

# Overview

PARK-IT MARKET

*Innovation Guide*





# NO BOUNDARIES

ONE-STOP SOLUTION  
FOR INCREASED ACCESS  
AND CLIENT CHOICE

The Park-It Market is a walk-up market that offers fresh, nutritious foods to food insecure Americans located in food deserts, rural communities, and disaster areas. The market holds 3 tons (6000lbs) of fresh food. Recipients experience the opportunity to choose their own food for their family's needs and diet requirements.

The Park-It Market is an affordable solution, ensuring that fresh foods are available on a consistent basis. It is capable of a 36-hour continuous runtime on a 15kW diesel generator, while also offering shore power.





*Dairy*



*Protein*



*Fruit & Veg*

# MOBILE MARKETS

**A MORE EFFICIENT  
DISTRIBUTION**

- Reach underserved areas
- Provide service where markets and pantries are too distant for clients to walk
- Allows the focus to be on specific impoverished populations or demographics
- Rural locations are no longer a barrier
- Provide food in food desert areas

Not only is a refrigerated mobile market better for food safety standards, it is a more efficient way to distribute food to populations. You can now bring the food directly to those in need and have more options for choice.

Measuring 16 ft long, the Park-It Market can be towed by non-commercial vehicles and requires no CDL license to operate.

Through the Park-It Market, providers can serve other foods that were once considered not available such as dairy and proteins. This allows clients to shop for more than just parts of a meal, but whole nutrition!

*Make It A Meal*

# NUTRITION EDUCATION

KNOWLEDGE IS POWER  
EVEN WITH FOOD

A Park-It Market allows for ample solutions to include cooking demos, sample events and tastings at locations like health departments, schools, senior centers, and neighborhoods.

Because the unit is connected as a trailered system via your truck, the actual truck bed is still able to hold other supplies such as tables, tents, freezers, or other equipment for a successful event.

Our Park-It Market also has lighting which will allow the ability to reach individuals with services in the evening, after work, or school.



*Samples & Tastings  
of New Foods*



*Cooking Demos*

# Using School Garden Produce

## CORE ELEMENTS OF FARM to SCHOOL



EDUCATION

SCHOOL GARDENS

PROCUREMENT

# FARM 2 SCHOOL

SUPPORT DISTRIBUTION OF LOCAL FOODS IN THE NATIONAL SCHOOL LUNCH PROGRAM, THE SUMMER FOOD SERVICE PROGRAM AND CHILD AND ADULT CARE FOOD PROGRAMS

The Park-It Market can support Farm to School programs in a variety of ways:

- Distribution trailer for school garden produce programs
- Support summer feeding programs to hold food and distribute in the community
- Allow schools to pick up and store local produce from farms to be served in meals
- District "Harvest of the Month" education and cooking/sampling demo trailer



# SUPPORTING PRODUCERS

CREATING A HUB FOR SUSTAINABILITY & GROWTH

The Park-It Market allows producers to focus on producing quality products and provide a system to connect with customers whether it be direct to consumer or direct to industry.

A food hub, as defined by the USDA, is “a centrally located facility with a business management structure facilitating the aggregation, storage, processing, distributions, and/or marketing of locally/regionally produced food products.

Food hubs play an important role to supporting producers by offering membership food boxes, rescuing second grade products, or even providing local produce to restaurants and schools.

## *Policy & Legislation FAQ*

Some groups of people are identified in Farm Bill legislation and in USDA policy as being Historically Underserved (HU).

Four groups are defined by USDA as “Historically Underserved,” including farmers or ranchers who are:

- **Beginning;**
- **Socially Disadvantaged;**
- **Veterans; and**
- **Limited Resource**





Response



# DISASTER RELIEF

## SUPPORT DISTRIBUTION OF FRESH PRODUCTS FOR DISASTER RESPONSE

The Park-It Market is an affordable solution, ensuring that fresh foods are available on a consistent basis. It is capable of a 36-hour continuous runtime on a 15kW diesel generator, while also offering shore power. The trailer is 16ft, which can be towed by non-commercial vehicles and requires no CDL license to operate making this the perfect addition to a fleet of emergency response vehicles.

# WORKFORCE DEVELOPMENT

BUILDING SKILLS FOR  
THE FUTURE STATE OF  
OUR WORKFORCE

A Park-It Market can be the essential tool for your workforce development program whether you are focusing on your own workforce or building the strengths of future generations.

The Park-It Market can be used to build entrepreneurial skills as well as expand social and economic knowledge.

Park-It Markets may be used in a variety of ways to learn about running a business or expand the offerings of your current business model for on-the-job training. A Park-It Market can be a tool for:

- Supporting programs for training and education (Food Service, Farmers Market Management, Non-Profit Management, Business).
- May be used to instruct industry-recognized certifications (Ex: Safe Food Handling).
- Used for developing customized training programs (Ex: Pre-employment training for food bank and school nutrition programs).
- Used to provide an incumbent worker program to build skills while also supporting hunger-relief and fresh foods!



*Supports skill-based  
education for youth and  
adults*





**Fresh** | HAS NO BOUNDARIES.  
Fresh Food For All.

*Find a Park-It Market*



## *Support A Market*

### **BECOME A VALUED PARTNER**

With your help, hunger-relief organizations, non-profits, and other interest groups can expand their mission to remove barriers around supporting the access and distribution of FRESH!

- Gift the total amount or a portion of the total for the Park-It Market as a donor or sponsor to an interested organization in your area.
- Open a grant program to allow organizations to apply for a match or seed money to fundraise for a Park-It Market.
- Partner with Park-It Market buyers to provide wrap around services to those in need through a sponsorship.

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