

FOR IMMEDIATE RELEASE

Second Harvest Food Bank Brings Mobile Grocery Market to Central City with New Stop at Guste High Rise

New Orleans, LA — September 18, 2026 — Second Harvest Food Bank, in partnership with the Housing Authority of New Orleans (HANO), is launching a new Makin' Groceries Mobile Market stop at Guste High Rise in Central City. The mobile market is a grocery store on wheels, built for neighborhoods where the nearest full-service grocery store is too far to reach. Starting today, residents can shop for fresh produce, proteins, dairy, and pantry staples at affordable prices. The market accepts cash, card, and SNAP/EBT.

The new stop will operate on the first and third Friday of each month from 9:30AM-11:30AM at 1301 Simon Bolivar Ave., giving Guste High Rise residents and Central City neighbors a regular, walkable option for groceries.

The Mobile Market expansion in Southeast Louisiana is funded in part by Baptist Community Ministries. additional Mobile Market funding in Southeast Louisiana is provided by Humana, Ochsner Health, and the CF Industries Foundation.

"The Mobile Market is set up like a neighborhood grocery store. Residents choose what they need and bring their groceries home. When we pull up to Guste High Rise twice a month, that is what food access looks like in practice," said Celene Hernandez, Impact Director at Second Harvest Food Bank.

Guste High Rise is one of HANO's residential communities in Central City, a neighborhood where grocery access has long been limited. The Mobile Market helps bridge that gap by bringing a full selection of affordable food directly to residents, on a predictable schedule, in a setting that feels like shopping at any neighborhood store.

"Our residents at Guste High Rise have told us that getting to a grocery store is one of their biggest challenges. Working with Second Harvest Food Bank to bring the Mobile Market here puts fresh, affordable food right where they live," said Marjorianna Willman, President and CEO of the Housing Authority of New Orleans.

Across South Louisiana, 1 in 5 people experience hunger. In Orleans Parish, many neighborhoods sit more than a mile from the nearest grocery store, making regular access to fresh food difficult for residents without reliable transportation. The Makin' Groceries Mobile Market is one of the ways Second Harvest Food Bank is working to put food within reach for more neighbors.

For more information about the Makin' Groceries Mobile Market, including locations and schedules, visit no-hunger.org

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About Second Harvest Food Bank

For over four decades, Second Harvest Food Bank has led the fight against hunger in South Louisiana by providing food access, advocacy, education, and disaster response. As the state's largest charitable anti-hunger network, Second Harvest serves more than 500 community partners and programs across 23 parishes spanning from the Mississippi border to the Texas state line. Second Harvest Food Bank is a ministry of the Archdiocese of New Orleans, a member of Feeding America, and a United Way partner agency. Join the mission to end hunger at no-hunger.org and follow @2ndHarvestNOLA on Facebook, Instagram, and LinkedIn.