



Mid-Atlantic Region Partners with Mobile Market to Make the Healthy Choice the Easy Choice



Carol Shapcott | Mid-Atlantic Regional Office Marlton, NJ

Carol supports the Mid-Atlantic Region as a Marketing Manager in community engagement. A Team Member for more than five years, she believes, “Virtua Mobile Farmers Market speaks to **the heart of what Whole Foods Market does**: selling the highest quality natural and organic products available. Only, with this particular program, it’s offered to individuals and families who don’t have access—or the means—to shop inside our stores.” She **appreciates** how the nonprofit serves the Burlington and Camden Counties communities and **meets neighbors where they are**. Carol has supported the organization from the beginning, and she is not alone. The Marlton Store, Mid-Atlantic Regional Office and Regional Warehouse have all played active roles in setting up weekly deliveries to the market.

Virtua Mobile Farmers Market virtua.org/mobilemarket

In 2017, Virtua launched its mobile farmers’ market with the goal of connecting three main objectives: provide underserved neighborhoods with **affordable produce** to promote healthy eating options; incorporate **health education** and health literacy about eating well and its connection to reducing chronic disease and improving self-efficacy; and lastly, **reduce food insecurity**. Today, the mobile market, a **23-foot bus**, sells fruits and vegetables at **significantly reduced prices** four days a week, year-round. The mobile farmers’ market is a place-based strategy that meets people where they are—both physically in their local communities and philosophically in their **consumer-centered approach**. The Mid-Atlantic Regional Office is honored to continue supporting Virtua’s efforts to build sustainable access to healthy foods by securing the grant on their behalf.



Whole Foods Market Team Members can nominate a local nonprofit increasing access to fresh, healthy food or nutrition education for a \$5,000 grant.

WholeCitiesFoundation.org