe demonstrations also creates a hub for communities to gather.



## *What is your favorite aspect of the Mobile Food Market?*

*“The market has been one of the most rewarding volunteer opportunities I have ever participated in.”* The market has also broadened my perspective about foods from a sustainability perspective: *“You really see the whole lifecycle of the food system...and for me it felt like a really tangible way to address food security issues and food justice in my community.”*

*~ Naomi, North End and Fairview Mobile Food Market Volunteer*

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## *What can you tell me about the atmosphere at the Mobile Food Market?*

The market is a very positive environment that provides opportunities for intergenerational interactions.

## *How has the Mobile Food Market impacted your community?*

*“I think the impact on the community is tremendous!”* The market creates a sense of community and instills a sense of belonging among residents while enhancing food security: *“Food and social interaction are absolutely necessary for survival.”*

## *What is your favorite aspect of the Mobile Food Market?*

*“The people...community volunteers, customers...”*

*~ Tara, Mobile Food Market Volunteer*

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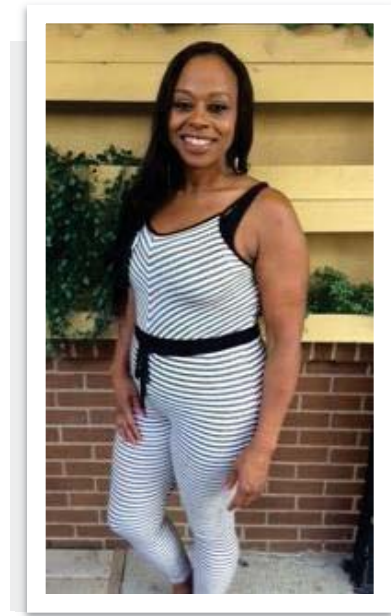


### *How has the Mobile Food Market impacted your community?*

*“It’s something where you don’t need to run into town...you can actually cook that meal at home for your family.”* The market has helped enhance community involvement: *“I wanted the community to come out and get involved... and do positive things.”*

### *What does the Mobile Food Market mean to you and your community?*

*“Not forgetting about us...including us.”* The market also provided an opportunity for the community to dream: *“To give them a vision...maybe I could start planting things in my backyard...maybe this is something we can learn from.”*



### *What is your favorite aspect of the Mobile Food Market?*

*The social aspect as well as convenience of the market location.*

*~ Miranda, North Preston Mobile Food Market Volunteer*

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## *What can you tell me about your role with the Mobile Food Market?*

Through the Immigrant Settlement Association of Nova Scotia: *“The market was an opportunity [to volunteer] and we liked to participate.”*

## *What does being involved in the Mobile Food Market mean to you?*

The market provides an opportunity to meet new people and practice English as a second language through learning the names of the produce.

## *What has made the Mobile Food Market so successful?*

The market provides a friendly and comfortable atmosphere for people of all ages and also provide a good variety of produce.

## *What is your favorite aspect of the Mobile Food Market?*

*“It’s the people, because people create everything else, it’s how they deal with each other.”*

## *Any final thought you would like to share?*

*“We thank you for accepting us and for creating such a lovely thing that we can invest our time in.”*

*~ Mohammad and Huda, Mobile Food Market Volunteer*

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## *Why do you keep coming back to volunteer your time?*

*“I want to become involved in other markets to volunteer [and] meet other people and to practice English.”*

*What is your favorite aspect of the Mobile Food Market?*

*“I can meet with new people and I can practice my language.”*

*What would you tell other new Canadians about the Mobile Food Market?*

*There are fresh vegetables available at reasonable prices in one convenient location.*

*Why is it so important for you to help others?*

*“Because if I help others, others will benefit, and I feel good.”*

*~ Narayan, Mobile Food Market Volunteer*

*Dear Mary Frances [Harrietsfield community lead]*

*Just saw my food bag, so fun! I love grapes and I don't always get them as they can be costly, so what a treat! So exciting to see yellow beans! How fun to have the cookbook and recipe too. I feel so cared for!*

*I wanted to tell you that having it dropped off made a huge difference for me. It is often difficult for me to be out at the end of the day, and it takes a big effort for me to accomplish my work tasks. Often things like food stops get put off. That you were willing to drop the box off, helped just take care of things without my going through the list, getting in the car, getting out of the car, making selections and all the other little efforts that go in to one, what seems like a simple, task. The young man with you as well, seemed to beam with joy and kindness. It was truly uplifting for me to have my door ring and see you both on the other side.*

