

# COMMUNITY FOOD SYSTEMS: FOOD TRUCKS

## GOALS

To promote food access through creative ways-like restaurants on wheels; they also provide a **STRONG CULTURAL IDENTITY** for the community. Food trucks offer unique ways of incorporating economic development into the food system through incorporation of **MOBILE FOOD VENDING** for diverse backgrounds and cultural experiences. Food trucks offer a business model with relatively low start-up cost that assists persons with diverse backgrounds and socioeconomic status. They also offer opportunities to connect with local food production and community businesses as a means to offer exceptional food in **UNIQUE LOCATIONS** around the city. City infrastructure lends itself in a creative way to promote food access through public easements, mobile truck parks, and city blocks. These ventures allow under-utilized space to connect residents and business owners alike to support local business.

## BENEFITS

- Social justice and access to food
- Creative cuisine
- Local reinvestment of profits
- Employment of local residents
- Local skill development
- Merge public and private space
- Low start-up cost
- Small business incubation
- Neighborhood vitality
- Street vibrancy and character
- Creation of unique policies for food vendors
- Positive use of public space

## COMMUNITY IMPACT

- Encourage start-up businesses: create successful entrepreneurs in unique social settings
- The average food truck start-up requires between \$55,000-75,000: about \$200,000-400,000 less than bricks and mortar.
- Economic Development Generation: In 2012 \$650 million in revenue was generated from food trucks-approximately 1 percent of the total U.S. restaurant sales. It is expected that by 2017, food trucks will generate 3-4 percent of the revenue, or about \$2.7 billion

## NATIONAL BEST MANAGEMENT PRACTICES



**NEW ORLEANS FOOD TRUCKS (NOFTC): New Orleans, Louisiana:** A central resource for all mobile food in New Orleans: offering information for customers and businesses

<http://nolafoodtrucks.com/trucks/crepes-la-cart/>



**FOOD TRUCK ASSOCIATION (DMVFTA): DC, Maryland, Virginia:** Started in 2010 to advocate for fair laws for food truck entrepreneurs

<http://www.dmvfta.org/events>



**CARTLANDIA: Portland, Oregon:** A “bike-centric” food cart haven with over 28 international food carts and full service bar that is open every day of the week

<http://prp.fm/cartlandia-ready-close>



**LOCAL BURRITO: Iowa City, Iowa:** Offers 100 percent natural, locally sourced and non-GMO products that support local farms and local communities

<http://localburrito.com/burrito-food-truck/#menu>

## LET US KNOW ABOUT OTHER BEST PRACTICES

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