



MANNA Pop-up Markets

Context: Thousands of our neighbors across WNC are in need of food assistance and experiencing food insecurity in their day to day lives. The majority of them are children, seniors, people with disabilities, and working families. MANNA Foodbank works hard to collaborate with over 200+ partner agencies to distribute 17.3 million pounds of food a year, 34% of which is fresh produce. Over the past 4 years, we've learned a great deal from our partner agencies that offer variety, produce, and choice to the communities they serve through pop-up mobile markets. A few shining examples include Buncombe County's Community Service Navigator (CSN) Program, Bounty & Soul, and the YMCA of WNC's Healthy Living Mobile Kitchen. Recently, in response to a growing need for fresh food across the mountains, MANNA has gathered resources to offer pop-up markets in food desert areas where there is limited access to a grocery store or food pantry. Pop-up markets are offered in partnership with Community Partners, who host a MANNA Produce Pop-up in their local neighborhood or community.

Definition: MANNA Pop-up Markets provide an abundance of fresh produce of the best variety we have to offer at the time of the pop-up. These pop-ups are offered to nonprofits and community groups across WNC on an as needed basis. MANNA pop-up markets include 6-8 pallets of fresh produce set up like a Farmer's Market. Community members in need of food assistance are invited by the Community Partner to shop the pop-up and bring home enough produce to supplement a week's worth of meals. Recipes, nutrition information, and local food resources are offered, as well.

Who can host a pop-up market? Any nonprofit, church, or community organization that identifies a need for fresh food in their local community. Please note that MANNA product must be distributed to a community identified as in need of food (low income, ill, and children).

How does it work? The day of the pop-up market, MANNA arrives with a box truck full of fresh produce and other perishables, which is displayed on site in a Farmer's Market style. Volunteers at the community partner host site help off load the truck and set up tables and produce sections. Clients can choose the variety and amount of produce to meet their family's food need. All produce and fresh food is given out that same day in a 2 hour window through a simple intake process to identify number of people in the home, zip code, and confirmation of their need for food assistance.

How do I sign up? Complete the attached sign up form to let us know your interest and availability for a pop-up. An Agency Relations Staff Person will get in touch with you to schedule a phone call to discuss your community's needs and the details of the pop-up market. The final step includes a call from MANNA staff to schedule your pop-up.

What role does the Community Partner play? A very important one! The host promotes and advertises the pop-up to their local community. Additionally, the host provides 3 volunteers to coordinate the pop-up from beginning to end. Community Partner leaders work closely with MANNA staff to document number of individuals and households served through a simple intake process.

* If you'd like to learn more about MANNA Pop-ups Markets, please contact Amy Haynes at ahaynes@mannafoodbank.org *

MANNA Pop-up Market Sign up Form

Name of Organization: _____

Address of Organization: _____

Contact Person: _____

Email and Phone Number: _____

In a few sentences, please describe your community's need for fresh produce and food assistance:

Please share ideal days of the week and times for a pop-up market. Please consider a date and time that is convenient for your neighbors and community members in need of food assistance.

How many people in your community would you estimate would attend a MANNA FoodBank Pop-up Market? _____

Please list three volunteers who can represent your organization and help coordinate the pop-up market the day of the event.

1. _____
2. _____
3. _____

Please share the preferred location for the pop-up market and important details about the location.

Please share any additional information that would be useful for us to know about how to work with and serve your community.
