



Centralina 2025 Aging Conference

Mobile Market Program for Seniors
Child, Family and Adult Services

Mobile Market for Seniors

Agenda

- ✓ Define food deserts, food insecurity and mobile markets
- ✓ Problem of food insecurity
- ✓ Benefits of mobile markets
- ✓ Mecklenburg's goals for the Program
- ✓ Program development
- ✓ Impact
- ✓ Challenges and next steps



Mobile Market for Seniors

Definitions

Food Desert- an urban area in which it is difficult to buy affordable or good-quality fresh food because of affordability and accessibility barriers.

Food insecurity-the condition of not having access to sufficient food, or food of an adequate quality, to meet one's basic needs.

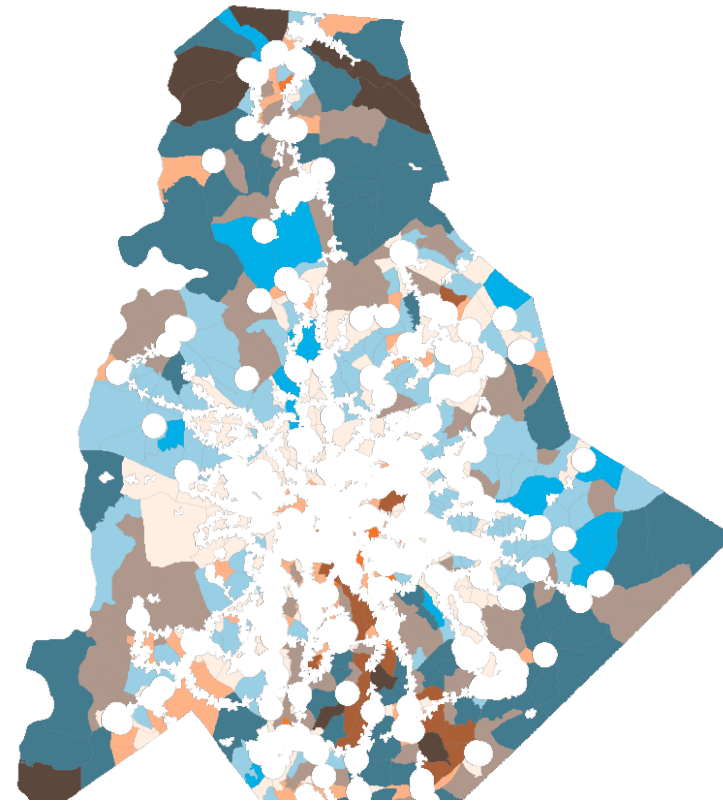
Mobile Markets- are mobile food pantries or markets that distribute groceries and fresh produce, often in areas with limited access to healthy food.



Mobile Market for Seniors

The Problem of food insecurity in seniors

- 107,312 seniors over 60 years of age reside in food deserts
- Less than 1% of seniors in food deserts participate in congregate and home-delivered meal programs.
- Inflation, limited income, health problems, lack of transportation, limited mobility exacerbate the problem of food insecurity.
- Food insecure older adults eat less and reduced quality of food.



Mobile Market for Seniors

Mobile Markets- A Viable Solution

- Aim to combat food insecurity.
- Provide convenience and accessibility.
- Cost effective.
- Remove stigma surrounding food pantries by offering more of a shopper experience.
- Foster community engagement.
- Address health disparities.
- Helps with mobilization of food and decrease food wastage.
- Support local farmers- farm to table concept.



Mobile Market for Seniors

Goals

- Provide convenience and accessibility to groceries and fresh produce.
- Reach multiple communities with limited access to healthy food on a scheduled or a rotating basis.
- Support local farmers.
- Distribute The Emergency Food Assistance Program (TEFAP) boxes to eligible seniors each month.



Mobile Market for Seniors

Development of the Program



Criteria for enrollment in the program



Mapping of target communities and potential community partnerships to host the program



Budget for purchase of vehicles and outfitting them



Budget to purchase food



Food supply sources



Staffing requirements for the program



Mobile Market for Seniors

Eligibility

- Program eligibility
 - Mecklenburg County residents, age 60 years+.
- TEFAP
 - Has monthly income less than \$2,510.00.



