



The Open Door
Julie LaFontaine, President and CEO
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FOR IMMEDIATE RELEASE

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MEDIA ADVISORY

**The Open Door Ribbon Cutting for New
Mobile Market Farmers Truck at Cape Ann Veterans
Services**

GLOUCESTER — The Open Door will hold a ribbon cutting this Friday for its new Mobile Market Farmers Truck purchased with state Food Security Infrastructure Grant funding to increase capacity of The Open Door Mobile Market program to bring fresh fruits, vegetables, and protein choices to underserved neighborhoods.

WHEN:

Friday, Nov. 12 at 10 a.m.

WHERE:

Cape Ann Veterans Services
12 Emerson Ave., Gloucester MA 01930

WHO:

- The Open Door President and CEO Julie LaFontaine
- Members of The Open Door Board of Directors
- The Open Door Team

- Director of Veterans Services Adam Curcuro
- Gloucester Mayor Sefatia Romeo Theken
- Mayor-Elect Greg Verga
- Sen. Bruce Tarr
- Rep. Ann Margaret Ferrante
- North Shore Community College President William Heineman
- Gloucester Public Schools Superintendent Ben Lummis
- Mobile Market Partners including Councils on Aging and Senior Centers

WHAT:

The Open Door will hold a ribbon cutting to mark the arrival of a new Ford E450 Super Duty which will serve as a Mobile Market Farmers Truck. The new truck will increase The Open Door's capacity to distribute good, healthy food, allow the Mobile Market truck to travel longer and farther with fresh produce due to its eco-cooling system, improve shopper choice, and support client directed service.

“The Mobile Market Farmers Truck will be a tremendous asset as we continue to connect local people to fresh produce in a socially acceptable way. It will streamline operations and elevate the experience of our clients,” President and CEO Julie LaFontaine said. “Everyone deserves access to fresh fruits and vegetables, because everyone deserves a chance for a healthy life for themselves and their family. It’s our hope this truck will make that easier than ever.”

When parked at a Mobile Market site, the side of the Farmers Truck opens to reveal multiple display shelves with an array of healthy produce choices so clients can pick the food they need for their families. Inside the truck, along with a service counter and additional storage, an eco-cooling system keeps food fresh. It was purchased with Massachusetts (FY 21) Food Security Infrastructure Grant funds from a social enterprise organization, The Farmers' Truck, based out of New Brunswick Canada.

The Mobile Market Farmers truck will debut this November and will visit Mobile Market sites of The Open Door including underserved neighborhoods, senior centers, schools, North Shore Community College and more.

Media are asked to please wear a mask while attending the event and to RSVP by emailing kelsey.bode@foodpantry.org.

About the Mobile Market Program

The Open Door Mobile Market program was first launched at Riverdale Park in Gloucester in 2005 and has since expanded to serve sites throughout the nonprofit's service area. The Mobile Market program provides qualifying individuals with up to 20 pounds of fresh produce and protein choices at no cost, as well as nutrition education and outreach. The produce is grown locally and purchased wholesale or from the Greater Boston Food Bank.

The program connects families, children and seniors in the North Shore to healthy food in a socially acceptable way in the communities where they live, learn and play. By reducing barriers to access such as transportation, cost of food, nutrition education and social stigma, the program reduces the impact of poor nutrition that leaves many in need vulnerable to devastating health consequences.

All sites are strategically located to reduce the need for transportation and placed in areas with the greatest need.

For more information, visit FOODPANTRY.org or call 978-283-6776.

About The Open Door

The mission of The Open Door is to alleviate the impact of hunger in our community. We use practical strategies to connect people to good food, to advocate on behalf of those in need, and to engage others in the work of building food security.

Founded in 1978, The Open Door is a 501 (c)(3) tax exempt nonprofit and community food resource center for low-income residents of Gloucester, Rockport, Manchester, Essex, Ipswich, Hamilton, Boxford, Rowley, Topsfield, and Wenham. In 2020, The Open Door helped stabilize the lives and health of 9,681 unduplicated people from 4,703 households through the distribution of 2.46 million pounds of food, amounting to 2.05 million meals. Requests for food assistance during this pandemic year were up 27 percent.

For more information, visit FOODPANTRY.org.

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