

1 DISPLAYS

GOAL: IMPROVE THE VISIBILITY, PROMINENCE AND LAYOUT OF DISPLAYS

Strategy: Create attractive and well organized displays. Make displays easy to get to. Focus on front and center (eye level) placement of produce and other items you want to encourage. Combine with signage to call out to the shopper.



Comments :: Ideas :: Suggestions :: Likes :: Dislikes

Where???

(check all that apply)

- ◇ Food Pantries
- ◇ Foodbanks
- ◇ Meal Sites
- ◇ Cafeterias (Schools/ Hospitals/Prisons)
- ◇ At Home
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- ◇ Childcare Centers
- ◇ Housing Sites

Barriers / Challenges



2 DISPLAYS

GOAL: IMPROVE THE VISIBILITY, PROMINENCE AND LAYOUT OF DISPLAYS

Strategy: Move or place items you want to encourage first within a particular choice set. (e.g. move the white milk in front of the chocolate milk)



Comments :: Ideas :: Suggestions :: Likes :: Dislikes

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Barriers / Challenges

Vermont Foodbank
VT Fresh

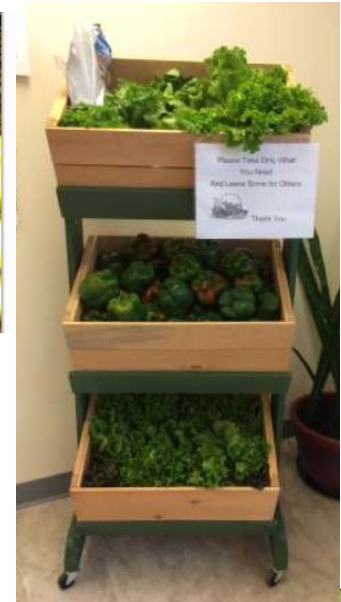


3

DISPLAYS

GOAL: IMPROVE THE VISIBILITY, PROMINENCE AND LAYOUT OF DISPLAYS

Strategy: Make strategic items appear more abundant and plentiful. Tip: Have different sizes of containers. Or keep bins looking full by placing crushed paper bags under produce to add bulk and lift.



Comments :: Ideas :: Suggestions :: Likes :: Dislikes

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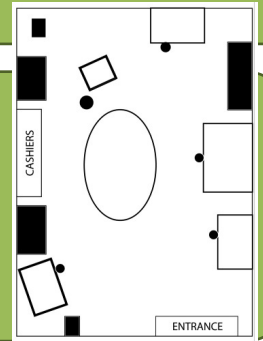
Barriers / Challenges



4 DISPLAYS

GOAL: IMPROVE THE VISIBILITY, PROMINENCE AND LAYOUT OF DISPLAYS

Strategy: Display produce in attractive baskets, bowls, or free standing containers. Make nutritious foods easy to spot and easy to reach. Consider having produce in 2 or more separate locations in the space for 'repetitive exposure'.



Comments :: Ideas :: Suggestions :: Likes :: Dislikes

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Barriers / Challenges



5

DISPLAYS

GOAL: IMPROVE THE VISIBILITY, PROMINENCE AND LAYOUT OF DISPLAYS

Strategy: Develop systems to clean, sort produce, discard or remove spoiled items and improve presentation.



Comments :: Ideas :: Suggestions :: Likes :: Dislikes

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Barriers / Challenges

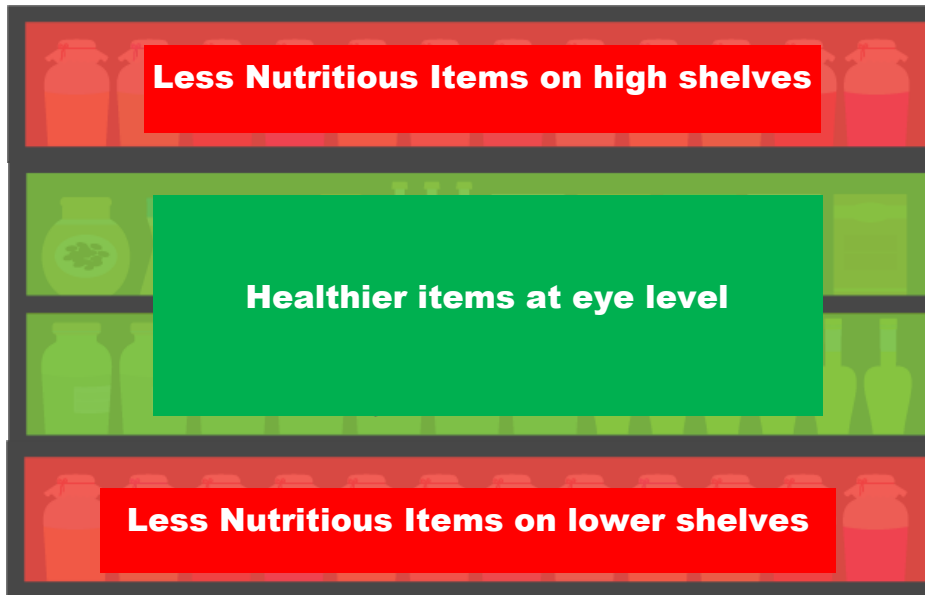
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VT Fresh



6 DISPLAYS

GOAL: INFLUENCE CHOICES ABOUT LESS HEALTHY OR LESS NUTRITIOUS FOODS.