Mobile Market for Seniors

Vehicles

Truck 1 -
\$50,807.00
(FY22)

Truck 2 -
\$190,000.00
(FY25)

Truck 3-
\$190,000.00
(FY25)



Mobile Market for Seniors

Food Budget

\$40,000
(FY23)

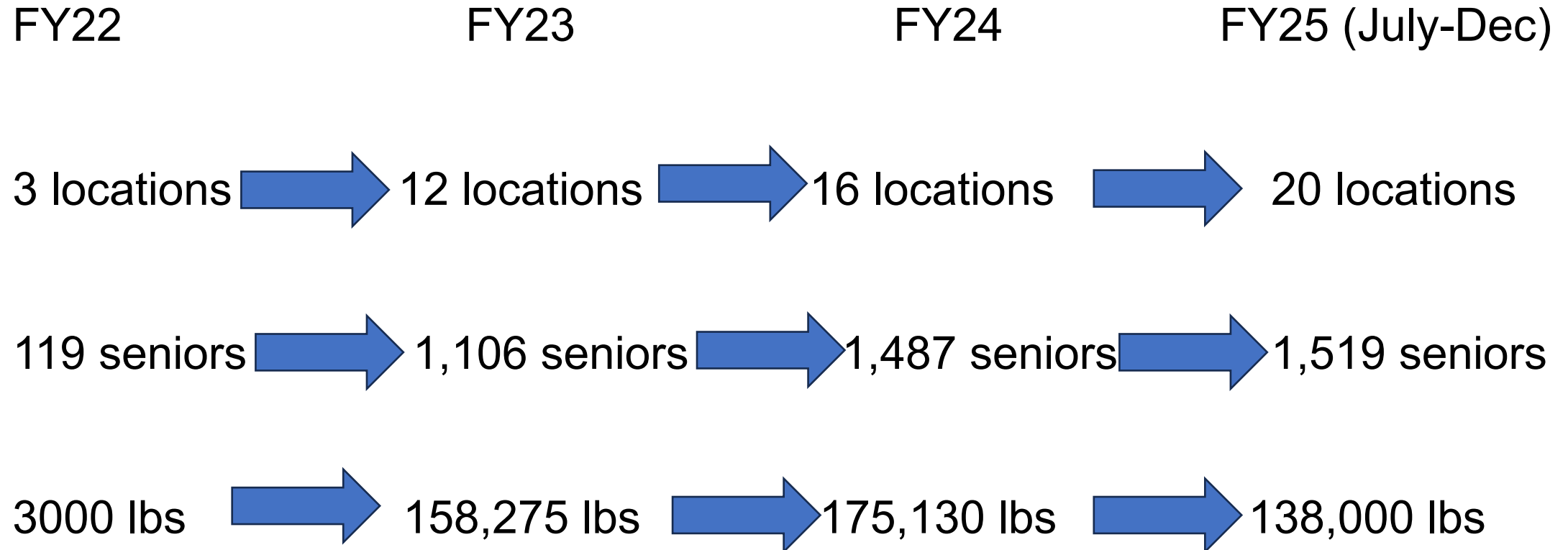
\$90,000
(FY24)

\$110,000
(FY25)



