

FREE!



FRESH PICKS



Curbside Market announces a new 12-week free pilot program at your location— to help you try healthy, delicious and affordable food for your family. Fresh Picks are boxes of fruits and veggies normally priced at \$10, but FREE each week at your location until October.

Weekly healthy selections

Each week Curbside Market will offer a new box of pre-packed fresh fruits and vegetables normally priced at \$10. Fresh Picks boxes will include changing seasonal selections of fresh produce from local and regional farms. *As an added bonus, customers will receive a free subscription to the Zipongo App with tools for personalized nutrition, recipes and meal planning.*

Help us make this pilot a success!

Curbside Market needs your feedback and input to make this work for you! The Fresh Picks program has been developed with The Partnership for A Healthier America, who with their honorary chairperson Michelle Obama is committed to helping children and families live healthier lives. We hope you'll participate in a survey at the beginning and end of the pilot period to help us make sure the program

works for you and your family – and see if there is enough demand to add an ongoing Curbside Market stop at your location.

How does it work?

Each week Curbside Market will drop off boxes at your location. Once you register, you'll receive a coupon for the box and there will be a set time for pick-up each week. It's that simple! Then get cooking and enjoy!

Questions about Fresh Picks?

Contact:





About Curbside Market

The Curbside Market is a mobile farmers market that links low-income communities in the Rochester area with fresh, affordable, and local produce. Our fleet of Curbside Market vehicles visits dozens of sites per week, including: affordable housing facilities, senior centers, health clinics, and community centers.

The market is open to everyone and accepts cash, debit, SNAP and various WIC checks. Customers who use their SNAP benefits can get twice the value through the Double Up Food Bucks program.

