Wallace Community
College Selma

3000 Earl Goodwin Parkway
Selma, AL 36701

Mobile Market Brings Fresh Food and Local Farm Products to WCCS



The UAB Live HealthSmart Alabama Mobile Market serves shoppers during its November 5 visit to WCCS.

Selma, Ala. - Wallace Community College Selma welcomed the UAB Live HealthSmart Alabama Mobile Market to campus Thursday, November 5, 2026, bringing fresh groceries and locally grown produce within reach of students, faculty, staff and area residents.

The market stopped in the front parking lot by the gym from 10 a.m. to noon. Shoppers could purchase fresh produce, pantry staples, proteins and dairy, with cash, credit and debit accepted.

For Mark Peterson, founder and CEO of Ziscuit, the visit was about expanding access to quality food while supporting the people who grow it. He said the partnership also complements the college's existing food pantry efforts.

Supporting student well-being

Peterson said access to affordable food is an important part of supporting students, particularly those balancing education costs with everyday needs. He praised Wallace's attention to students' personal health as part of their overall college experience.

"That partnership has absolutely been wonderful because the college itself is committed to making sure that all aspects of student life is looked after, including their personal health," Peterson said.



A shopper looks through grocery items inside the mobile market.



A shopper checks out with groceries during the campus stop.

Peterson said the market aims to work alongside the college's pantry system by offering additional food choices and more opportunities for students to obtain groceries.

Connecting shoppers with local farmers

With Thanksgiving approaching, Peterson highlighted collard greens, mustard greens, turnip greens, and large sweet potatoes among the locally grown items available. He said those products came from farmers in Selma, connecting purchases at the market with support for the local agricultural community.



Fresh greens are among the produce available to shoppers.



Sweet potatoes are displayed for purchase inside the market.

"We love the fact that our shoppers are buying them. We love it even more that we're putting that money right back in with our local farmers," Peterson said.

Expanding access beyond the campus stop

Peterson also described a virtual market designed to give students and shoppers throughout Selma another way to obtain groceries. He said shoppers can purchase items online, prepay, and arrange pickup or curbside assistance.



A shopper poses with fresh greens inside the mobile market.



A selection of fresh produce lines the mobile market shelves.

"We continue to try to innovate and offer more options and more access to those who need it the most," Peterson said.

At the time of the interview, he said he planned to deliver additional greens that afternoon to people who had been unable to get them during the market stop.

Shoppers interested in the virtual market can visit app.ziscuit.shop to explore the service Peterson described.

The campus visit brought together food access, student support and local agriculture, giving the Wallace community a convenient place to shop while helping connect Selma farmers with customers.

Through opportunities that support students and the surrounding community, Wallace Community College Selma continues its commitment to Building pathways. Creating opportunities. Changing lives.