



Our Market

From May to Dec 2024, the Glenroy market sold 5,577 kg of fresh and culturally appropriate fruit and vegetables and 394 doz eggs. That's **37,180 serves** of fruit and vegetables and **2,364 serves** of protein.

"It's amazing. It's so good, so you don't have to pick and choose good pieces. It's just all fresh fruit and fresh vegetables."

Customers had access to a range of **90 types of fresh fruits and vegetables** to support their diverse and nutritious diets.

88% of customers said prices were **affordable**

89% of customers thought the produce was of **excellent quality**.

Merri food hub prices were on average **20% cheaper** than the closest major supermarkets.

Our Community

Our market served 47 households per week. That's up to **130 family members per week**.

Our culturally diverse customers collectively spoke **16 different languages**, hailing from Southern, Central, East and South-East Asian countries as well as Middle Eastern, European and African nations.

"Most of all, I think, I like that it's like home...you know the people and the same faces every time when you go."

48% of those surveyed **receive government support** and **2/3** are either **unemployed** or **work part time**.

44% of Merri food hub customers worried that they would not have enough money to buy the food that they needed to feed themselves and their families, and for **23% this worry became a reality. For over a third this happened every fortnight**. For another third this happened once a month.

Our Impact

By shopping at Merri Food Hub:

85% of market customers felt more connected to their community

"I spent time talking to people, met new people while I was shopping"

59% of customers consumed more fruit

46% consumed more vegetables

Importantly, the markets' different format to supermarkets allows people from the community with different sensory needs, greater access to fresh food.

"Access to the market has been a huge change, a huge impact, as I can take my son with the support worker. The market is calm and quiet: it means he can look at the fruits and vegetables and choose the ones he likes. Because he can choose his own food, he's much more likely to eat it."



Our Voucher Program

The voucher program ran from Jul to Oct 2024 at Merri Food Hub's Glenroy and Fawkner markets distributing **\$14,000** in vouchers to **50 households** totalling **189 family members**.

54% of recipients **spent \$26-50 per shop** and **40%** **spent \$51-100 per shop**.

75% of recipients are currently **unemployed** and **81%** are receiving some form of **government support**.

"Merri [food hub] did a good job helping us to survive. Please do the markets again. Don't stop."

Voucher recipient experience much higher rates of food insecurity, with **88% worried they would run out of money to buy food**. **Half of recipients** actually did run out of money to purchase food on a **fortnightly basis**.

"Appreciate the help so much, it was amazing for all of us receiving these"

Our Voucher Recipients

Market customers and organisers reported that this generosity helps to build **community reciprocity**, and feeds the strong community spirit that characterises the markets.

"We have someone who is one of our customers, who receives vouchers, who brings food. That's just lovely, he's food insecure, but he is still bringing his food and sharing."

88% of survey respondents mentioned that the voucher program and markets **supported the community as a whole**.

"It just shows you how important it is and how valued it is for the community. It's a need, and because there's a need, there's many people who say, 'Yeah, I'll help you'. It's very amazing."

Our Voucher Impact

Over half of voucher recipients attended the markets **every week**, with **93% purchasing more food** as a result of the program.

100% of recipients reported that they **could allocate more of their income** to other necessities such as bills.

93% of recipients **ate more fruit and vegetables** as a result of accessing the markets.

"I prefer using the vouchers because you can choose what you want and how much."

100% of people who utilised the vouchers at the markets also reported that the voucher program gave them a **greater variety of choice** compared to other food relief services

"We can make the food we like, and enjoy it as a family"

"[Other food relief parcels] to be honest, half of it we couldn't use because my son wouldn't eat it"