

# THE FARMERS' TRUCK

## Increasing fresh food access in under served communities



### The Organization

The Farmers' Truck was created in 2015 to serve food deserts in greater Moncton, New Brunswick. They now share what they've learned starting by designing the ultimate mobile market truck - a first of its kind in North-America.

### The Need

Capital was needed to invest in development and marketing, keep up with demand, and hire the necessary staff. Because the organization is a social enterprise, it did not meet eligibility criteria for grants or other funds available to nonprofits. Accessing traditional loans was a challenge as well.

### The Solution

Through the Investment Readiness Program, non-repayable capital was utilized for development-driven activities. Impact investment opportunities are now sought. To date, 25 trucks have been sold in communities across the continent.

### In Their Own Words

"Social enterprise is understood a lot more in the United States than it is in Canada... More can be done in terms of education, eliminating barriers, and funneling opportunities for finance to open up doors."

## Key lesson(s) or best practice(s) shared

Communication plays a crucial role in applying for impact investment opportunities for social enterprises. It can help you convey your mission and impact, build trust and credibility, and highlight your unique selling proposition.

## AT A GLANCE

### Type of organization

Social Enterprise

### Social finance approach

Social enterprise activity and IRP non-repayable capital

### Sustainable development goal(s)



### Investment readiness stage

Social financial awareness



Business model/  
plan development

Organizational ability



Impact measurement and reporting

