

## FOOD TRUCKS

Food trucks promote food access through creative ways-like restaurants on wheels; they also provide a strong cultural identity for the community. Food trucks offer unique ways of incorporating economic development into the food system through incorporation of mobile food vending for diverse backgrounds and cultural experiences. Food trucks offer a business model with relatively low start-up cost that assists persons with diverse backgrounds and socioeconomic status. They also offer opportunities to connect with local food production and community businesses as a means to offer exceptional food in unique locations around the city. City infrastructure lends itself in creative ways to promote food access through public easements, mobile truck parks, and city blocks. These ventures allow under-utilized space to connect residents and business owners alike to support local businesses.

### Public Input Sessions:

- Dubuque: None of the food trucks are organic
- Industry locations: Many people would appreciate the opportunity for local food choice
- Galena, IL: Need access to local food in subdivisions that are not in walking distance to grocery stores

### Economy

- The average food truck start-up requires between \$55,000-75,000: about \$200,000-400,000 less than bricks and mortar.
- Economic Development Generation: In 2012 \$650 million in revenue was generated from food trucks-approximately 1 percent of the total U.S. restaurant sales. It is expected that by 2017, food trucks will generate 3-4 percent of the revenue, or about \$2.7 billion