2019 Report
ARCADIA’S MOBILE MARKET
8 YEARS CONNECTING UNDERSERVED DC RESIDENTS TO HIGH QUALITY LOCAL FOOD

Weekly Markets May - November
Ward 8 Bellevue Library $30,860
Ward 8 Anacostia $24,672
Ward 8 Oxon Run Park $25,479
Ward 8 Congress Heights Sr Center $23,757
Ward 8 Hendley Elementary $20,014
Ward 7 Deanwood Rec Center $25,522
Ward 7 Parkside Unity Health Center $22,961
Ward 5 Edgewood $29,371
Ward 2 Wah Luck House $27,644
Ward 1 The Park in LeDroit $24,767

36% of all DC farmers market SNAP sales are conducted at Arcadia’s Mobile Market. (Based on USDA FY2018 Data)

RISING DEMAND
$1,375,000 in sales since 2012
$21,905 increase in sales from 2018 to 2019

2019 Top Products 100% Local
1. Peaches 8,430 pounds
2. Asian Pears 6,817 pounds
3. Corn 5,943 ears
4. Apples 5,696 pounds
5. Onions 5,673 pounds
6. Cabbage 5,415 pounds
7. Nectarines 4,274 pounds
8. Tomatoes 4,000 pounds
9. Potatoes 3,950 pounds
10. Kale 3,731 pounds

Erin Close, Mobile Market Director
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2019 SUPPORT

- DC Health
- Mayor’s Office on Asian & Pacific Islander Affairs
- Bainum Family Foundation
- Family Alliance Foundation

SPECIAL EVENTS

Mobile Market Farm Dinner
- Customers, farmers and staff gather on Arcadia’s farm to connect and celebrate

Unity WIC Breastfeeding Month Celebration
- Pop-up Mobile Market

Deanwood Public Library
- Local Pumpkins for youth programming

Eat for Beauty DC Gratitude Giveaway
- Pop-up donation of farm-fresh produce

Community of Hope Holiday Market
- Pop-up Mobile Market

"[Arcadia] goes one step further to create a kind of relaxed, fun, and friendly environment, a watering hole, where residents can network together and have positive, often multicultural interactions.” - Customer Interview, 2019

PARTNERSHIPS

Local Sourcing Partners

- Franklin Sustainable Farms (PA)
- Nisani Farm (VA)
- Three Part Harmony Farm (DC)
- Wide Net Project (MD)
- Lancaster Farm Fresh Co-op (PA)
- Local Food Hub/4P Foods (VA)
- Three Springs Fruit Farm (PA)
- Ayrshire Farm (VA)
- Owl’s Nest Farm (MD)
- Dancing Buffalo Farm (WV)
- Tuscarora Organic Growers (PA)
- Bainum Foundation Farm (VA)

"Arcadia was the driving support behind us at the beginning!!”
- Franklin Sustainable Farms

At-Market Partnerships

Produce Plus Program
- Support from DC Greens

Common Good City Farm
- Joint market at the Park in LeDroit

SNAP-Ed at every market location

Free Summer Meals Program
- Support from DC Hunger Solutions
- Meals from DC Central Kitchen

Community Grocery Co-op
- Outreach + Member Recruitment

Skip Skooters
- Rider Accessibility Program

Safe Routes Partnership
- Healthy Food Themed Crosswalk

Dept of Energy + Environment
- Reusable Bags

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