



The Center for Food Equity  
+ Economic Development

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**FOR IMMEDIATE RELEASE**

**FEED Center's New, Year-Round Mobile Market to Launch October 15<sup>th</sup> in  
Bridgeport, Conn.**

***Mobile Produce Market to Bring More Fresh, Local Food to Residents thanks to  
\$180,000 grant from Harvard Pilgrim Health Care Foundation***

**BRIDGEPORT, Conn. (October 15, 2019)** -- At Trumbull Gardens housing complex in Bridgeport this morning, Mayor Joe Ganim and other local officials joined the Center for Food Equity and Economic Development (FEED) and Harvard Pilgrim Health Care Foundation to officially launch Bridgeport's new, year-round Mobile Marketplace.

The \$180,000 grant from Harvard Pilgrim Health Care Foundation to FEED for the Mobile Marketplace will be awarded over three years. FEED is a program of the Council of Churches of Greater Bridgeport.

Michelle McCabe, Executive Director of the Center's FEED program, said the goal of the new Mobile Marketplace will be to provide access to local foods in communities within its service region.

"Our mobile produce market will be selling affordable fruits and vegetables, many grown locally on area farms, directly to Bridgeport-area residents where they live and work," said McCabe. "We are particularly focused on neighborhoods that do not have easy access to fresh food or have high concentrations of low-income or food-insecure residents."

This is the second mobile farmers' market of its kind in the state – Harvard Pilgrim Foundation also helps fund Hartford Food System's year-round mobile market in Hartford.

“At Harvard Pilgrim, we know that health prevention often starts with accessing and eating fresh healthy food, and for some, that can be challenging,” said Jason Madrak, Vice President of the Connecticut market for Harvard Pilgrim Health Care. “Across the country, organizations are using mobile markets to improve access to fresh and local fruits and vegetables. Here in New England, Harvard Pilgrim has funded a fleet of mobile markets because we have evidence this strategy is working and creating better access to good food for those who need it most.”

In addition to the two mobile markets in Connecticut, Harvard Pilgrim funds mobile markets in Lowell, Worcester and New Bedford, Mass., in Manchester and along the Seacoast of N.H., and Lewiston-Auburn, Maine.

FEED's Mobile Marketplace will make stops at 12 locations in Bridgeport, as well as 2 additional stops in Fairfield. It will also sell local eggs, and prepared heat-and-serve meals featuring recovered produce.

“Increasing the availability and accessibility of healthy nutritious food for everyone in our community is part of our mission, and we are very grateful for the support of our Harvard Pilgrim, our other partners and funders, area businesses and community members to make this resource a reality,” said McCabe. “With this generous funding from the Harvard Pilgrim Foundation, we are launching a new program -- the FEED Mobile Marketplace -- to provide a retail environment that supports food businesses and local growers, support access to healthy foods in low-income neighborhoods and gain exposure for Bridgeport entrepreneurs with a suburban clientele.”

The FEED Mobile Marketplace will accept EBT/SNAP benefits for purchases and will also run incentive programs that are aimed at helping low-income individuals stretch their dollars at markets and purchase more fresh, local and healthy food.

The Mobile Marketplace will be making stops at the following Bridgeport locations: North Branch, Black Rock and East Main Library Branches, Green Apartments, Trumbull Gardens, Liberation Program, Oasis Market in the East End, Southwest on Fairfield Avenue, Harborview Towers, and Downtown Bridgeport. In Fairfield, the Mobile Market will make stops at the downtown train station and The Edge Fitness. A schedule of days/times will be announced soon.

To learn more about the project, visit <http://feedbridgeport.ccgb.org>. To follow the Mobile Market and get updates on stops and other information, follow FEED on Instagram @FEED or Facebook @FEEDmobilemarket.

### **The Harvard Pilgrim Health Care Foundation**

Created in 1980, The Harvard Pilgrim Health Care Foundation supports Harvard Pilgrim's corporate mission to improve the quality and value of health care for the people and communities we serve. The Harvard Pilgrim Foundation provides the tools, training and leadership to help build healthy communities throughout Connecticut, Maine, Massachusetts, and New Hampshire. In 2018, the Harvard Pilgrim Foundation awarded nearly \$1.25 million in grants to 855 nonprofit organizations in the region. Since its inception, the Foundation has awarded \$150 million in funds throughout the four states. For more information, please visit [www.harvardpilgrim.org/foundation](http://www.harvardpilgrim.org/foundation).

### **FEED Center – The Council of Churches of Greater Bridgeport**

The FEED Center mission is to build community wealth through innovative food-based initiatives. We operate: a culinary training program to prepare low-income area residents for food industry employment or food entrepreneurship; a shared use kitchen to provide an affordable space and connection to resources for food business launch; and a network of food pantries and soup kitchens through which to engage area residents in acquisition of healthy foods and promoting financial stability.

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