Mobile Market for Seniors

Timeline



Mobile Market for Seniors

Food Partners

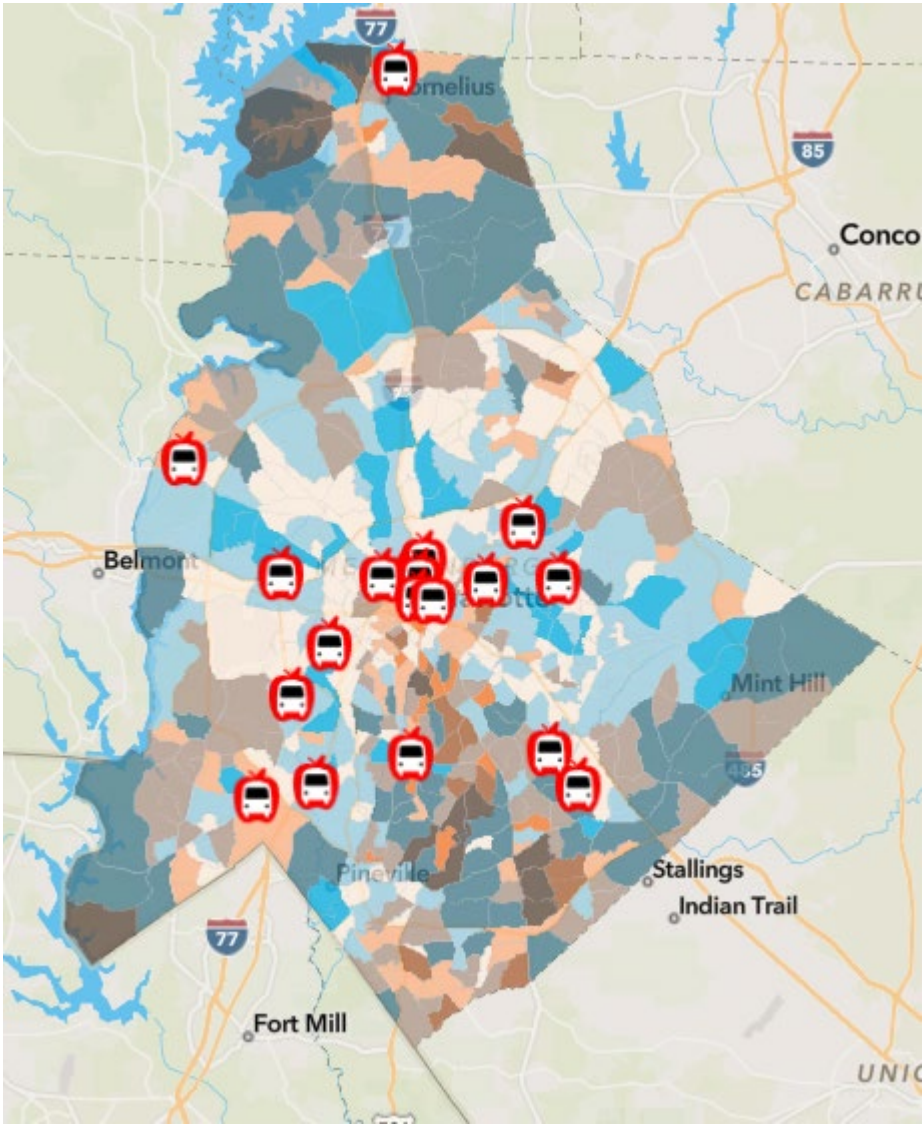
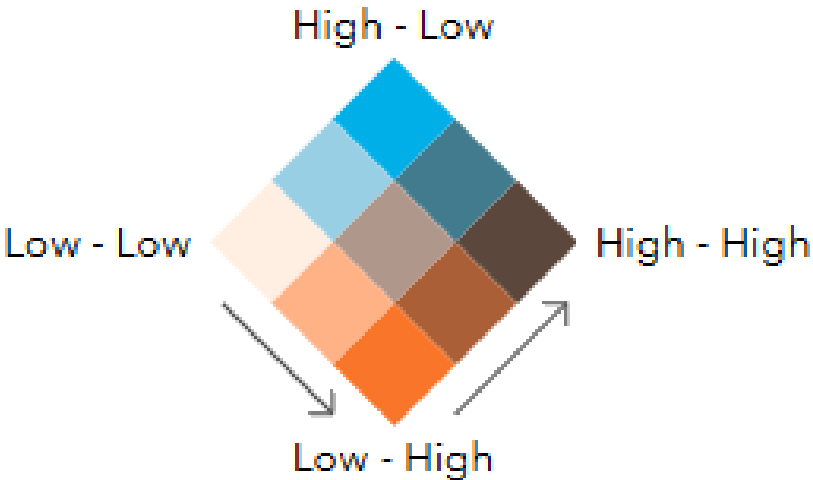


Block Group Relationship by Median HH Income (MM only)

Relationship

↗ POP 60+

↘ MEDIAN HH INCOME





Forest Point

7805 Forest Point Blvd
Charlotte, NC 28217
1st Thurs. of every month

Parktowne Terrace

5800 Fairview Rd
Charlotte, NC 28209
2nd Wed. of every month

Weeping Willow

Church 2220 Milton Rd.
Charlotte, NC 28215
1st Tues. of every month

McAlpine Terrace

6130 Pineburr Rd
Charlotte, NC 28211
3rd Tues. of every month

Edwin Towers

210 W 10th St. Charlotte,
NC 28210
3rd Thurs. of every month

Davidson Housing (DHC)

220 -A Sloan St (Davidson)
Davidson, NC 28036
1st Tues. of every month

CN Jenkins Church

1421 Statesville Ave.
Charlotte, NC 28206
3rd Tues. of every month

The Dannelly

308 Mt. Holly-Huntersville Rd.
Huntersville, NC 28078
4th Tues. of every month

Gables I & II

1125 & 1145 Kohler Ave.
Charlotte, NC 28206
1st Wed. of every month

Avion Point

2340 Apex Landing Way
Charlotte, NC 28217
2nd Wed. of every month

Anita Stroud

1110 Rising Oak Dr.
Charlotte, NC 28206
3rd Wed. of every month

940 Brevard

940 N Brevard St.
Charlotte, NC 28206
2nd Tues. of every month

Chambers Point

10124 Shaffer Vally Way
Charlotte, NC 28273
4th Wed. of every month

Plaza Terrace

1327 Murdock Rd.
Charlotte, NC 28205
1st Thurs. of every month

The Mulberry

5945 Tuckaseegee Rd.
Charlotte, NC 28208
2nd Thurs. of every month

Clinton Chapel

319 Whitehaven Ave.
Charlotte, NC 28208
3rd Thurs. of every month

Crown Court

9283 Nolley Court
Charlotte, NC 28270
4th Thurs. of every month

Greenville Memorial (New)

