

Toronto Food Strategy Subway Pop-up Markets



**For: Montréal métropole active et
nourricière**

**Session: Marchés Solidaires aux Abords
des stations de Métro**

**By: Jill McDowell, Health Promotion Specialist
Toronto Food Strategy, Toronto Public Health
October 4, 2016**

Toronto Food Strategy

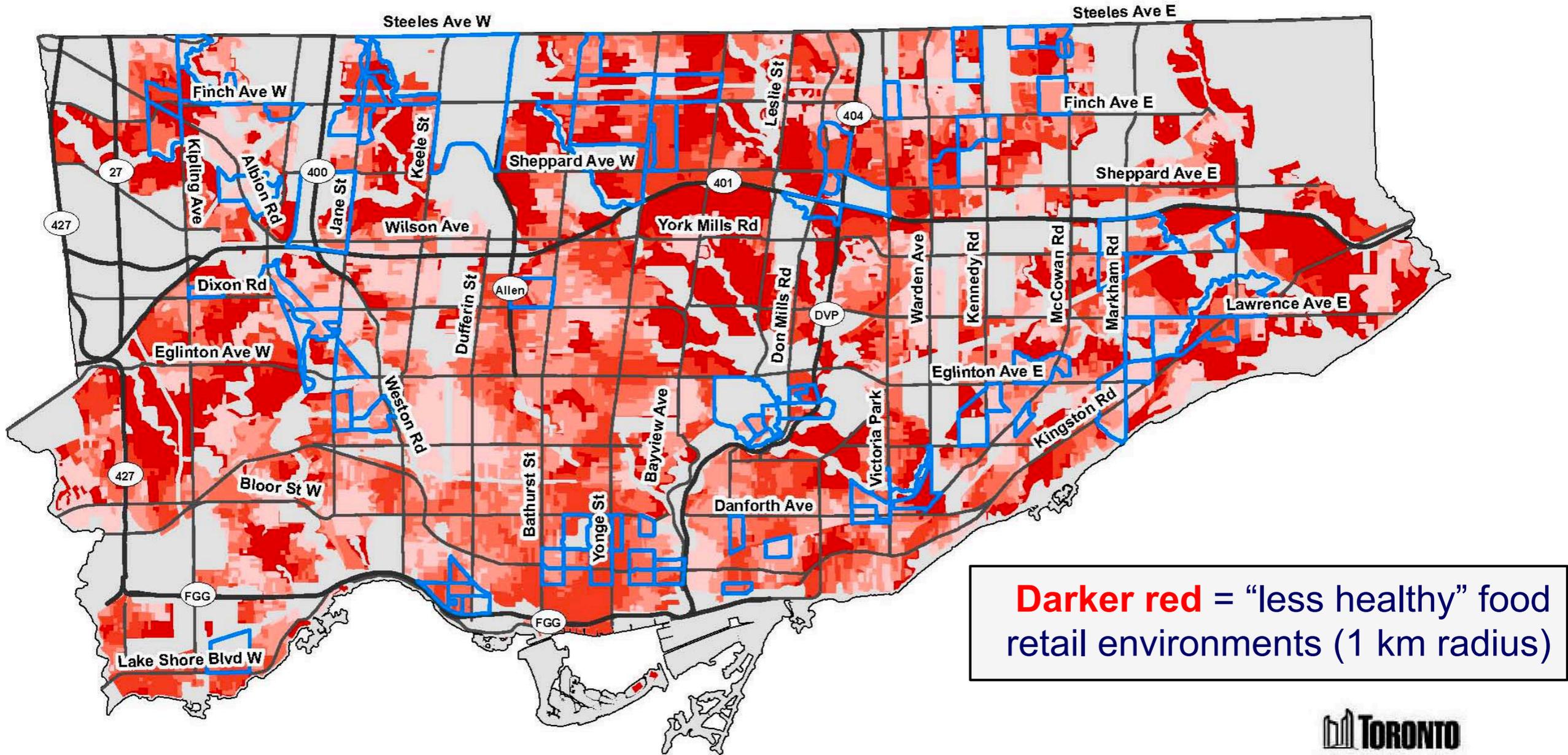
- **VISION: Create a healthy and sustainable food system that meets the needs of all toronto Residents**



