



NC Produce Distributor: POP Market

POP Market is a small-scale food hub in Durham that buys produce from more than 43 local farmers with a diverse range of growing practices (conventional, pesticide-free and certified organic) to supply businesses, child care facilities, churches, food banks, and others, particularly those in low-wealth communities, with fresh, seasonal produce year-round.

POP Market works with small to mid-size farmers who are growing and diversifying their businesses to meet your unique needs. In the coming year, POP Market is working to recruit minority and women farmers to help increase diversity in the marketplace.

POP Market coordinates, inspects, buys, stores and delivers fresh, seasonal North Carolina produce. Order forms with produce offerings are emailed to customers on Wednesdays; orders must be placed by 12 pm Thursday for delivery on the following Monday (Saturday delivery is also an option). A sample order form provides an idea of options for purchase. Typically, 5 to 10 farmers' products are available each week.

Background:

Founded in 2012, the POP Market is a program of Farmer Foodshare, which provides fresh local food to food insecure community members, while building healthy community food systems. Farmer Foodshare connects people who grow food with people who need food to make fresh, local, healthy food available to everyone in the community, and to make sure that farmers make a healthy living.

As of December 2014, POP Market had moved more than 130,000 pounds of fresh local food across the Triangle.

POP Market

<http://www.popfood.org/>

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