

Quote of the Month

"We are getting lots of produce and it flies off the shelves! Ten years ago when I started everyone came in looking for candy and processed food and more visitors were obese. In the past few years we've seen more visitors coming in looking for fresh food and asking how to cook it. Last week we had a woman come in who said she'd lost 17 pounds because of the healthy fresh food distributed from the food shelf."

- Larry, volunteer at Just Basics Food Shelf Montpelier

Are you interested in becoming a VT Fresh partner? Please contact us!

Michelle Wallace
Director of Community Health and
Fresh Food Initiatives
802-477-4125
mwallace@vtfoodbank.org

Sara Whitehair
VT Fresh Coordinator

VT FRESH is a Vermont Foodbank program that celebrates fresh food and helps to transform community food shelves with beautiful displays and cooking demos.

Strategy: Sharing Recipes!!

Many times when we are out in the community chatting with food shelf visitors we hear "I would love to eat kale but I don't know what to do with it!" If you've ever encountered this, here are some creative ideas that have worked well at other community food shelves.

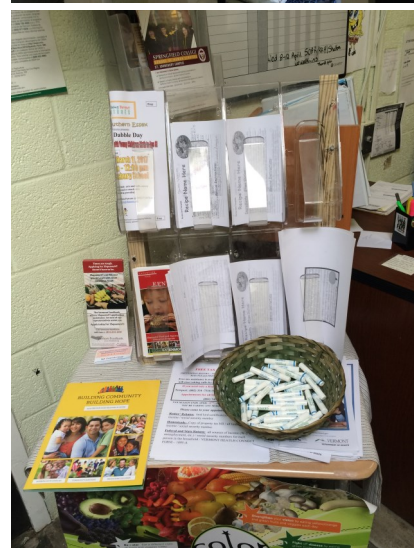
The first one, and perhaps the easiest, is to have a conversation with food shelf visitors about the vegetable in question. Provide a few quick ideas and share your favorite way of cooking it. Recipes also go a long way in easing visitors' discomfort in cooking a new vegetable. Visitors can bring the recipe home and potentially even get all the ingredients they need at the food shelf to make that item.

NEKCA Food Shelf in St Johnsbury supplies recipes to their visitors. They have 2 large displays that feature VT Fresh recipes as well as a binder filled with more. All a visitor has to do is browse the binder and ask for a photo copy to be made of any recipe.

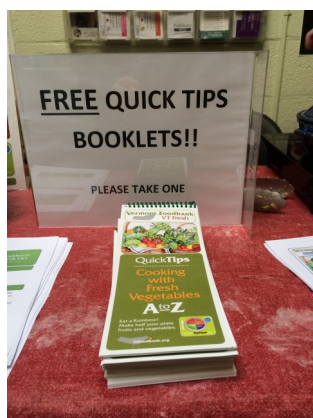
The **Sheffield Food Pantry** has recipes available at their checkout area. There are both VT Fresh recipes and other recipes that they have printed out from the internet.

BROC Food Shelf in Rutland also provides recipes to their visitors. Printed recipes are available in both the waiting room and the shopping area. Having recipes in the waiting area is a great location as visitors can look through them and pick out a recipe while they're waiting to shop.

Along with VT Fresh recipes, The **VT Fresh Quick Tips booklet** is a handy reference tool. It's filled with 4 - 8 quick ideas for 30+ different vegetables. Visitors can bring a booklet home and hang it on the refrigerator (it comes with a magnet on the back!) At our demos we also offer photocopies of quick tips for the vegetable we are featuring for the day. Visitors can take the handout home with them instead of the whole booklet if they prefer.



NEKCA Food Shelf, St Johnsbury



We are happy to share an electronic versions of our recipes and Quick Tips with you if you are interested! Just let us know.



Sheffield's Food Pantry