*I was happy with the bag of veggies and fruit. It was a good assortment, and they were all fresh. I used onion and sweet potato last night and snacked on some of the big green apple. There were a few bruises on it and I wondered if it would be ok, it was crisp, sweet and delicious.*

*Living with difficulties (disabilities) is hard. Along with other challenges, I was rear-ended by a car a couple years ago. I still experience great pain each day and my brain seems to have further difficulty processing. I did not get the sense that you wanted an explanation, though it is awkward to ask for help, and even admit it is needed.*

*Thank you and your team.*

*~ Noreen, Mobile Food Market Customer receiving home delivery*

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## Appendix 7 – Key Informant Interview Guide

### Key Informant Interview Questions

- 1. Has your involvement with or understanding of the Mobile Food Market changed your perceptions regarding food security and the role of the municipality? If so, how?**
- 2. Would you say the Mobile Food Market has increased dialogue regarding food security issues more broadly across the municipality? If so, how? (e.g., among staff, within different departments, among councilors, etc.)**
- 3. In your opinion, has the Mobile Food Market informed or influenced any recent municipal policies, initiatives and/or decisions? If so, which ones?**
- 4. In addition to what we have already discussed, what are other municipal policy barriers or levers you think could support Mobile Food Markets and/or more broadly community food security and food systems work? (we may need to define both these terms)**
- 5. Is there anything else you would like to discuss, before we close?**



**Appendix J - Estimate of HRM's In-kind Contribution for Years 3-5**

	<b>Year 3 - Fiscal 2018/199</b>	<b>Year 4 - Fiscal 19/20</b>	<b>Year 5 - Fiscal 20/21</b>
<b>Schedule</b>	Spring - 2 weeks in April (fleet) Summer - May '18 – mid Oct '18 (26 weeks - transit & fleet) Winter Nov '18 - Apr '19 (22 weeks - fleet) 48 weeks	Same model as Year 3 - 48 weeks	Same model as Year 3 - 48 weeks
<b>Potential HRM Communities (Total)</b>	8 (10) *	10 (14) *	Hold at 10-14
<b>Goals &amp; Focus</b>	sustainability and business planning, continued capacity building, expansion of reach, additional services and programs to support food security	consider alternative models – delivery, vehicles, schedule	Richer impact on communities served, exploring further partnerships
<b>In-Kind Contributions</b>			
<b>Halifax Transit</b>	No added communities	1 added community	No new communities
Vehicle Costs (fuel, maintenance and other costs)	\$525 (13 days)	\$675 (13 days)	\$700 (13 days)
Operator Costs	\$4,075 (93 hours)	\$4,350 (99 hours)	\$4,350 (99 hours)
	<b>\$4,600</b>	<b>\$5,025</b>	<b>\$5,050</b>
<b>Corporate Fleet</b>	One day per week	2 days per week	2 days per week
Fleet vehicle (fuel, tolls, maintenance and other)	\$1,750 (35 days)	\$3,500 (70 days)	\$3,500 (70 days)
<b>Corporate Communications</b>			
Print run	\$10,125	\$10,125	\$10,125
Staff support	\$550 (13 hours)	\$550 (13 hours)	\$550 (13 hours)
	<b>\$10,675</b>	<b>\$10,675</b>	<b>\$10,675</b>
<b>Parks, Recreation and Communities</b>			
Staff support	\$3,000	\$3,000	\$3,000
Room rental	\$3,500	\$3,500	\$3,500
Supplies	\$50	\$50	\$50
	<b>\$6,550</b>	<b>\$6,550</b>	<b>\$6,550</b>
<b>Halifax Regional Libraries</b>			
Staff support	\$4,900 (161 hours)	\$4,900 (161 hours)	\$4,900 (161 hours)
Travel	\$400	\$400	\$400
Supplies	\$300	\$300	\$300
	<b>\$5,600</b>	<b>\$5,600</b>	<b>\$5,600</b>
<b>Mayor's Office</b>			

