



Mobile Farming Market App

Overview

Our aim is to develop an app for a mobile farmer's market that will travel throughout different neighbourhoods in Belfast, aiming at those with limited access to fresh produce. These markets will offer locally sourced fruits, vegetables, and other sustainable food products at affordable prices.

By bringing the market directly to people, we can eliminate the transportation barrier and make healthy food more accessible.

What is the purpose of the app?

This app serves as the platform to connect local farmers & producers directly with consumers in Belfast.

Did you know? Despite battling extreme weather events like flooding and drought, and facing soaring energy and production costs, data suggests farmers received less than 1% of profits if supplying to a supermarket chain.



Features

Vendor Listings



Local farmers, growers and food producers could register on the platform. Each listing would include information about the vendor, their products, prices, and upcoming market locations.

Market Schedule



Users can access a schedule of mobile farmer's market locations and timings. Attendance can also be registered using a poll system.

Product Catalogue



Users can access a catalogue of available products from participating vendors. Products are categorized by type, with descriptions, prices, and photos.

Notification



The app sends notifications to users about upcoming market dates, special promotions, new vendors, or product offerings.

Feedback & Ratings



Users can provide feedback and ratings for vendors, products, and even the app.

Future Developments...

Ordering & Payment



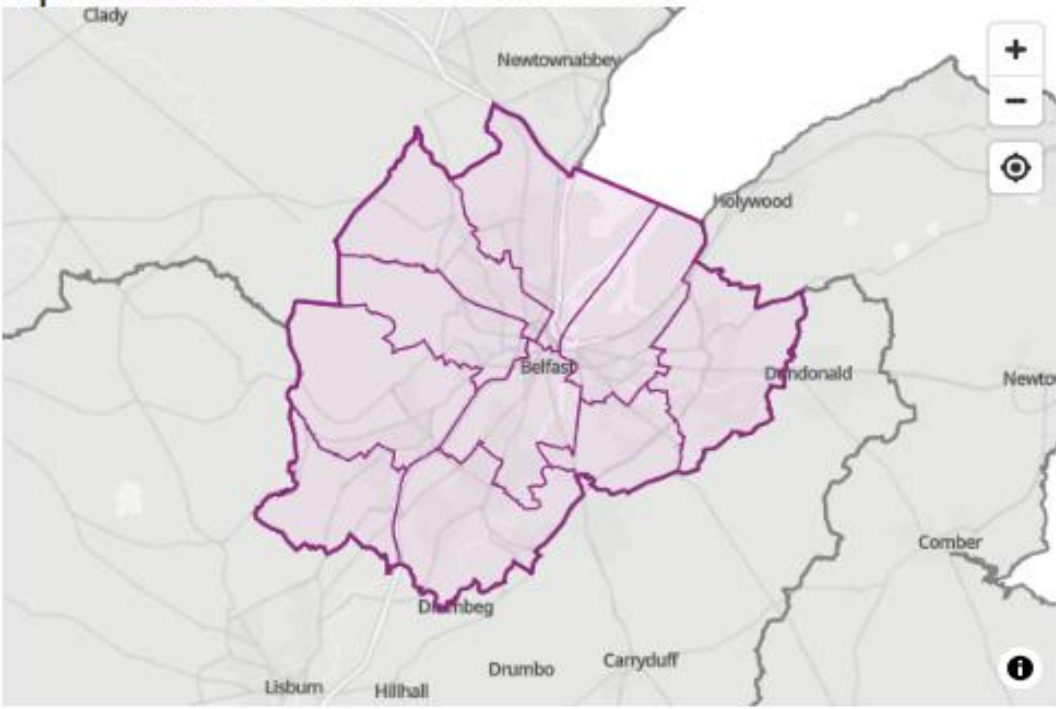
Users can place orders directly through the app for pickup at the nearest mobile farmer's market. The app facilitates secure payment transactions.

Community Forum



Users can engage in discussions, share recipes, tips for sustainable living, and other relevant topics related to food and agriculture.

