



NEWS RELEASE

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Coastal Credit Union and Ripe for Revival Debut New Mobile Food Market

RALEIGH, N.C. (June 14, 2024) – On June 13, [Coastal Credit Union](#) and [Ripe for Revival](#) hosted a ribbon cutting and announcement of their new partnership. The event showcased Ripe for Revival's new Coastal-branded mobile food market that will participate in community events feeding those in need. Funding for the mobile market was made possible in part through more than \$100,000 in grants from the [Coastal Credit Union Foundation](#).

"We're proud to be a collaborative partner with Ripe for Revival," said Tyler Grodi, Coastal's president and CEO. "The mobile market is a wonderful resource for the community, and we know that there's a strong correlation between food insecurity and financial vulnerability. By teaming up, our goal is to help address both."

Ripe for Revival works to address common factors that contribute to food insecurity, such as transportation, proximity to grocery stores, and income. The mobile market program features a fleet of transit buses and trailers that have been retrofitted with produce shelving, refrigeration, freezers, and mobile cooking carts. Buses are routed to reach communities in need and make fresh, healthy, local produce, proteins, dairy, and eggs accessible and affordable.

The mobile market follows a "pay what you can" model and provides nutrition education and taste testing to highlight the produce that's available each day. Each person leaves with a recipe for future recipe preparation. Helping to build confidence and dignity with each experience.

Ripe for Revival also works directly with farmers to purchase excess produce that would otherwise be left in the field to "bridge the gap between farm excess and food access."

About Coastal

Coastal Credit Union is a not-for-profit, member-owned, financial cooperative, offering a full range of financial products and services. Coastal was chartered on August 31, 1967, with the mission of fostering the credit union philosophy of "people helping people." Today, with \$5.15 billion in assets, Coastal serves 332,000 members from 1,800 business partners and is among the leading financial institutions in North Carolina. Coastal operates 24 locations in central North Carolina and serves members in all 50 states through a network of 5,600 shared branches, 30,000 surcharge-free ATMs, mobile banking featuring mobile check deposit, and a robust offering of online services at www.COASTAL24.com. For more Coastal news, visit our [online newsroom](#).

About the Coastal Credit Union Foundation

The Coastal Credit Union Foundation is a 501(c)(3) nonprofit and a separate entity from the credit union. The mission of the Coastal Credit Union Foundation is to enrich the lives of Coastal members and their communities by providing financial support to 501(c)(3) organizations, particularly in the 16-county market of Central North Carolina. Learn more at www.coastal24.com/foundation/.

About Ripe for Revival

[Ripe for Revival](#) is a Rocky Mount, N.C. nonprofit with a fleet of buses converted into pay-what-you-can mobile grocery stores. Ripe for Revival is the nonprofit arm of Ripe Revival, an eastern North Carolina produce company founded by entrepreneur Will Kornegay to help farmers find markets for the imperfect produce that they could not sell to grocery stores. The fleet of six mobile markets sell local produce, meat and dairy to the public, including many families experiencing food insecurity, at up to 18 sites and events per week in Beaufort, Edgecombe, Halifax, Lenoir, Nash, Pitt, Sampson and Wake counties. The nonprofit also operates community farms at Southern Nash High School and Nash Community College to supply those mobile markets and hosts educational events about health and nutrition in the communities they serve. Info: riperforrevival.com.

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