

## **Mobile Farm Stand Cleveland County Health Department**

CCHD proposes to implement a mobile farm stand to encourage patients and staff members to increase their intake of fresh fruits and vegetables on a seasonal basis.

Currently in the county a Farmer's Market operates two days per week in uptown Shelby, one day per week in Boiling Springs and one day per week in Kings Mountain. CCHD proposes to establish a mobile farm stand to be located in the parking lot of the Cleveland County Health Department one day per week beginning in May, 2009 through contracts with local growers. The proposed farm stand would serve 1200 employees of Cleveland Regional Medical Center as well as patient family members and visitors, 200+ employees of the Cleveland County Health Department as well as a percentage of the 17,000 patients served each year, 150+ employees of the Pathways Local Management Entity providing mental health, developmental disabilities and substance abuse services to clients through programs in the adjacent Ollie Harris Building and approximately 3,000 individuals in the adjacent designed Weed and Seed project area in the City of Shelby, a low-income neighborhood designated as a federal project site and located around the CCHD campus.

CCHD proposes to contract with local growers identified with the assistance of the Cleveland County office, NC Cooperative Extension Service, to provide seasonal fruits and vegetables one day per week on the grounds of the Cleveland County Health Department. CCHD management will provide oversight and assistance to the vendors of the mobile farm stand and will also market the enterprise to the prospective audience. CCHD and Alliance for Health staff facilitate the provision of simple recipes using fresh fruits and vegetables that will be available for distribution to the consumers at the farm stand.

CCHD administrators believe that this mobile farm stand will be effective based upon previous growers who made regular stops at the Health Department facility to sell peaches and apples. The potential target population is large enough that growers will find a ready market for fresh fruits and vegetables; an informal survey of CCHD staff indicated that at 65% of staff members would be willing to shop at this farm stand. Additionally, marketing this farm stand to the Weed and Seed neighborhood will provide low-income households with limited transportation access to a convenient site for fresh fruits and vegetables. Additionally, inclusion of the Weed and Seed neighborhood provides an avenue for health promotion/health education materials targeting the need for fresh fruits and vegetables in the diet and offers opportunities for events such as recipe distribution and even cooking demonstrations about the preparation of these food products.

Projected process measures include a marketing campaign to promote this neighborhood mobile farm stand and the development of specific educational materials promoting the use of fresh fruits and vegetables for the potential consumers. Projected outcome measures include the operation of a farm stand effective May 2009 and the increased access to fresh fruits and vegetables for employees of the CCHD campus area and the Weed and Seed neighborhood.