Strategy: Keep less healthy items on the lowest or highest shelves or in a less prominent location, in the back, and/or in an opaque container.



Comments :: Ideas :: Suggestions :: Likes :: Dislikes

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Barriers / Challenges



7 AVAILABILITY

GOAL: INCREASE THE AVAILABILITY OF FRUITS AND VEGETABLES AND OTHER NUTRITIOUS FOODS.

Strategy: Make fruits and vegetables and other nutritious foods a larger share of food distributed. Provide a variety of choices. Offer different forms (fresh, frozen, dried, canned).



Comments :: Ideas :: Suggestions :: Likes :: Dislikes

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Barriers / Challenges



8 AVAILABILITY

GOAL: INCREASE THE AVAILABILITY OF FRUITS AND VEGETABLES AND OTHER NUTRITIOUS FOODS.

Strategy: Consider adopting food policies and certain nutritional standards for purchased foods.



ACTION PLANNING TIP SHEET FOR FOOD BANKERS

INITIATING WORK ON A NUTRITION POLICY

Persuading managers to initiate work on a nutrition policy

Persuasion works best if you frame your communication at tailored to the management and communication style of your time about other work matters; it's called "managing up". It is informed, helping him or her make good decisions, solve problems. Encouraging your manager to support the development of a policy is framed in ways that helps him or her to be a progressive

Here is a list of next steps and resources you can use from for a policy initiative to your executive director (ED) or manager and organize and clearly communicate your proposal.

Step	Task
1	Write out a timeline on your action plan, which you worked on in Module 1.2 (Week 2). Plan a 6-month to 1-year timeline for the policy development process.
2	Identify the resources you will need at each step, including staff time, office space, travel costs and note this in your action plan.



Comments :: Ideas :: Suggestions :: Likes :: Dislikes

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Barriers / Challenges



9

AVAILABILITY

GOAL: INCREASE THE AVAILABILITY OF FRUITS AND VEGETABLES AND OTHER NUTRITIOUS FOODS.

Strategy: Create special produce distribution days / events aimed at distributing and increasing the selection of produce in greater/larger amounts.



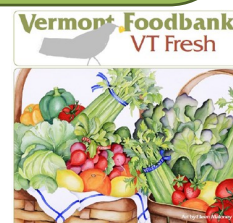
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Barriers / Challenges



10 CONVENIENCE

GOAL: INCREASE CONVENIENCE OF FRUITS AND VEGETABLES AND OTHER NUTRIOUS FOODS

Strategy: Bundle healthier items together.



Comments :: Ideas :: Suggestions :: Likes :: Dislikes

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Barriers / Challenges

Vermont Foodbank
VT Fresh



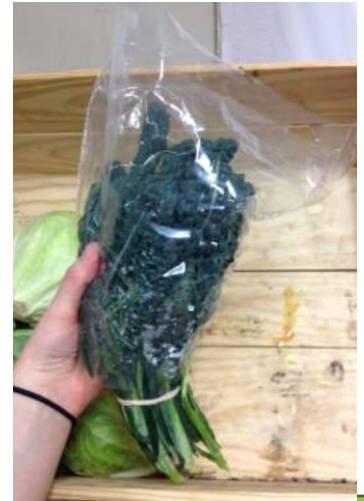
11

CONVENIENCE

GOAL: INCREASE CONVENIENCE OF FRUITS AND VEGETABLES AND OTHER NUTRIOUS FOODS



Strategy: Pre-package / pre-bag 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.



Comments :: Ideas :: Suggestions :: Likes :: Dislikes

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Barriers / Challenges

Vermont Foodbank
VT Fresh



12 CONVENIENCE

GOAL: INCREASE CONVENIENCE OF FRUITS AND VEGETABLES AND OTHER NUTRIOUS FOODS

Strategy: Lightly process to preserve and stabilize produce and add convenience.



Comments :: Ideas :: Suggestions :: Likes :: Dislikes

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Barriers / Challenges



13 CONVENIENCE

GOAL: INCREASE CONVENIENCE OF FRUITS AND VEGETABLES AND OTHER NUTRIOUS FOODS

Strategy: Create 'snack packs' of healthier snacks for easy grab-and-go.



