



Report is due via email on Wednesday Sept 30, 2020.
All funds must be spent by this date.
Please send to rbertola@vtfoodbank.org

Date:

Name of Organization:

Contact Person:

Email:

Phone:

Grant Received (If applicable): \$

(This is the grant money / check your organization received from VT Fresh.)

****Important Note: Due to COVID-19, we fully understand that some of the items received may not have been able to be put to full use yet. Please answer the following questions to the best of your ability and note the impact of COVID if applicable.**

1. REQUIRED: Please send 3-5 photographs via EMAIL of the strategies you have implemented around fresh produce.

If possible, before and after pictures are a great representation. Pictures that include produce are also a great way to showcase any displays or storage or distribution systems!

2. Approximately how many POUNDS of FRESH PRODUCE did you distribute in FY2020 (Oct 1 2019-Sept 30 2020)? Please estimate if needed.

3. Please describe WHAT your organization was able to accomplish as a result of your participation in VT Fresh. What was the IMPACT of the VT Fresh program on your organization/community?

This could include for example activities related to the following: Displays, Procurement, Storage, Convenience, Signage, Policies around Food Access, Food Safety and other Food Environment/Organizational changes.

4. Please describe any specific policies you have in place to increase access to fruits and vegetables? (i.e. hours of operation, special produce distribution days, rules around # of times visitors can access produce, quantities of produce visitors can take, nutritional guidelines you use for purchased foods, COVID response strategies, etc). **Are any of these policies new this year?**

5. How has Fresh Produce distribution at your site changed due to safety responses to COVID-19?

6. Please describe a “success story” that you attribute in part to VT Fresh. This could be for an individual food shelf visitor, staff, volunteers, and/or for your organization.

7. If you received a grant from us (i.e. check in the mail), please list items and amounts spent with grant funds your organization received. (Only include the expenses you directly incurred with this grant money)

8. Please tell us what kinds of supplies and materials you need in 2021 from VT Fresh to continue promoting and distributing fresh produce? Please list in order of highest priority.

1.

2.

3.

4.

5.

9. Other comments, suggestions, etc.

****More on the next page**

REQUIRED

Which activities did you implement in 2020?

Please answer YES to any strategies you implemented even if it was for just a portion of the year/
prior to COVID. And please help us understand the impact of COVID on these strategies.

VT FRESH GOAL	SUPPORTING RESEARCH	FY20 PRIOR TO COVID Did you implement? Yes or No?	FY20 DURING COVID Did you implement? Yes or No?	STRATEGIES
<p>1</p> <p>IMPROVE THE VISIBILITY, PROMINENCE AND LAYOUT OF PRODUCE DISPLAYS</p>	<p>Making fruit and vegetables prominent and highly visible is one of the most important strategies for increasing their consumption.</p>			<ul style="list-style-type: none"> ➤ Create beautiful / attractive and well organized displays. Combine with signage. ➤ Make displays prominent, highly visible, centrally located and easy to get to. Focus on front and center placement of produce at eye level. Give produce preferential placement in the food shelf. ➤ Take into consideration the appeal that “natural” has when creating displays and signage. Be inspired by local farmer’s market type displays. ➤ Display produce in attractive baskets, bowls or free standing containers. Consider having produce in 2 or more separate locations in the space for ‘repetitive exposure.’ For example – one in the waiting room and then again in its normal location. ➤ Make produce appear more abundant and plentiful. Have different sizes of containers or keep bins looking full by placing crushed paper bags under produce to add bulk and lift. ➤ Other Strategy / Comments / Notes:
<p>2</p> <p>PROVIDE TIMELY REMINDERS AND POINT-OF-DECISION PROMPTS</p>	<p>Many people are interested in opportunities to eat a little better, but they need to be reminded at the right time.</p>			<ul style="list-style-type: none"> ➤ Promote produce with signage, produce banners, posters and other printed materials. Consider large vibrant photos of fruits and vegetables. ➤ Consider using large arrows on the floor, walls or ceiling pointing visitors towards the produce section. Research has documented that this strategy increases fruit and vegetable selection.

