Mobile Market Bus

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Imagine an ice cream truck that's filled with fruits and vegetables.

That's the concept behind a new effort to get local food throughout the community, as Amy Bingham shows us in this week's View from the HIll.

When it comes to fresh food, WKU and the Community Farmers Market have put the wheels in motion to break down transportation barriers.

If you can't come to the Farmer's Market, pretty soon the Farmers Market will come to you.

“We realized we needed some way to get fruits and vegetables out to the community so we starting thinking of a trailer or food truck or mobile market and we came up with the bus idea.”

“It opens like this.”

That's where Rustic Nail and Company came in. It specializes in custom builds using reclaimed material.

“we said can you just be creative and make something great for us and they absolutely did."

Rustic Nail designed and built the bus from top to bottom using old Kentucky barn wood for the floor.

"It's all about making it as original and real and touchable as possible."

Even Big Red was on hand when the bus made it's Bowling Green debut this week during the Community Farmers Market at the Barren River District Health Department.

“It’s been just a boon as far as morale and momentum for getting food to the people.”

Beginning early next year the bus will make monthly visits to lower served areas of the community.

"The mobile market will be coming out on its own consigning products from local farmers."

Howell says the mobile market bus is helping fulfill two main goals.

"In the end it's all about farmers making more money and being able to farm fulltime and new consumers buying local foods.That’s our two goals and we keep trying to come back to those and make sure that’s what we’re doing.”

WKU and The Community Farmers Market will soon open a new “indoor” market from November through March. The first one begins November 2nd in it's new location next to the WKU Store on Nashville Road.

With this week's View from the Hill, I'm Amy Bingham.

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