6616 Monteith Dr.
Charlotte, NC 28213
2nd Tues. of every month

Arbor Glen Rec. Center (New)

1520 Clanton Rd.
Charlotte, NC 28217
2nd Thurs. of every month

Mobile Market for Seniors

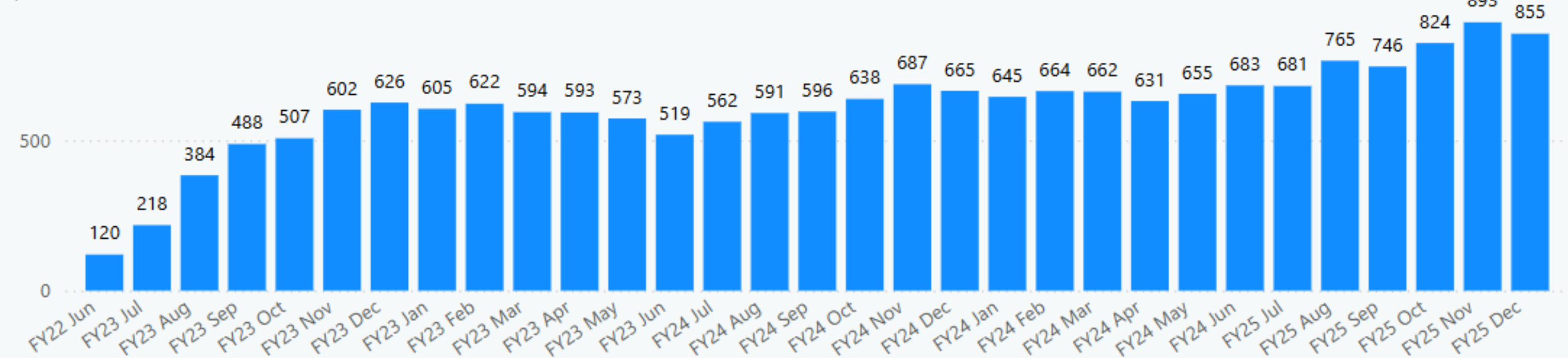
Impact

- 25,000-30,000 pounds of food distributed each month (FY25).
- 850-1000 participants (FY25).
- 175,130 pounds of food distributed in FY24 (1,487 seniors).
- FY24 survey (388 respondents)
 - 80% stated that they consume more fresh produce.
 - 54% stated that their monthly food expenses were reduced.



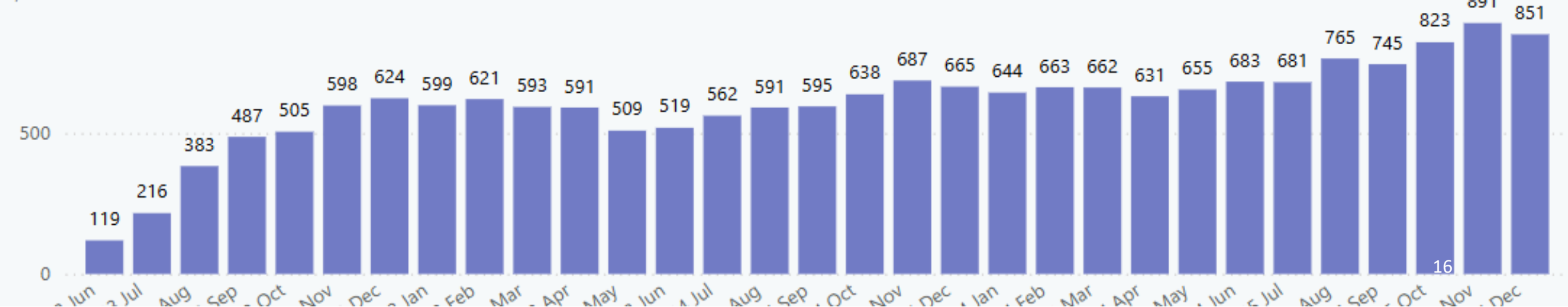
Trend of Distributions per Month

1,000



Trend of Unduplicated Count of Clients per Month

1,000



Mobile Market for Seniors

Challenges

- Sustainability of the of the Program
- Contractual challenges
- The problem still exists for
 - those who are unable to walk or drive to the distributing locations.
 - those who are unable to prepare meals



Mobile Market for Seniors

Next Steps

- Explore opportunities to increase food supply
- Find new grant opportunities to support expansion of the program.
- Continue efforts for effective targeting and prioritizing service to those who can benefit the most from the program.



Mobile Market for Seniors

