



CELEBRATING 10 YEARS

OF PROVIDING FRESH, AFFORDABLE AND
CONVENIENT FOOD TO OUR COMMUNITIES



ABOUT US

WHO WE ARE

Foodlink is the regional food bank for Greater Rochester and the Finger Lakes.

Our mission is to leverage the power of food to end hunger and build healthier communities.

WHAT WE DO

We convene and support the regional emergency food network, prepare and deliver thousands of meals daily, and operate several food-related programs and initiatives. The Curbside Market — a mobile market — is one of our longest-running and most successful community-based programs.

THE CURBSIDE MARKET

Foodlink leverages our assets and relationships as a food bank to create new marketplaces in underserved communities. We buy quality, nutritious food from local producers and businesses, and sell it at affordable prices in attractive, accessible vehicles that travel throughout the community, making dozens of stops each week. Our team of dedicated Curbside Market operators listen to the ideas and requests of residents, and help them shop for what they need!

YEAR 1

25 sites per week
Sold 40,000 lbs of produce
\$24,200 in sales
25% SNAP, FMNP, Fresh Connect

YEAR 10

65 sites per week
Sold 288,547 lbs of produce
\$336,706 in sales
50% SNAP, other nutrition programs





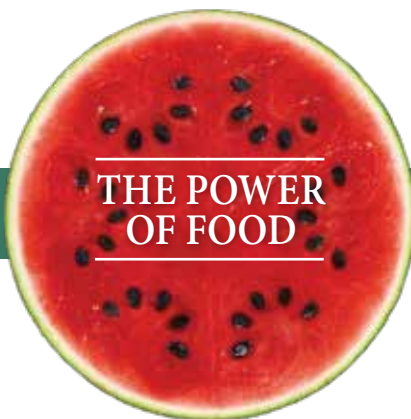
ENVISIONING OUR FUTURE

The Curbside Market has evolved over the last 10 years to meet community needs. From small pop-up farm markets to a fleet of 6 trucks; from paper coupons to sophisticated point-of-sale technology, we have adapted to the call of our community when it comes to healthy food access, needs and opportunities. All of this work reflects Foodlink's evolution and commitment to our mission, vision and values.

As we plan for the next 10 years, we are guided by the community with our mission as our North Star. This report outlines key

focus areas for the Curbside Market, as we continue to evolve to meet community needs while optimizing our resources to maximize our impact.

We recognize that it is rare for programs like Curbside Market to continue to thrive after 10 years, especially during the rapid changes brought on by the COVID-19 pandemic. We want to prepare for another decade of serving the community, and the strategies that follow will serve as a blue print to operate with excellence!



THE POWER OF FOOD

TECHNOLOGY

The Curbside Market continually works to leverage Foodlink’s internal assets, resources and infrastructure to respond to our community’s call for access to fresh, affordable foods. Our success depends on being both reliable and innovative. We will make significant investments in our fleet and infrastructure so that the community can depend on us to provide safe, accessible shopping experiences. The ways people purchase food are constantly changing. We must continue to embrace new technology to improve and expand the ways we serve the community.

KEY COMMITMENTS

- 🔑 Build a new permanent home for Curbside Market within Foodlink’s Mt. Read Blvd. campus, incorporating new amenities that improve the staff and customer experience.
- 🔑 Improve our payment processing systems to make it easier for customers to maximize more benefits like SNAP, Double Up Food Bucks and WIC at all Curbside Market sites.
- 🔑 Leverage new technology to modernize food-shopping experiences for hard-to-reach neighbors through new online ordering and delivery systems.

“
Optimizing
our resources
to maximize
our impact.
”

INFRASTRUCTURE





BUILD HEALTHIER COMMUNITIES

EDUCATION

We strive to create a community where everyone feels welcome, and where individuals can find more than just food. The Curbside Market is a holistic, person-centered public health service for the whole community. This starts by investing in the Curbside Market team to ensure that our staff reflect the communities we serve, with the training to serve effectively. We take this same ethos to the community by engaging in human-centered design and robust community engagement so that the market always centers the needs of our stakeholders.

KEY COMMITMENTS

- 🔑 Use human-centered design and stakeholder interviews to make sure that the needs of the communities we serve are represented in program decision making.
- 🔑 Expand health education offerings at Curbside Market on nutrition, cooking, and budgeting to support community members in making healthier choices and getting the most out of their food budget.
- 🔑 Develop a consistent approach so all customers can more easily participate in other Foodlink services, and can be referred to other community resources.

I am respected.
They make me feel
wanted — I can take
my time to shop.