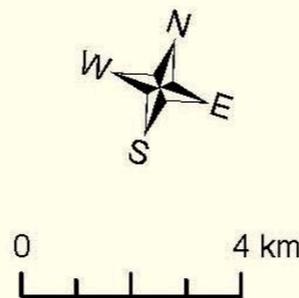
Cultivating Food Connections:

**Toward a Healthy
and Sustainable
Food System
for Toronto**

May 2010



Modified Retail Food Environment Index



Modified Retail Food Environment Index is calculated by dividing the number of "healthier food retail" establishments by the total number of food retail establishments, multiplied by 100. The index is calculated based on a 1km road network walking radius from block centroids. Income calculated at the "Census Tract" using low income measure (LIM).

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Source: Vehicles: TTS 2006; LIM: Statistics Canada, T1 Family File (T1FF), 2009;

Food Retail: Toronto Healthy Environments Inspection System, Toronto Public Health

Shelters: Shelter locations were provided by the Shelter, Support & Housing division.

Published: August, 2013

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of "less healthy" to healthier food stores in Toronto's lowest income neighbourhoods

4.2

1



to



* But most "healthier food stores" also sell less healthy items, e.g. middle aisles of a supermarket

GR  B
S  M E
GO  D

MAKING GOOD FOOD ACCESSIBLE

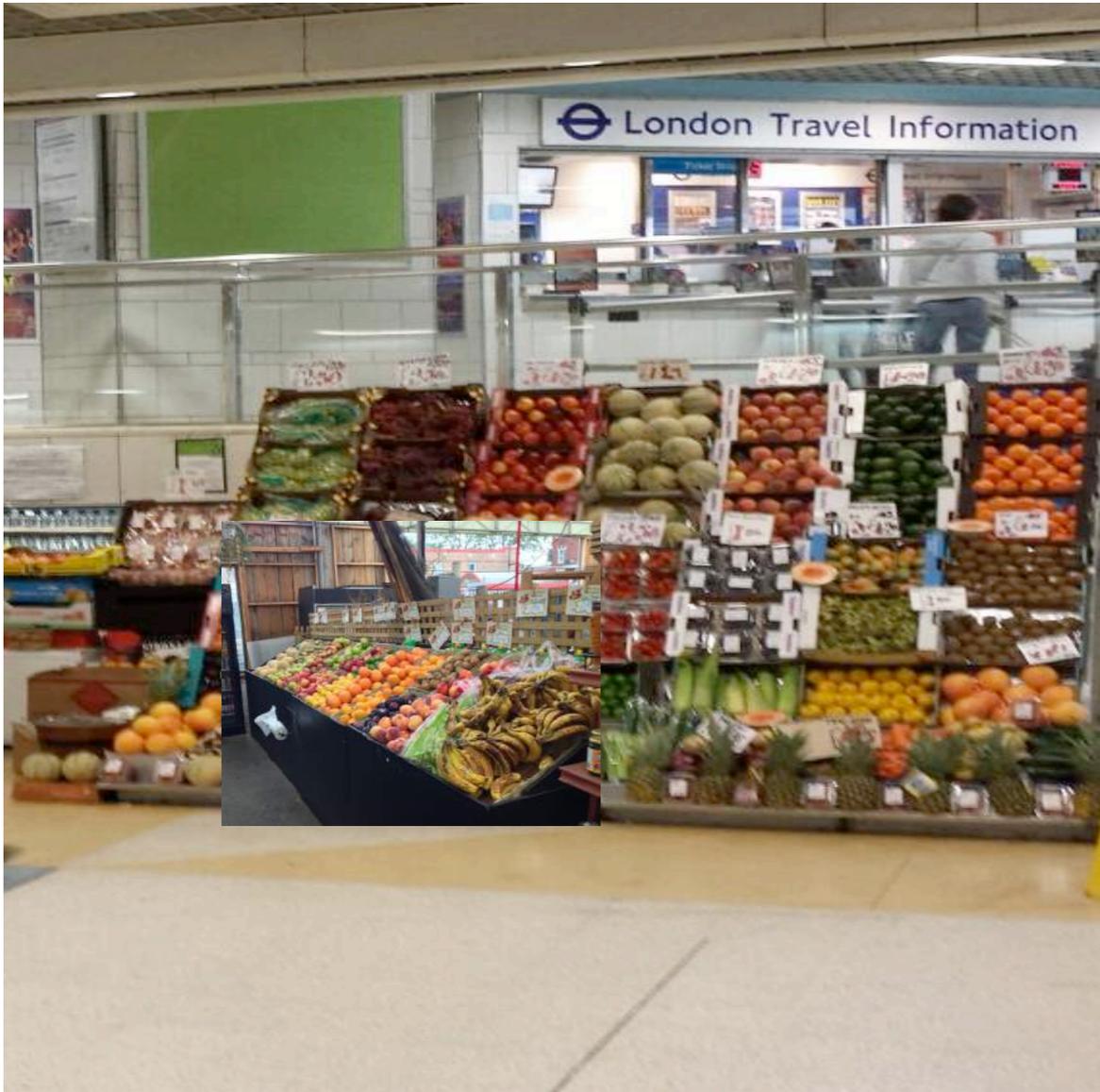
Helping convenience store owners sell healthier food



