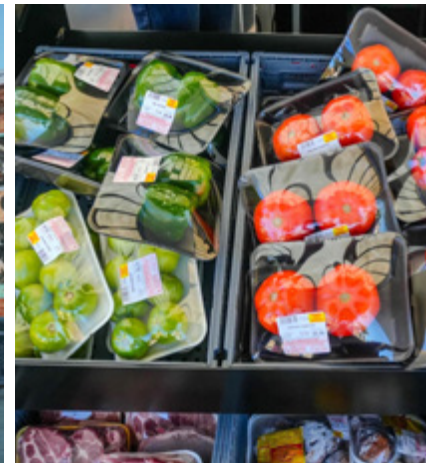




**SHOWCASE**

## Farmacy Marketplace

Driving a Food Revolution in Rural Mississippi



In the Mississippi Delta where one in five households face food insecurity, fresh food access has long been a structural challenge. Because families must travel 20 miles or more for groceries, many often must choose to rely on fast food, skip meals or leave work early to take two buses to a store. These barriers affect opportunity, education and long-term health.

In 2024, with support from the Social Impact Funds, In Her Shoes launched Farmacy Marketplace.

**This mobile grocery truck is transforming how rural communities access nutritious groceries in the heart of food deserts.**

The impact has been dramatic:

- **Provided weekly access to fresh food** for more than 6,000 residents.
- **Doubled Electronic Benefits Transfer (EBT) value** through Double Up Food Bucks.
- **Awarded a three-year USDA Local Food Promotion Program grant.** Secured after years of effort, this grant is enabling Farmacy Marketplace to expand routes, upgrade refrigeration

### THE CHALLENGE

Many Americans live **20+ miles away** from fresh groceries

**1 in 5 residents** in the Mississippi Delta face food insecurity

### FARMACY MARKETPLACE IMPACT

**6K+ residents** received weekly access to fresh food

**2X increase** in EBT value through Double Up Food Bucks

**3-year USDA grant** is expanding service & scale

and scale marketing for local farmers.

- **Partnered with Humana & UnitedHealthcare** to integrate payment systems that accept health plan benefits and SNAP incentives, removing cost barriers and enabling families to choose nutritious food. These partnerships represent a growing recognition that food access is health care.

Through its active presence in local communities, Farmacy Marketplace generated insights, built trust and revealed the scale of unmet need. These insights inspired the organization's next chapter: "food clinics."

Made from retrofitted shipping containers, Farmacy Marketplace food clinics function as permanent fresh food stores, offering refrigeration, shelving and daily hours at a fraction of the cost of traditional grocery infrastructure. The first opened in December 2025 in Mound Bayou, Mississippi, a community of 1,700 residents without a single grocery store. This modular model is designed for replication, creating sustainable access points while supporting local farmers and strengthening regional food systems.

By increasing access to fresh food, In Her Shoes is reducing cardiovascular risk and improving quality of life. From mobile markets to modular food clinics, this work demonstrates that innovation can turn food deserts into hubs of nutrition and opportunity.

Farmacy Marketplace brings fresh food to a food desert & helps residents overcome cost barriers.



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## Explore the Breakthroughs Transforming Health and Opportunity for All.

Learn more about how the Social Impact Funds are catalyzing solutions that improve lives and communities.

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The **Social Impact Funds** are part of American Heart Association Ventures, the group that leads and coordinates the venture capital programs of the American Heart Association. [heart.org/SocialImpactFunds](https://heart.org/SocialImpactFunds)



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