



# TWIN CITIES MOBILE MARKET

A program of the Amherst H. Wilder Foundation



## Frequently Asked Questions

### What is the Twin Cities Mobile Market?

The Twin Cities Mobile Market, a program of the Wilder Foundation, is a grocery store on wheels that brings affordable, healthy food directly into under-resourced neighborhoods. It fills a gap between food shelves and full-service supermarkets by providing a wide selection of fresh foods at below-market prices.

### Why is this needed?

Many Twin Cities residents live in neighborhoods with limited access to affordable, healthy food. Residents in these neighborhoods face higher risks of diabetes, heart disease, and other negative health impacts.

### How Does This Model Work?

The Twin Cities Mobile Market works through community partners, local farmers, and other food suppliers to purchase food at wholesale, bulk prices. As a nonprofit social enterprise, we mark up our prices just enough to cover our basic operational costs, which are lower than those of a stand-alone grocery store. As a result, we are able to offer food at or below market rates.

We accept SNAP/EBT and provide nutrition education through a variety of community partners.

### Why is this Work Important?

The Twin Cities Mobile Market has the potential to strengthen communities on multiple levels:

- **Address a Key Social Determinant of Health:** National research suggests that a person's health is strongly influenced—as much as 50 percent or more—by social determinants, including income, education, and neighborhood conditions. One such neighborhood condition is access to affordable, healthy food.
- **Increase Food Equity:** Everyone—regardless of socioeconomic status or race—deserves to have access to fruits, vegetables, lean meats, and other items needed to prepare a healthy meal.
- **Improve Health:** A healthy diet is directly linked to a decreased incidence of the leading causes of death: heart disease, cancer, stroke, and diabetes.
- **Reduce Healthcare Costs:** Healthier diets could prevent at least \$71 billion per year in medical costs. State and federal governments spend one thousand times more to treat disease than to prevent it (\$1,390 vs. \$1.21 per person each year).
- **Improve Education Outcomes:** One in six children now suffers from a disability that affects their behavior, memory, or ability to learn. Research shows that what a child eats positively or negatively impacts behavior and learning ability.



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## Where Does the Mobile Market Operate?

We serve several Saint Paul neighborhoods including the East Side, North End, West Side, and Frogtown, at locations such as public housing hi-rises, senior buildings, community centers, and faith communities.

## When Will the Mobile Market Operate?

The Twin Cities Mobile Market operates Tuesday-Saturday, stopping at multiple locations each day. We go to each site on the same day, at the same time, each week so we provide consistent access to affordable, healthy food.

## How Do I Get Involved?

There are many ways to help out the Twin Cities Mobile Market. Examples include:

- Connect us with community leaders, residents, and other potential collaborators who are committed to increasing food access and nutrition education
- Provide funding to support the Twin Cities Mobile Market
- Volunteer to support the market's operation.

## Whom Do I Contact?

For more information on how you can get involved, please contact Leah Driscoll, Twin Cities Mobile Market Manager, at 651-280-2077 or [leah.driscoll@wilder.org](mailto:leah.driscoll@wilder.org).

## About the Wilder Foundation

The Amherst H. Wilder Foundation is a nonprofit health and human service organization that assists thousands of people each year through direct service programs, research and community development. Established in 1906, the mission of the Wilder Foundation is to promote the social welfare of persons in the Saint Paul and greater east metropolitan area without regard to nationality, sex, color, religion or prejudice.



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