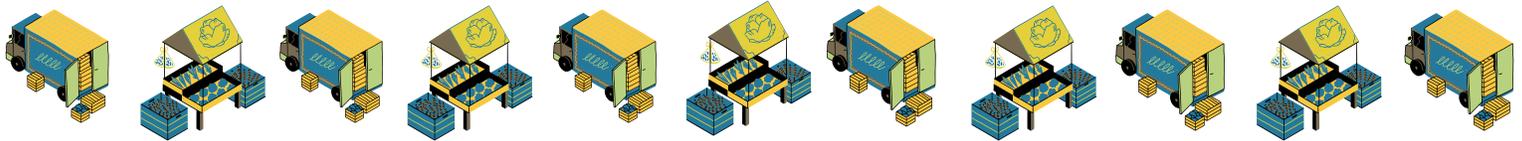


# Veggie Van Training Center



## Mobile Market 101: Fall 2021- Spring 2022

Mobile Market 101 (MM 101) is a course designed for organizations planning a MM or early in the implementation phase. This course was open to organizations primarily serving rural communities, and the 8 cohort members met virtually for 9 months, every other week. The course follows the Veggie Van Toolkit, covering topics such as identifying stakeholders, ensuring health equity, developing a market model, logistics, marketing, sustainability, and more. Cohort members also had access to customized coaching on topics specific to their unique operation.



### By the numbers

**75%**

increase in confidence in managing key aspects of MM Operation

**57%**

of cohort members leveraged MM 101 to earn additional program funds throughout the course

**88%**

of cohort members rethought major aspects of MM operation such as vehicle needs, finances, and size/ scope of their MM



### What cohort members say about MM 101

*"I don't know if we would have acted on moving forward with a mobile market without this training course. I think it would have just been an idea in our head, we probably would have been seeking grants without any knowledge or expertise...It gave us a timeline and goals to reach that made sense."*

*"[Participant's] communication as the MM Manager to stakeholders, to potential partners, and even within the organization has improved 1000%."*

*"It's been incredibly helpful for us to be a part of a community that is largely rural-based so that we get some of those perspectives and we can tailor our markets to what the community's needs are because otherwise we aren't going to get that perspective."*

### Rethink your infrastructure needs

The Veggie Van Model recommends piloting market operations without over-investing up front in custom vehicles and cold storage. Cohort members are encouraged to develop a clear market model, engage community, and pilot their program with equipment on hand to learn about how their model will influence their infrastructure needs. Because of their experience in this course, one cohort member decided to temporarily repurpose a van they already owned while testing their model, with plans to purchase a vehicle once they better knew what they needed.

*If you are interested in MM 101 or other training opportunities, get in touch!*