The Homefull Mobile Grocery is a grocery store on wheels. It is designed to provide access to locally sourced fresh fruits and vegetables, dairy items such as milk, eggs and cheese, a variety of meats and pantry staples, along with household items to help address the growing food access issues in the Dayton and Montgomery County areas. It is the country’s first grocery store in a freightliner!

It will be open for business in Dayton, Ohio, on October 26, 2020.

In addition to providing grocery opportunities to people who currently have little choice, the Homefull Mobile Grocery will impact long-term healthy choices in food consumption, increase positive health outcomes, and unite neighborhood communities.

Alongside the mobile grocery will be an educational component from health providers and local colleges and universities. This programming will help improve the health and well-being of community members and promote neighborhood cohesiveness.

**Facts About Food Deserts**

**Food deserts**: neighborhoods that lack healthy food sources. Most measures and definitions factor in at least some of the following indicators of access:

- Accessibility to sources of healthy food, as measured by distance to a store or by the number of stores in an area
- Individual-level resources that may affect accessibility, such as family income or vehicle availability

- Neighborhood-level indicators of resources, such as the average income of the neighborhood and the availability of public transportation

**Indicators of Food Deserts**

- Low income
- Limited access to supermarkets
- Vehicle availability
- Group quarters population

At Homefull, we believe everyone should have access to healthy foods. Our city residents shouldn’t have to take several buses to get to a market that sells a variety of nutritional food, or rely solely on nearby fast-food restaurants or convenience stores for food that is high in calories and low in nutrients. We are so pleased that our partners in Dayton have come together to bring this mobile grocery to our community, bringing the variety of food not available in convenience stores. We encourage all of our residents to shop here.

— Tina Patterson, CEO of Homefull

**Target Audience**
The Homefull Mobile Grocery will welcome all shoppers in the Dayton community. Its stops are specifically targeted at low-income neighborhoods that lack grocery stores and opportunities for fresh produce, but we encourage all individuals to shop at the Homefull Mobile Grocery.

**What Is the Homefull Mobile Grocery?**
It’s a full-service grocery store on wheels! We custom built a Freightliner straight truck and created the ultimate movable shopping experience. It will not only provide access to quality, staple grocery items such as produce, meats, dairy, household items and cleaning supplies, but it will also serve as a community resource center to all customers.

A comprehensive array of programming built by health providers and local colleges and universities along with other community resources will accompany the Homefull Mobile Grocery to help address health-related issues as well as increase social well-being and neighborhood cohesiveness.
Where Will the Homefull Mobile Grocery Go?

The Homefull Mobile Grocery will make two to three stops at predetermined sites daily, up to five days a week. These site locations will include churches, community centers, senior housing complexes and low-income, public housing communities. These sites are targeted as areas with the most food access barriers.

Find out where we’ll be next or explore our upcoming events at: https://www.facebook.com/homefullmobilegrocery.

About the Homefull Mobile Grocery

- 2019 Freightliner M2 106 business-class chassis with air ride suspension
- Overall length of 42’ from bumper to bumper
- Two (2) 24’ long expanding sides, one (1) per each side. The curb side will extend out 52” and the street side will extend out an additional 30”.
- Handicap accessible
- Four (4) storage bays shall be provided for each side of the vehicle.
- Retractable awning

PR Contact Information

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Chief Development Officer

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Social Media Channels

Interact with our content on social media or share your own content with these helpful items:

Facebook
@homefullmobilegrocery

Instagram
homefullmobilegrocery

Twitter
@HomefullGrocery

Partners

Homefull, which runs the Homefull Mobile Grocery, assists more than 600 people daily, providing comprehensive services designed to help people find and keep their jobs and homes. Through its community partnerships with other organizations, Homefull is able to offer additional services such as employment, legal and veteran’s assistance, and credit counseling.

Thank you to our partners:

- Montgomery County
- City of Dayton
- Kettering Health Network
- Premier Health
- Ginghamsburg Church
- Aetna Better Health of Ohio
- Fifth-Third Bank
- Dayton Children’s Hospital
- Physicians Charitable Foundation
- The Wallace Foundation
- TriCom B2B
- Signs Now
- RTA