About the Program

The goal of the Mobile Farmers Market is to connect three main objectives: provide access to deeply discounted fresh produce to promote healthy eating options; incorporate health education and health literacy about eating well and its connection to reducing chronic disease and lastly, reduce food insecurity and hunger.

The Mobile Market, a 23-foot bus brimming with fresh produce, sells fruits and vegetables at significantly reduced prices in communities throughout Burlington and Camden counties four days a week.

The program measures success by surveying patrons on behavior change and decreased food insecurity.

Fast Facts about the Virtua Mobile Farmers Market

The Virtua Mobile Farmers Market sells items at a deeply reduced cost and accepts SNAP benefits (Supplemental Nutrition Assistance Program).

As a health system, Virtua is working to address the needs of the entire family and not only an individual. Small and large bags are sold for a price-fixed option.

Customers who shop with the Virtua Mobile Farmers Market receive a calendar, recipe tips and health information in English and Spanish along with their produce.

Virtua works in partnership with Registered Dietitians to provide health education and nutrition information to support the community health engagement goals of the program.

One of the many recipes cards offered to patrons

From the Kitchen of the Virtua Mobile Farmers Market

**RECIPE: Chunky Grape Salsa**

**SERVES:** 4  
**PREP TIME:** 1.5 Minutes

**INGREDIENTS:**

1 medium navel orange, peeled & cut  |  1/2 cup 100% Grape Juice
8 oz. seedless grapes, stemmed & cut |  About 1 tbsp fresh lime juice
1/2 cup chopped red peppers           |  One 8 oz. bag baked tortilla chips
1/2 cup chopped cilantro             |  1 tbsp mixed jalapenos (optional)
1/4 cup chopped green onions         |  

**DIRECTIONS:**

In a medium bowl, mix the orange, grapes, red pepper, cilantro, green onions and jalapenos if using. Stir in the grape juice and lime juice. Taste and adjust the seasoning with more lime juice if needed. Serve immediately with tortilla chips. Refrigerate any left-overs.

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Virtua Helps You Be Well, Get Well, Stay Well

Helping the community — one person at a time.

— The program’s goal is to reduce hunger and increase consumption of fruits and vegetables, which helps improve health outcomes.

— The Mobile Farmers Market visits low-income and food desert communities where there is a need for affordable, healthy options.

— Reusable grocery bags can be filled for a price-fixed option.

— The Mobile Farmers Market promotes access to healthy options and also works to reduce chronic disease issues in our community such as diabetes, hypertension, obesity, high-cholesterol and other related conditions.

— Staff offer nutritional information and recipes utilizing the fresh ingredients.

— Over 110,000 people in Burlington and Camden County live in food insecure households (Feeding America Food Bank).

— The program expects to benefit about 6,000 families in South Jersey in its first year.

Mobile Farmers Market Schedule—Core Stops

Fall 2017*
schedule can vary based on supplies

Camden City
Burlington City
Lumberton
Sicklerville
Westampton

In addition to rotating locations & special events

Our schedule is online: www.virtua.org/mobilemarket