

Localizing Food Justice in Montgomery County: Transit Stop Farm Stands

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Gigi Goin Cabin John Farmers Market	Annmarie Hart- Bookbinder Montgomery County Food Council	Casey Hood Community Farmers Markets	Hilary King Community Farmers Markets	Adam LaRose Capital Area Food Bank	Alfonso Morales UW-Madison, Farm2facts.org
Nia Nyamweya Beauty Blooms Farm	Glenn Orlin County Council	Mike Protas One Acre Farm	Crystal Ruiz Wheaton Urban District	Mike Scheffel Office of Agriculture	Sara Servin Crossroads Community Food Network
Diana Tato- Niktash Health & Human Services	Jenna Umbriac Manna Food Center	Kenneth Welch Health & Human Services			

County Response to Food Insecurity

**Over \$30
million**

invested during the COVID-19
pandemic in food assistance
programs like...

Farm to Foodbank

Maryland Market Money

Free and Reduced Meals Program
(FARMs)

Today, **more than 120** food assistance providers & food distribution
sites exist throughout the County.

Transit Stop Farm Stands

Creating a new market
access point for healthy
and affordable produce

Free-choice purchasing power
is essential to individuals'
autonomy and sovereignty
over their own food and agriculture systems.

What is a transit stop farm stand?

- Small produce stands located in/outside/near transit stops (bus & Metro), often operating during peak commuting hours

Why transit stop farm stands?

- **Convenience** – meet residents where they are
- **Market access** – improve free-choice access for residents, supplementing existing food distribution programs
- **Support local food systems** – partner with County farmers who stock farm stand produce selection to promote locally-grown food

Recommended Approach: Aggregated Produce Model

COMPONENTS &
CONSIDERATIONS

Aggregated Produce Approach

PRODUCE IS AGGREGATED FROM MULTIPLE FARMS, AND FARM STAND IS RUN AND MANAGED WITHOUT FARMER INVOLVEMENT, EITHER IN-HOUSE BY THE COUNTY, OR BY A THIRD-PARTY OR COMMUNITY PARTNER

Benefits to Aggregated Approach:

- Reduces the burden on farmers
- Incentivizes growth of local food system – promotes food systems resilience
- Facilitates access to a variety of produce options for affordable prices
 - Expands purchasing power of residents enrolled in SNAP/EBT, WIC, MMM, SFMNP, etc.
- Empowers BIPOC farmers and promotes RESJ priorities in the agricultural sector

Aggregated Produce Approach

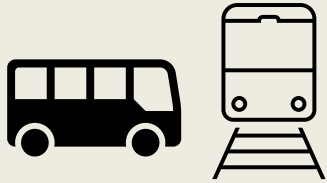
PRODUCE PRICING MODEL

- 1 Purchase desired produce from farmers at Farm to Foodbank (or similar) prices
- 2 Sell produce at farm stand for USDA wholesale prices
- 3 Donate unsold produce to local foodbanks

Product	Purchase Price per lb	Purchase Amount (lb)	Total Cost	Sell Price	Total Revenue	Difference
Broccoli	\$3.50	50	\$175	\$2.75	\$137.5	- \$37.5
Tomato	\$2.50	50	\$125	\$2.33	\$116.5	- \$8.5
Total			\$300		\$254	- \$46

Identifying Pilot Locations

Key Considerations



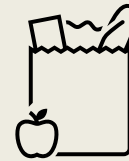
Transit Options

- Metro and/or bus
- Ridership



Community Demographics

- Household income
- Food assistance program eligibility
- Racial & ethnic make-up



Existing Food Availability

- Food insecurity rates
- Proximity of affordable groceries & food stores
 - Culturally-specific food availability



Political Will & Community Engagement

- Farmers market interest
- Local food advocacy efforts



Potential Pilot Locations

- **Wheaton Metro Station** – *model location*
- Germantown Transit Center
- Germantown MARC Station
- Lakeforest Transit Center, Gaithersburg
- Rockville Metrorail Station
- Lockwood Drive & New Hampshire Ave Bus Stop, White Oak
- Veirs Mill Road & Atlantic Ave Bus Stop, Twinbrook
- Glenmont Metro Station
- Whalen Commons, Poolesville

Wheaton Transit Stop Farm Stand

LOCATION: MARIAN FRYER TOWN PLAZA

TIME: 3:00PM – 7:00PM (WEEKDAY TBD)



Urban District Support:

- Space reservation – free through CUPF Enterprise Fund
- First-floor retail space available for storage
- Assistance with set-up & day-of oversight
 - Potential to install semi-permanent structure for the duration of the pilot (eg, Memorial Day through Labor Day)
- Help coordinate parking in the Veteran's Square garage as needed

Anticipated Costs for 10-Week Pilot

Item (3 Stands, 10 Weeks)	Cost
Program Coordination & Operations	\$20,000 - \$25,000
Produce Purchase	\$15,000 - \$20,000
Staffing	\$10,000 - \$15,000
Cold Storage Van/Truck	\$50,000 - \$120,000
Stand Set-Up Materials	\$5,000 - \$10,000
Miscellaneous	\$5,000 - \$10,000
Total	\$105,000 - \$200,000

Other Considerations & Scale-Up Opportunities

Key Considerations

- Community partnerships
 - Health care providers & health clinics
 - Food as Medicine approach
 - Urban partnerships
 - DOT & WMATA
 - Communications & promotional strategy
- Monthly benefits outreach & education
 - Support from Community Benefits Partners to facilitate benefits eligibility screening and set-up

Scale-Up Opportunities

- Federal grant applications – LFPP & FMPP
- Program expansion to new transit locations
- Mobile farm stand/grocery

Thank You!