

Fresh Start Food Cart

2020 Ambassador Training Packet



*Thank you for working with us to bring fresh,
local food to your community!!*



Harvard Pilgrim
Health Care Foundation

NEW
HAMPSHIRE
CHILDREN'S
HEALTH
FOUNDATION

All About:



Our Mission:

Aid in the resettlement of refugee and immigrants in New Hampshire by providing assistance, training, resources, and opportunities that promote self-sufficiency.

Today, our staff and board represent seven countries and are fluent in thirteen languages. The power of ORIS lies in its cultural understanding, linguistic expertise, and first-hand knowledge of the immigrant experience. We operate several different programs: New American Sustainable Agriculture Project, Fresh Start Food Cart, a Youth Program, Healthy Families Program, Employment Services, and New American Africans Program.

All About:

Fresh Start Food Cart

What is a Mobile Market?

A Mobile Market is a farm stand on wheels that delivers food to the places that need it most. It serves as a link between New Hampshire farmers and the communities with limited access to locally-grown produce and healthy food. Instead of consumers commuting to the farm, farmer's market, or even a grocery store, mobile markets travel directly into communities to make food more convenient and affordable to access.

2019 was the pilot year for the Fresh Start Food Cart. We offer fruit, vegetables, and other local products for purchase at various stops in southern NH. All SNAP/EBT customers double their money thanks to the 2:1 incentive through the Granite State Market Match program. Funding for the Fresh Start Food Cart was provided by the Harvard Pilgrim Foundation's Healthy Food Fund, and the NH Children's Health Foundation.

We purchase a majority of food from Fresh Start Farms, a collective brand for new American farmers, and a program of ORIS. The rest of our produce is sourced from local farms we trust for quality and good farm practices.

Community Food Ambassador Program

How does it work?

Talk to your neighbors. The primary responsibility of Community Food Ambassadors will be to spread the word in your buildings through peer to peer conversations, bringing people to the market, and if possible or applicable, dropping off flyers at nearby organizations.

Ambassadors will also:

- Assist at Mobile Market visits
- Do community outreach at neighborhood events, Resident Organization meetings, and brainstorm other ideas
- Answer questions about the market for neighbors
- Assist with surveys at the end of the season

Ambassadors will help potential customers understand the model and break down misunderstandings about price, who the market is for, and how they can benefit.

Materials. Fresh Start Food Cart will provide you with promotional materials (site specific flyers, Mobile Market schedules, and recipe cards) to distribute in your neighborhood to households and local Businesses. Fresh Start Food Cart will also provide a simple training manual to ambassadors with background information and instructions.

Stipend. In exchange for promoting and assisting Fresh Start Food Cart, Ambassadors will be provided with a \$25 check and \$10 of free food per site visit

Stipend checks will be distributed once a month during the pilot Program, and food will be distributed per visit.

Training. Fresh Start Food Cart staff will meet with you for a one-hour training session either in person or by phone to orient you how to conduct community outreach. The training session will include a background on Fresh Start Food Cart and the Mobile Market, a walk-through of materials, and up-to-date information about the promotional programs at the market for the year.

Check-ins. Fresh Start Food Cart staff will check in with Ambassadors on a weekly basis for the first month of the program, and every two weeks for the remaining weeks. Most check-ins can be completed over the phone to see how the market is going and to solicit your feedback. If you have ideas we can work with you to get supplies and resources to make them happen!

Ambassador Responsibilities Include:

(2-3 hours a week)

- Assist by spreading the word at the Market weekly, bi-weekly, or monthly, depending on the frequency of your market
- Attend training and assist with Fresh Start Food Cart for at least 3 months
- Door to door flyering (and canvassing) in housing building with residents (if applicable)
- Door to door canvassing in the area around the site (if applicable)
- Develop a contact list and phone tree with regular customers (if applicable) and implement phone tree

- Meet one-on-one with Fresh Start Food Cart staff to check in, strategize other projects for the neighborhood, follow up for after the formal period is concluded

Let's get to know you and your site!

What is your name?

At which site do you live?

Where are you from originally?

What's your favorite vegetable?

What do you enjoy doing in your free time?

What else do you think we should know about you?

What's the best way to reach you?

Who do we make your Ambassador Checks out to?

What is important to know about your site?

What do you think your neighbors would like us to know?

Brainstorm for places in the surrounding area that might be interested to know about this market at your location: For example, there may be another public housing building or apartment complex just a few blocks away, or a public library where people might be interested to know about the market.

Do you have any contacts there?

Does your building have Resident Organization meetings? Or other large meetings or events?

Do you know who organizes the meetings?

EARLY MAY: Door-to-Door Connection Instructions

1. By mid May, start going door-to-door in your building or neighborhood with the following materials:
 - a. Phone Tree Sign Up Sheet
 - b. Text Reminder Sign Up Sheet
 - c. Mobile Market Flyers
 - d. Mobile Market Coupons
 - e. Mobile Market Punch Cards
 - f. Basic Veggie Bag information
 - g. Basic Veggie Bag Sign Up Sheet

2. Knock on each of your neighbor's doors and explain about the mobile food market (we will practice!). Ask if they would like to join the phone tree, text reminders, or basic veggie bag program. If yes, have them write down their information on the sheets provided. If no, that's fine! Leave everyone with the following:
 - a. Mobile Market Flyer
 - b. Mobile Market Coupon
 - c. Mobile Market Punch Card
 - d. Basic Veggie Bag information

3. By the second week of May, with the permission of the Building Management, hang up flyers in the building in common areas, elevators, and entryways.

4. By the third week of May, meet with Fresh Start Food Cart staff to build and distribute your phone tree!

5. Our first market will be during the last week of May! Let's make it exciting for everyone!

LATE MAY: The market has begun!

Day-Before and Day-Of-Market Instructions

1. By late May, the market is up and running. On the day before the market, _____, call the folks who have signed up for Basic Veggie Bags and see if they would like one this week. Note who and how many people would like them, collect money if they cannot get to market, and bring the list with you to the market the next day.

2. On the day of the market, begin your phone tree calls 1 hour before the Mobile Market is scheduled to arrive at your site: _____
 - a. Call the numbers allocated to you on the phone tree, and remind your neighbor to call the person on their sheet, and remind them to remind the next person.
 - b. Remind everyone on the phone and who you see out and about that there may be samples, recipes, and free giveaways at each market
 - c. Attend the market, collect your free veggies, and collect any veggie bags for your neighbors. Deliver veggie bags.

Repeat each week!

This material is based upon work supported by the National Institute of Food and Agriculture, U.S. Department of Agriculture, through the Northeast Sustainable Agriculture Research and Education program under subaward number [ONE19-349].