Staff Support	\$6,550 (120 hours)	\$6,550 (120 hours)	\$6,550 (120 hours)
<b>Advisory Team Participation</b>	New to Year 3		
Staff Support	\$4,200 (120 hrs)	\$4,200 (120 hrs)	\$4,200 (120 hrs)
	\$16,250 (Vehicle & Goods) + \$23,675 (Staff)= <b>\$39,925</b> <b>for 48 weeks</b>	\$18,150(Vehicle & Goods) + \$23,950 (Staff)= <b>\$42,100</b> <b>for 48 weeks</b>	\$18,175 (Vehicle & Goods) + \$23,950 (Staff)= <b>\$42,125</b> <b>for 48 weeks</b>
<p>* Years 3-5 may see the MFM serving new communities outside of HRM, as per Shift and PRGIP funding. HRM in-kind supports, including vehicles, will not be used to support these communities.  ** Additional kilometres and operator time has been added to the calculation of Transit's contribution, to reflect the possibility of a new community along the Saturday route in Years 4 &amp; 5.  *** Corporate Fleet contribution doubled in Years 4&amp;5 to reflect the possible addition of another weekday market to the schedule.  **** This value is an approximation as future partnerships are being explored and could increase the value of in-kind support.</p>			

**Appendix K - Estimate of External Partners In-kind Contribution for Year 3**

<b>In-Kind Contribution</b>	<b>Year 3 (Apr '18- Mar '19) 12 months</b>
<b>Public Health, Central Zone, Nova Scotia Health Authority</b>	
Staff Support 2 staff @ varying hours/week	\$21,500
Office space and equipment	\$1,200
<b>Partners for Care, Nova Scotia Health Authority</b>	
Advisory Team Support 5 hours /week	\$13,000
Administrative Support 2 hours/week	\$2,288
<b>Ecology Action Centre</b>	
Advisory Team Support 7.5 hours/week	\$10,140
<b>Atlantic Superstore</b>	
Cold storage, work area \$500/week	\$26,000
<b>Communities</b>	
Community Organizations – YWCA Halifax (4hr), Macdonald Laurier Place (3hr), East Preston United Baptist Church Ministry House (4hr) (market spaces) 11 hours/ 2 weeks	\$14,300
<b>TOTAL ESTIMATED IN-KIND CONTRIBUTION (for 12 months)</b>	<b>\$88,428</b>

**HALIFAX**

# **Long Term Support for the Mobile Food Market (MFM)**

Years 3-5

2018/19 to 2020/2021

Community Planning and Economic Development

July 19th, 2018

Leticia Smillie

# Evolution of MFM

## Approved

### Year 1

Summer Pilot  
May – Oct '16  
5 Communities  
Test Pilot, Build Capacity

### Year 1

Winter Pilot  
Feb – May '17  
6 Communities  
Test winter model, increase capacity and serve more communities

### Year 2

June '17-  
March '18  
6-8  
Communities  
Broaden reach, training, funding and partnerships.

### Year 3

April '18-  
March '19  
8-10  
communities  
Sustainability planning, continue to build capacity & expand reach + services

### Year 4

April '19-  
March '20  
10-14  
communities  
Consider alternative models incl. vehicles, schedules, delivery and services

### Year 5

April '20-  
March '21  
Hold at 10-14  
communities  
Enrich impact in communities served & explore additional partners

## Proposed

# MFM Successes

- Increased access to healthy and affordable food
- Vehicle for community building and social cohesion
- Greater awareness of service (locally & nationally)
- Additional communities served
- New, efficient delivery model
- Strengthened local capacity to address food security



# Cost to HRM

- **Collaborative partnership** with NSHA, EAC, & Partners for Care
- **In-kind contribution**
  - Staff time + vehicles (Fleet and Transit) + space + goods
  - To date: Years 1 & 2 \$59,000
  - Proposed: Years 1 to 3 \$124,000



- **Internal Partners**

Corporate Communications  
Corporate Fleet  
Libraries

Transit  
Mayor's Office  
Parks & Recreation

# Recommendation

Community Planning and Economic Development Standing Committee recommend that Regional Council:

- 1) Approve the continued support for the Mobile Food Market through in-kind contributions for Years 3-5 (2018-2019 to 2020-2021), as outlined in this report, including the addition of a staff member to the Mobile Food Market Advisory Team in Year 3 (2018-2019);
- 2) Authorize the CAO to approve and enter into agreements with Mobile Food Market partners regarding the use of HRM transit and fleet vehicles;
- 3) Direct staff to evaluate the option of donation of an HRM vehicle in Year 4 (2019-2020); and
- 4) Direct staff to explore further options, and report to Council in Year 5 (2020-2021) with a recommendation for Council's consideration, regarding the long-term support of the Mobile Food Market.