MOBILE FOOD MARKET

- Partnering with national brands
- Increasing education about food
- Increasing access to fresh food in rural and low-income areas

PRECEDENTS
- People's Grocery, CA
- NOFC Mobile Market, New Orleans

COST
- $25k/UNIT

SCALE
- Bike: 1

SPEED
- Walk: 2

MOBILE FOOD MARKET

[Image of a mobile food market bus with groceries displayed]
SUBURBAN FOOD TERMINAL
- Partnering with national brands
- Increasing education about food
- Increasing access to fresh food in rural and low-income areas

PRECEDENTS
- San Francisco
- Pittsburgh Whole Foods + Farmers Market

FOOD TERMINAL
- COST: TBD
- SCALE
- SPEED

LARGE SCALE GROCERY STORE
EDUCATION
GREENHOUSE PRODUCTION
COLLABORATIVE RESTAURANT
PUBLIC SPACE
FLEXIBLE SPACE/FARMERS MARKET

URBAN DESIGN LAB
THE EARTH INSTITUTE AT COLUMBIA UNIVERSITY
EAST HARLEM HEALTHY FOOD AVAILABILITY
Peaks represent high healthy food balance
Depressions represent low healthy food balance
URBAN FOOD TERMINAL
- Partnering with national brands
- Increasing education about food
- Increasing access to fresh food in rural and low-income areas

PRECEDESNTS
- San Francisco
- Pittsburgh Whole Foods + Farmers Market

COST: TBD
SCALE: TBD
SPEED: TBD

FOOD TERMINAL

- Restaurant / New model fast food
- Flexible market space: farmers market
- Irregular / small lot
- Anchor tenant: scaled-down retail outlet
- High pedestrian traffic
- Food production
Lawn to Farm:
- Increasing production of nutrient-rich items
- Increasing regional production
- Increasing access to fresh food in rural and low-income areas

Precedents:
- White House Lawn
- Victory Gardens
- Edible Estates

Lawn to Farm
- Cost
- 500$ Unit

Scale

Speed

Lawn use more equipment, labor, fuel, and agricultural toxins than industrial farming, making lawns the largest agricultural sector in the United States.

Locally grown produce travels an average of 56 miles from farm to packaging distribution centers to grocery store to dinner table.

Lawns consume 270 billion gallons of water per week in the United States.

The typical American meal contains ingredients from at least 5 countries outside of the United States.

Americans spend $750 million a year on grass seeds. $25 billion is spent on do-it-yourself lawn and garden care.

Lawns cover 30 million acres of the United States.

Impervious surface

1. Lettuce
2. Mint
3. Basil
4. Tomatoes
5. Cucumbers
6. Eggplants
7. Rosemary
8. Cabbage
9. Corn
10. Peppers
11. Oregano
12. Marjoram
13. Kale

1-2% of American food is locally grown.
10 x 10 image

- Increasing Education about Food
- Increasing Access to Fresh Food in Rural and Low-Income Areas
- Increasing Affordability

Precedents:
- TEICH Gardens
- Good Food Gardens

Cost: 10
Scale: 20k/Unit
Speed: 10 X 10

Teich Garden
Boys and Girls Club
West Palm Beach, FL
Farming-dependent Counties, 1998-2000

Farming-dependent counties—either an annual average of 15 percent or more total county earnings derived from farming during 1998-2000 or 15 percent or more of employed residents working in farm occupations in 2000.

Source: Economic Research Service, USDA.
Source: Blanchard, T.C., 2002. “Retail Concentration, Food Deserts, and Food Disadvantaged Communities in Rural America.”