Explore Belfast - Local Government District



Population density ⓘ
26.0

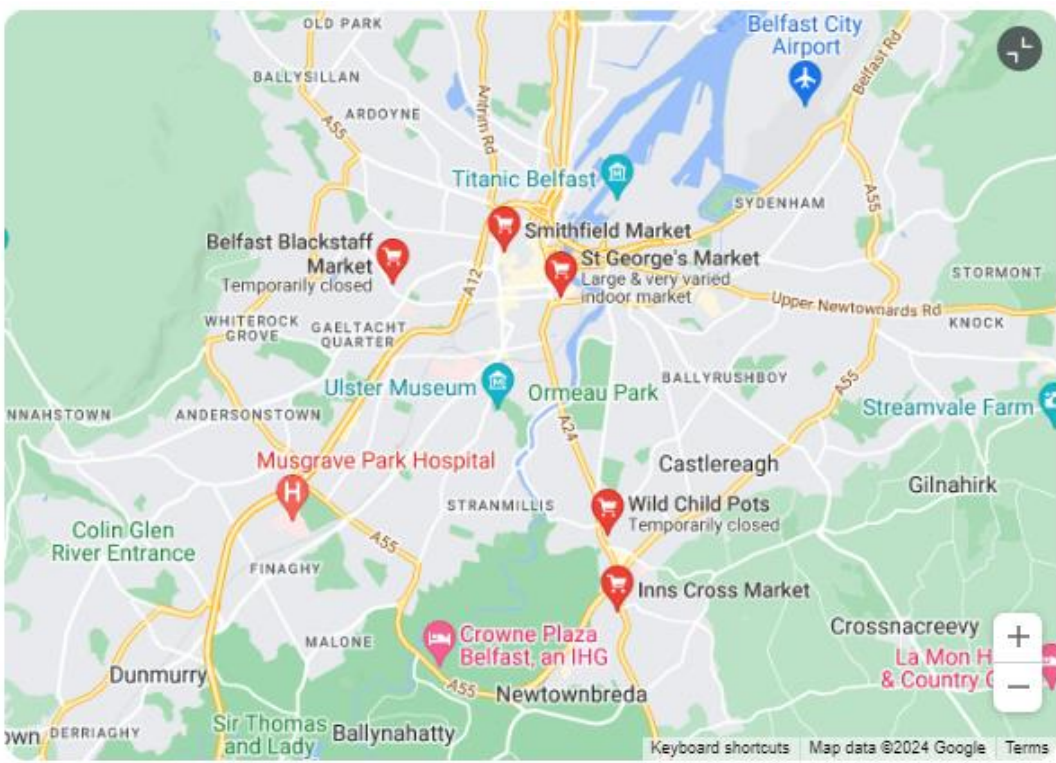
Population ⓘ
345,418

explore.nisra.gov.uk

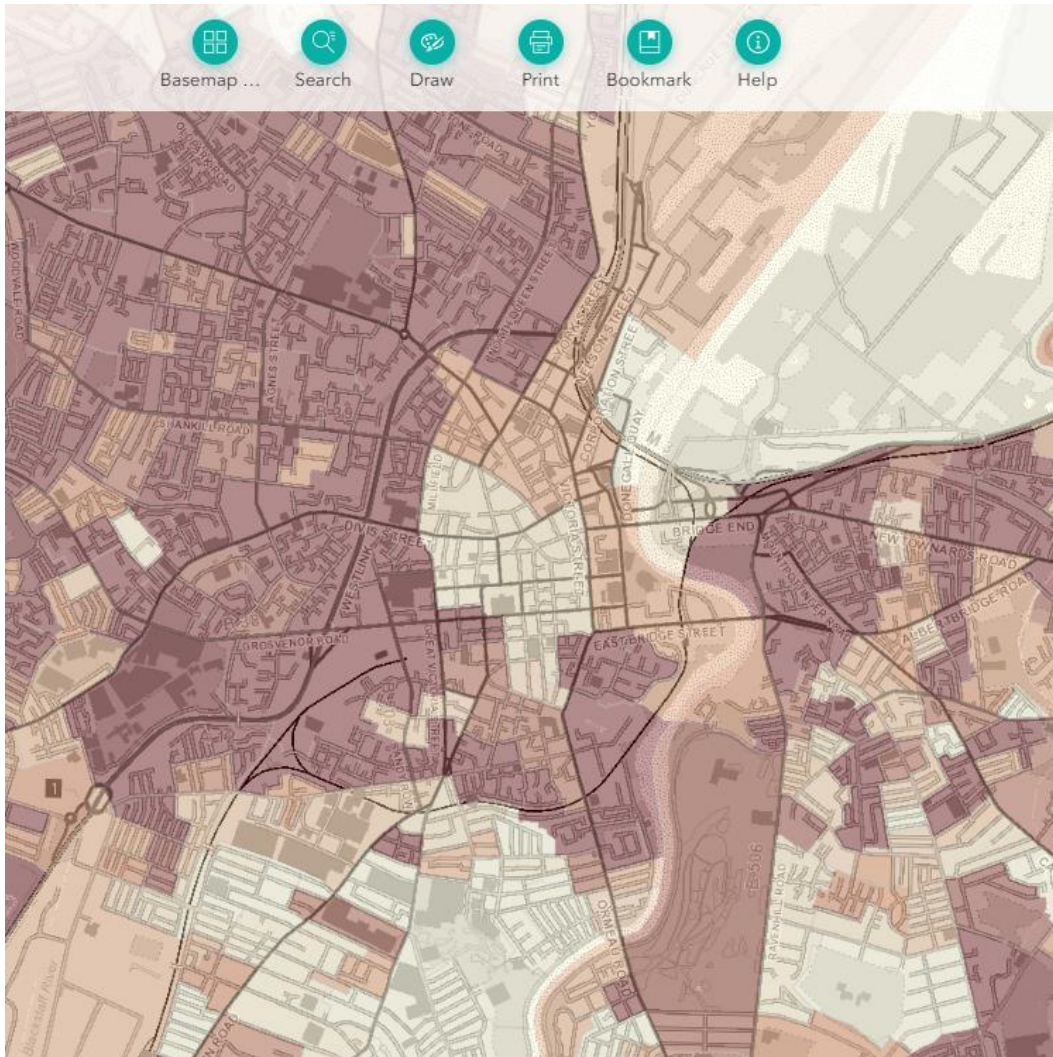
Using Census Data

Using 2021 Census data, we can see that Belfast has a high residential population density (>25p/ha). There are very few farmer's markets available in Belfast (see Google Maps data bottom left).

This prompted us to develop a mobile farmer's market app, making fresh produce more accessible for all.



Queen's Geoportal Data



Using QUB's SPACE Geoportal, we can view health data in the Belfast area. We can see that population-dense areas are suffering from very bad health, which could be due to the lack of fresh produce.

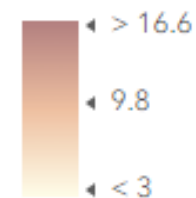
Our app could positively impact the health in these areas.

NISRA Health Data

General Health



Very bad health



[SPACE Geoportal](#)

Case Studies

Newent, England

‘Market To Your Door’ is a small mobile shop and delivery service run by Char and Sue in Newent, England. They noticed the growing demand for fresh local produce, and the lack of shops, bus services and large percentage of elderly people who couldn’t access their goods.

“We gained so many new customers that initially we were almost overwhelmed with demand but as things calmed down and time progressed so did the service.”



[Market To Your Door](#)

San Jose, California

Fresh Approach is a mobile farmer’s market based in California, successfully running for the past 15 years. It connects local communities with healthy food from local farmers. They travel three days a week, setting up markets on the East and South Bay.

“We believe everyone should have access to locally sourced and nourishing food, and that the health of our communities and the livelihood of our local farmers should go hand-in-hand.”



[Fresh Approach](#)

What does a sustainable food city look like?



Our app brings people together to talk about food issues and share solutions. Together we can make sure everyone has access to good food and a healthy community.

Joined up approach



By providing a platform for local farmers and producers to sell their goods directly to consumers, our app helps them access a broader customer base and achieve financial stability.

Connecting local growers and suppliers



By providing a platform for consumers to access locally sourced produce and learn about sustainable farming practices, our app raises awareness about where food comes from and the importance of supporting local agriculture.

Active food citizenship



By implementing criteria for sustainability into our app's vendor listings, we can encourage caterers and procurement managers to prioritize suppliers to adhere to sustainable farming practices, such as organic or regenerative agriculture.

Leadership in public procurement



Our app can connect consumers with local farmers and producers who offer fresh nutritious food at affordable prices, making healthy food more accessible to people with limited budgets.

Food justice



Reducing our impact

We can incorporate features into our app that helps consumers minimize food waste, such as meal planning tools, recipe suggestion for leftover ingredients and notifications about expiring food items. Locally sourced food travels shorter distances, reducing fuel consumption and greenhouse gas emission from transportation.