Mobile Good Food Market



Reviewed Case Studies from other Cities



London Market



Philadelphia Market

**February 22, 2016 launched three
Subway Pop-up Market Pilot Projects**



 GRAB
SOME
GOOD

***MAKING GOOD FOOD
ACCESSIBLE***

In the beginning...

Solidifying Legal Agreements and Partnership Arrangements



**Toronto Transit Commission
(TTC)**



**Afua Asantewaa - FoodShare
Good Food Market and Community Animator Senior Coordinator**



Chose three locations: Kipling, Downsview and Victoria Park

**High volume of commuters
Greater need for healthy food access
Amenable logistics**



Operate two days a week at each market during p.m. rush hour 3-7

GRAB
SOME
GOOD

VEGETABLE
& FRUIT MARKET



AT BUS LEVEL





Wholesale
food from
Ontario
Food
Terminal
and Local
Farmers



Sell over 45 varieties of fruits and vegies, including some world crops

Must be:

- Affordable
- Accessible
- Culturally Diverse

Jicama

Popular with Mexican
and South American
communities



Guava

Popular with Caribbean
communities



“At least five people on my bus had a bag of produce. Just fantastic!”



“I volunteered since 2012 and started work as staff in May 2016.”



**“Before coming to the market,
I would buy chips as a snack.
Now I’m eating more fruit
because I see them here.”**



“I save up to 20 minutes and that’s time I can spend with my kids.”



“I meet some of my friends here. It’s nice to see the faces of the community.”



Evaluation – done by University of Toronto Students July 2016

42 customers were surveyed. Some results...

- 80% said their access to healthy food has improved
- 89% were satisfied with the quality of produce
- 70% felt that the prices were affordable

“This market is a welcome surprise! The quality of the food and the prices are impressive. I am glad to know that this program is benefitting our community in many ways. Thank you.”

Evaluation – done by University of Toronto Students July 2016 (cont'd)

6 market staff were surveyed. Some results...

- 100% were confident in their ability to respond to customer needs and questions
- Half felt that they needed more staff to provide better service (up to 4 per market from 3)
- 83% felt that payment methods were good (cash, credit, debit), but had issues with the system

“The tablets are too slow. There is always a rush and sometimes it takes too long to process transactions.”

FoodShare's three-month (mid-February to mid-May) \$\$ report:

- Top sellers: small apples, bananas, oranges, carrots, broccoli, beets, ripe plaintain, guava, jicama, and prepared items - fruit cups and coleslaw
- Sales: \$64,158.00 Cost of Produce: \$52,724.00
- Working out a more efficient operating system and testing out various price points (current markup is 10%-25%)
- More data coming soon...

NEXT STEPS for the TTC SUBWAY POP-UP MARKETS:

- Securing City Council approval to extend Pilot beyond February 2017 until September 2018 (two more summers)
- Work with FoodShare to ensure cost recovery model
- Evaluate customer experience and sustainability

Thank you!

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