CUR
MA

SERVICE





DRIVE CHANGE

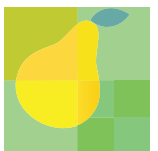
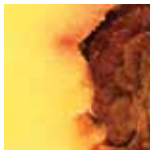
CONNECT

We will continue to grow our team and center our customers by expanding our Community-Led Engagement Initiative (CLEI), also known as “Curbside Market Ambassadors.” CLEI creates opportunities for individuals who live in our communities to inform and shape the direction of our work. We believe that programs like Curbside Market work best when the people who use them share in the decision-making process.

KEY COMMITMENTS

- 🔑 Engage community members as CLEI participants to implement outreach strategies that increase the number of returning Curbside Market customers by centering their needs.
- 🔑 Expand pathways to different levels of CLEI participation, giving community members a variety of opportunities for community leadership.
- 🔑 Formalize the Community Health Advocacy Training (CHAT) to give all CLEI participants tools to improve the health outcomes in their community.

“The best part of shopping Curbside Market is seeing others and meeting new people.”



EMPOWER





STRENGTHEN

When we started the Curbside Market in 2013, we expected to have one vehicle operating for the summer months only. As demand grew, we built Curbside into the centerpiece of our community-based programs that have an operating budget of more than 2 million dollars. The market provides retail opportunities at competitive prices in communities that are not served by traditional brick-and-mortar supermarkets. Though it is a social enterprise, it still requires consistent subsidy through grants and public support.

In addition to annual fundraising goals, we are consistently working to operate with excellence and control cost and waste. In 2021, we collaborated with Simon Business School to develop strategies to optimize our operations and maximize our impact.

KEY COMMITMENTS

- Continue tracking monthly key performance indicators to identify opportunities to increase scheduling efficiencies and guide operations decisions.
- Grow and strengthen the Curbside Market core volunteer program.

- Diversify revenue streams through fee-for-service partnerships with health care systems.



Celebrating 10 years and planning for the next.



OPTIMIZE

HELP US GROW

Volunteer. Our core team of dedicated volunteers make Curbside Market possible. Learn more about volunteer opportunities today.

Partner. You and your organization can support Curbside Market through multiple partnership opportunities including:

resource sharing, health care partnerships, and becoming a site partner.

Sponsor. Your financial support allows us to continue to provide access to healthy foods in ways that our community wants and needs for years to come.



TO LEARN MORE, VISIT OUR WEBSITE

FoodlinkNY.org/CurbsideMarket

OR contact Camille Verbofsky at cverbofsky@foodlinkny.org

A DECADE OF NOURISHING LIVES

TOTAL SALES



\$2,811,953

SALES BREAKDOWN



53%
SNAP/Nutrition
Programs

47%
Cash/Debit

If you could have seen the look on their faces when they saw what was on the truck, it was pretty amazing.... And the point is we make a difference. We made a difference in their lives. It's something I'll remember for a long time.

— Volunteer

CUSTOMER TRANSACTIONS



265,000+

POUNDS SOLD



2+ Million



By nurturing trust and fostering a sense of responsibility, we create a strong foundation for our programs to thrive. It is through inclusive dialogue and genuine collaboration that we can ensure our actions are rooted in the best interests of those we serve.



— Staff

TOP REASONS
CUSTOMERS
SHOP
WITH US



GOOD
PRICES



CONVENIENT



GOOD
QUALITY

Curbside Market helps me achieve my health goals. I now have access to good quality, fresh fruits, vegetables and other healthy food.



— Customer



2009-2012

Foodlink introduced Pop-up Farm Stands in the City of Rochester — starting at Conkey Corner Park and eventually expanding to 10 locations. These farm stands paved the way for the Curbside Market’s eventual launch.



2013

The Curbside Market launched July 8 with a seasonal schedule at 25 sites with funding from Citizens Bank and NYS Agriculture & Markets and partnerships with Rochester Housing Authority, Pathstone and the YMCA.

2016

Foodlink becomes the first Finger Lakes partner for Double Up Food Bucks, a national incentive program that matches SNAP purchases dollar for dollar for Curbside Market customers.



2018

Foodlink launches its first FVRx (fruit and vegetable prescription) program with local healthcare providers.



2020

The Curbside Market pauses operations temporarily due to the pandemic, but reopens swiftly with new safety protocols and sustained demand from the community.



2021

The Curbside Market becomes the first mobile market in the nation to sell eligible foods for WIC, the Women, Infants & Children federal nutrition program.





2014

The market debuts a second truck, and expands to other counties including Orleans, Genesee, Wayne and Ontario.

2015

Increased demand from the community transforms Curbside from seasonal to year-round.

Creation of the Curbside Ambassadors, cohorts of loyal customers who help promote the market in their communities.



2022

A home-delivery pilot for pregnant women begins with Excellus and FLPPS.



CELEBRATING 10 YEARS





Foodlink Curbside Market

Fresh. Affordable. Convenient.

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