**Fresh Express** is a mobile, fresh produce market that seeks to enhance the health of Discovery Triangle residents by increasing access to healthy, fresh produce in low supermarket access and food desert areas.

Fresh Express also offers nutrition education and health screenings at elementary schools, senior living facilities, low-income housing projects, and other community centers in the Discovery Triangle region.

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**Letter from CEO**

**Don Keuth**

**Welcome to the inaugural annual report for Fresh Express!**

This has been quite a year for the team, and we’re extremely pleased with our first year results. On the subsequent pages, you will find a breakdown of Fresh Express’ progress during our first year. You can review our sales numbers, the number of produce items sold, and the various locations that Fresh Express has the honor of serving. You will also learn about how Fresh Express worked closely with community partners to provide access to high quality fruits and vegetables in areas with little access to healthy food.

I want to speak to the amazing community collaboration that brought this great idea to fruition. A generous grant from JP Morgan Chase helped us define our mission and hone our objectives. The early engagement from UMOM New Day Centers, Peddler’s Son Produce, the ASU College of Nursing and Health Innovation, and Valley Metro set the stage for how we could successfully make this work. And through the generous contributions from our investors, we had the privilege of serving over 7,000 customers by bringing them nutrition resources to improve their health and wellbeing.

Our efforts are being recognized in the business community. We were graciously awarded a Crescordia Award for Multimodal Transportation and Connectivity from Arizona Forward. We also received an esteemed award from the Arizona Transit Association. Moving forward, we will continue to expand our efforts with the same passion and collaboration that made us so successful during year one.

Most of all, we are proud to be given the opportunity to tackle the problems associated with food deserts and begin to create a healthier community in the Discovery Triangle.

Thank you for all your support. I will see you on the bus!

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Don Keuth
President and CEO
FIRST YEAR HIGHLIGHTS

7,288
TRANSACTIONS

ANNUAL PRODUCE COST
$49,298.23

ANNUAL PRODUCE SALES
$50,033.50

52%
CASH

36%
CREDIT / DEBIT

12%
SNAP / EBT

59
CUSTOMERS DAILY

364
ITEMS SOLD DAILY
Fresh Express is already incorporating additional stops into the schedule and will continue to expand its reach in the Discovery Triangle region in the coming year.
Year to Date Produce Items Sold

- **3,999** RED APPLES
- **3,921** LEMONS
- **3,819** ORANGES
- **7,430** AVOCADOS
- **3,483** TOMATOES
- **2,813** CUCUMBERS
- **1,825** STRAWBERRIES
- **1,440** GREEN BELL PEPPERS
- **1,394** ZUCCHINI
- **1,503** BROCCOLI
- **1,728** GRAPES
- **667** ROMAINE LETTUCE
- **1,206** YELLOW ONIONS
- **1,440** ROMAINE LETTUCE
- **2,453** SWEET POTATOES

Total: **15,588** BANANAS
Fresh Express Community Health Outreach

HEALTH PROMOTION PROGRAM
In partnership with the ASU College of Nursing and Health Innovation, Fresh Express by Discovery Triangle is proud to offer health screening and nutrition information to our customers. In our first year of service, seven cohorts of 4th year ASU nursing students have given more than 400 customers basic health screenings, which include checking blood pressure and blood glucose levels, and offering flu shots!

SNAP MATCHING FUNDS DRIVE
To encourage our customers to buy more fruits and vegetables, we launched a pilot program that doubles all produce purchases when customers use their SNAP/EBT benefits. Since the program’s inception in December 2014, Fresh Express has matched over $1,875 in SNAP benefits. Are you interested in becoming a sponsor for this program? Contact us to find out how your donation can help families eat more servings of fruits and vegetables!

COMMUNITY EDUCATION
In addition to selling fresh, affordable fruits and vegetables, Fresh Express by Discovery Triangle and the Junior League of Phoenix also conduct nutrition education and health outreach in underserved neighborhoods. Fresh Express regularly attends community health events in low-supermarket access areas, and is committed to helping our customers make healthy choices to better their lives.

Note From The Director
As Director of Operations for Fresh Express, I am honored to have been part of such a momentous first year. It is incredible to think that in just one year, Fresh Express has made over 500 visits to food desert areas in the Valley! In the coming year, we will continue to expand our efforts in these neighborhoods by adding more service locations and offering health and nutrition resources to the community.

Our first year could not have been possible without the help of our fantastic sales associates. Jeff and Kathy first started as Fresh Express volunteers while enrolled in the UMOM culinary and barista training program. Upon completion, they became contract workers and eventually full-time employees with Fresh Express. They have worked tirelessly to ensure that our customers receive exceptional service time and time again. I am grateful for their patience and their willingness to learn new things.

Everyday, I am reminded of the struggles that many in our community face just to provide healthy food for their families. While there is still so much more to be done, it is my hope that Fresh Express is becoming a trusted resource for fresh, affordable fruits and vegetables in these underserved neighborhoods. Thank you to all of our partners, sponsors, and customers for helping Fresh Express build lasting relationships in the Discovery Triangle community. We’re so happy to have you on board!

-Elyse Guidas, MPH
A PARTNERSHIP BETWEEN

Virginia G. Piper Charitable Trust

A SPECIAL THANKS TO OUR GENEROUS DONORS, SPONSORS AND COMMUNITY PARTNERS