

Binghamton University

## The Open Repository @ Binghamton (The ORB)

---

Research Days Posters 2021

Division of Research

---

2021

### Assessing the Effectiveness of the CHOW Mobile Grocery Store in Broome County in Increasing Fruit and Vegetable Consumption

Allison Zimmerman

*Binghamton University--SUNY*

Follow this and additional works at: [https://orb.binghamton.edu/research\\_days\\_posters\\_2021](https://orb.binghamton.edu/research_days_posters_2021)

---

#### Recommended Citation

Zimmerman, Allison, "Assessing the Effectiveness of the CHOW Mobile Grocery Store in Broome County in Increasing Fruit and Vegetable Consumption" (2021). *Research Days Posters 2021*. 10.

[https://orb.binghamton.edu/research\\_days\\_posters\\_2021/10](https://orb.binghamton.edu/research_days_posters_2021/10)

This Book is brought to you for free and open access by the Division of Research at The Open Repository @ Binghamton (The ORB). It has been accepted for inclusion in Research Days Posters 2021 by an authorized administrator of The Open Repository @ Binghamton (The ORB). For more information, please contact [ORB@binghamton.edu](mailto:ORB@binghamton.edu).

# Assessing the Effectiveness of the CHOWbus on Increasing Fruit and Vegetable Consumption

Allison Zimmerman  
Envi 205: People, Politics,  
and the Environment

## BACKGROUND:

All across the country obesity is on the rise and has become a major contributing factor in affecting the health of the population. Most Americans don't eat enough vegetables, fruit, or whole grains and eat too much sugar and refined grains. Access to healthy food is known to be important to maintaining good health. Household income, employment status and the presence of a grocery store all determine healthy food access to underserved, at risk populations. Recently mobile market stores have been used to increase this access in many underserved communities.

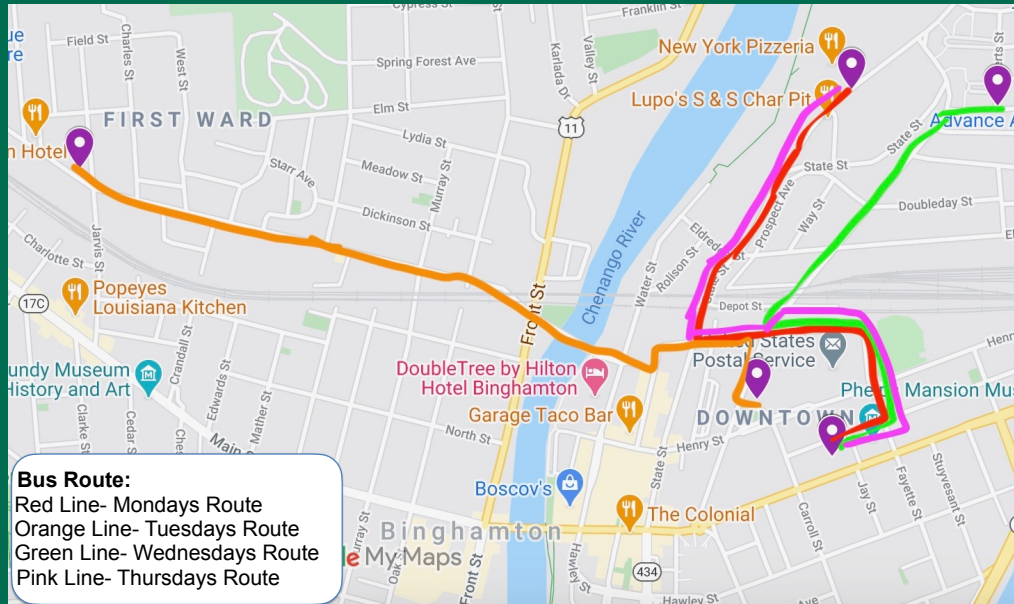
## METHODS

- Toured the CHOWbus and met with the director of CHOW
- Interviewed employees involved in the CHOWbus

## REFERENCES

The employees at the Community Hunger Outreach Warehouse (CHOW)

“When it [produce] is available it is needed”  
-Peter Farquharson (CHOW employee)



**Figure 1:** Each pin on the map represents where the CHOWbus stops on its route throughout Broome County. The bus has a different route for every day of the week. The different routes are highlighted in different colors in order to clearly depict the bus routes.



Image from broomcouncil.net



Image from foodandhealthnetwork.org



Image from broomcouncil.net

## CONCLUSION

From my interviews I was able to conclude that the CHOWbus has a positive impact on fruit and vegetable consumption in the communities it serves

## LIMITATIONS

- CHOW does not keep any concrete records about the bus and its impact on the community
- Due to Covid-19 the CHOWbus was suspended and therefore access to the products sold were limited which impacted my ability to collect and analyze data.

## ACKNOWLEDGMENTS

I would like to thank Dr. Valerie Imbruce for her continued knowledge and guidance.