

COMMUNITY FOOD SYSTEMS: FOOD BOX

GOALS

AGGREGATE products from producers or farmers (meat, vegetables, fruit, etc.) into a box that allows customers to have easy access to local and regional food. Boxes are typically offered on a **WEEKLY** basis for customer. This type of program allows for community members of in all income levels to enjoy fresh, healthy, regionally-sourced products at a retail rate. Food Boxes generally are delivered and packaged for work-site pickups or drop-off sites within major cities. Many programs are set-up for **ONLINE ORDERING** with the choice of various boxes; newsletters or recipes are then received via email or with the box each week. Many programs also offer an opportunity to customize the box each week for an upcharge which allows for customers to try new and unique options produced locally.

BENEFITS

- Customers benefit from bulk buying
- Week-to-week purchases
- Regional and locally sourced food choices
- Numerous products to sample each week
- Multiple farms involved in program
- Assists families to access fresh, healthy food
- Creates access to top-quality food in an economically and time-efficient manner
- Creative business model
- Opportunity to train new local food leaders

COMMUNITY IMPACT

- In 2007, nearly 3,000 farmers sold \$16.5 million of local products direct to consumer; compared to 2,455 farmers who sold \$11.6 million in products in 2002
- Additional markets allow for job growth: A Leopold Center at Iowa State University evaluation found that 74 bulk food buyers that purchased \$8,934,126 of local food in 2012 also reported 36 new jobs related to food systems work
- Improve hunger: Detroit programs have started offering food boxes by gleaning under-used products: growing from offering 1 or 2 million pounds of food to over 28 million pounds, or 404,000 meals per month

NATIONAL BEST MANAGEMENT PRACTICES



GROWNYC FRESH FOOD BOX: New York City, New York: Started in 2011 to offer under-served community members an opportunity to purchase a variety of locally-sourced products with a flexible week-to-week schedule.

<http://www.greenmarketco.org>



FRESH FOOD SHARE: Detroit, Michigan: A community-based food distribution system that offers fresh food at wholesale prices in individually packed boxes that are pre-ordered and delivered to a drop-site.

http://www.gcfb.org/site/PageServer?pagename=pg_freshfoodshare



THE PRODUCE BOX: Raleigh, North Carolina: Food box program offered weekly with an assortment of products; money received from every box ordered goes into a grant program for North Carolina farmers, school programs and low-income produce boxes.

<http://www.theproducebox.com/how-it-works>



THE GOOD FOOD BOX: Toronto, Ontario, Canada: A non-profit that works to improve access to healthy, affordable food-offering a field-table experience through weekly box programs of multiple sizes and varieties.

<http://www.foodshare.net/good-food-box/>

INTERESTING IN HELPING? SHARE YOUR INFO

TITLE:

CONTACT INFORMATION:



PRUDENT PRODUCE
Organization that serves central Iowa