				<ul style="list-style-type: none"> ➤ Use shelf labels or a color coding/ guiding star system as a quick visual cue that brings attention to and signals healthier choices. ➤ Place signs on shopping carts or baskets facing the shopper that remind them to choose and select fruits and vegetables. ➤ Feature a fruit or vegetable each day with special signage, fun facts and recipes highlighting why it is appealing, etc. Place signage in waiting areas, entrances, walkways, at check-in counters highlighting the desirability of the item with an appealing image. ➤ Display recipe cards near items / on the shelf next to items you want to encourage OR provide recipes and other nutrition related information to visitors ➤ Emphasize the ‘value’ of the foods you want to encourage. Consider using labels that indicate value such as local, fresh, organic, quality, natural, etc. ➤ Provide training to staff and volunteers on ways to promote fruit and vegetable consumption with simple, personal messaging and encouragement. Remember we are greatly influenced by the people around us. ➤ Other Strategy / Comments / Notes:
<p>3 IMPROVE PROCUREMENT AND STORAGE TO INCREASE THE AVAILABILITY AND VARIETY OF FRUITS AND VEGETABLES</p>	<p>People consume more fruits and vegetables when they have more options to choose from.</p>			<ul style="list-style-type: none"> ➤ Make fruits and vegetables a larger share of food distributed. ➤ Increase the variety of choices by offering many different types of fruits and vegetables. ➤ Offer different forms – fresh, frozen, dried and canned. ➤ Improve storage capabilities. Use display coolers with glass doors for produce. Consider improving systems for root storage and winter crop storage. ➤ Improve systems to procure more fruits and vegetables. Consider additional pick-ups of produce from the VT Foodbank regional produce

				<p>drops, engage staff and volunteers to glean from local farms and markets, implement a grow-a-row program, etc.</p> <ul style="list-style-type: none"> ➤ Consider adopting food policies and certain nutritional standards for purchased foods. ➤ Develop systems to clean, sort produce, discard or remove spoiled items and improve presentation. ➤ Other Strategy / Comments / Notes:
<p>4 INCREASE THE CONVENIENCE OF FRUIT AND VEGETABLES</p>	<p>Convenience is a significant predictor of fruit and vegetable consumption.</p>			<ul style="list-style-type: none"> ➤ Pre-package/pre-bag single or family size servings of fruits and vegetables for added convenience, accessibility and appeal. For example, one food shelf found that packaging heads of lettuce in a 'lettuce bag' greatly increased distribution. ➤ Use familiar packaging materials you would find in the grocery store such as rolls of produce bags. ➤ Create 'snack packs' for easy grab-and-go. ➤ Use cross-merchandizing that places fruits and vegetable displays in other shopping areas such as cereals, pastas and soups. Bundle items together for healthier meals. ➤ Lightly process to better preserve and stabilize produce and add convenience. ➤ Other Strategy / Comments / Notes:
<p>5 CONSIDER POLICY AND SYSTEM CHANGES THAT AFFECT ACCESS</p>	<p>Accessibility is a significant predictor of fruit and vegetable consumption.</p>			<ul style="list-style-type: none"> ➤ Consider new and creative ways to schedule produce distribution days aimed at distributing produce in greater amounts. For example, combine community dinners with produce distribution and/or create extra special produce only distribution hours, days, evenings, and /or events, do home delivery of produce or other creative distribution systems. ➤ Encourage client choice. Allow visitors to choose fresh produce items directly vs. a standardize bag of pre-selected items.

				<ul style="list-style-type: none"> ➤ Reduce or eliminate the limits on the amount of fresh produce visitors can access. Allow visitors to access produce more frequently throughout the month. ➤ Other Strategy / Comments / Notes:
6	<p>ENHANCE TASTE EXPECTATIONS AND FACILITATE PREFERENCE CHANGE</p> <p>Up to ten taste tries may be needed to acquire a taste preference for new foods.</p>			<ul style="list-style-type: none"> ➤ Provide tastings and/or cooking demos to encourage consumption of different fruits and vegetables. ➤ Appeal to people's senses. Simply cooking a vegetable with sautéed garlic and onions can fill a space with a comforting and welcoming smell. ➤ Emphasize the presentation of the food using attractive plates and bowls and table cloths. Use fun or appealing names to suggest that the food is high quality and tastes great. ➤ Other Strategy / Comments / Notes:

Primary research source: Price, Joe and Riis, Jason. Behavioral Economics and the Psychology of Fruit and Vegetable Consumption: A Scientific Overview, Produce for Better Health Foundation, 2012. Additional sources of inspiration include the Vermont Foodbank VT Fresh Program partners, Baltimore Healthy Stores Program, Feeding America Nudges Project and behavioral economics research by David Just at Cornell University.