Comments :: Ideas :: Suggestions :: Likes :: Dislikes

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Barriers / Challenges



14 SIGNAGE & PROMPTS

GOAL: PROVIDE TIMELY REMINDERS AND POINT-OF-DECISION PROMPTS

Strategy: Place signs on shopping carts or baskets facing the shopper, reminding shoppers to select fruits and vegetables. Providing a suggested amount that emphasizes the minimum that is usually taken creates a social norm. Encourage shoppers to take more as needed.



En Esta Tienda, La Mayoría de la Gente Elige al Menos **5** Frutas y Verduras

Los más Populares: Plátanos, Limones, Aguacates, Maíz, Naranjas, Tomates, Jalapeño, Pimientos Verdes, Cebollas, y Duraznos



In This Store, Most People Choose at Least **5** Produce Items

Most Popular: Bananas, Limes, Avocados, Corn, Oranges, Tomatoes,

In one early test at a store in Virginia, grocery carts carried a strip of yellow duct tape that divided the baskets neatly in half; a flier instructed shoppers to put their fruits and vegetables in the front half of the cart.

Comments :: Ideas :: Suggestions :: Likes :: Dislikes

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Barriers / Challenges

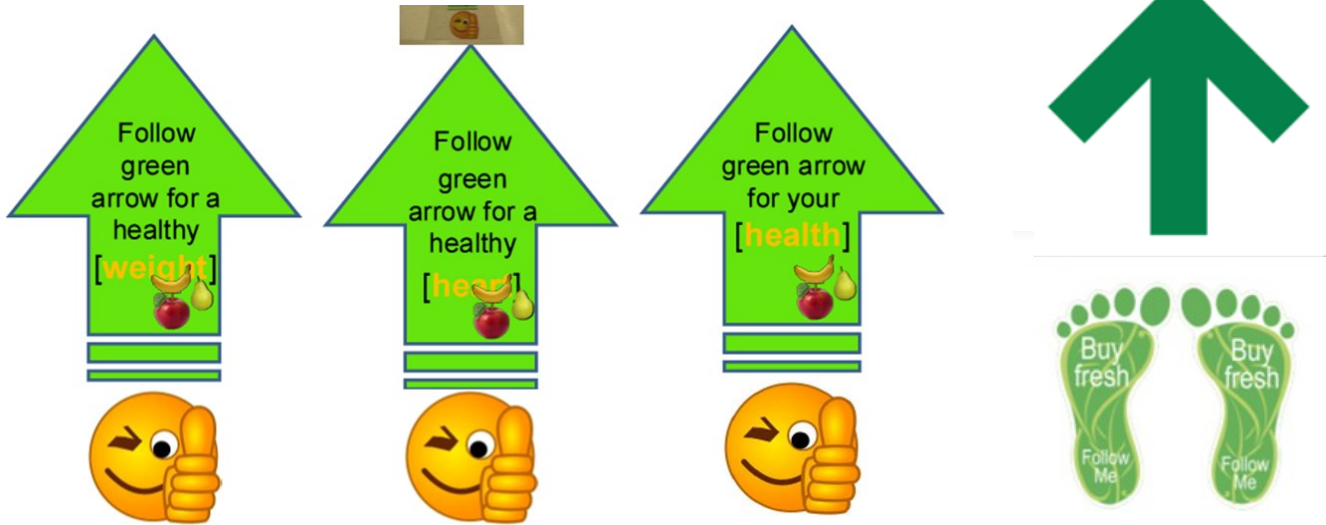


15

SIGNAGE & PROMPTS

GOAL: PROVIDE TIMELY REMINDERS AND POINT-OF-DECISION PROMPTS

Strategy: Place large green arrows on plastic floor mats, walls or ceiling hangings pointing towards the produce section.



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Barriers / Challenges

Vermont Foodbank
VT Fresh



16 SIGNAGE & PROMPTS

GOAL: PROVIDE TIMELY REMINDERS AND POINT-OF-DECISION PROMPTS



Strategy: Feature a fruit or vegetable of the day highlighting why it is appealing, desirable, etc. Place signage in strategic locations like waiting areas, entrances, walkways, check-in counters as a prompt.



Comments :: Ideas :: Suggestions :: Likes :: Dislikes

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Barriers / Challenges

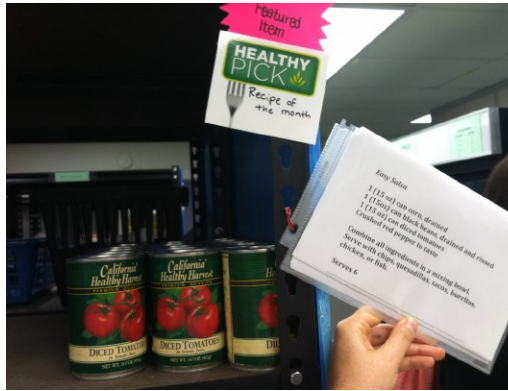
Vermont Foodbank VT Fresh



17 SIGNAGE & PROMPTS

GOAL: PROVIDE TIMELY REMINDERS AND POINT-OF-DECISION PROMPTS

Strategy: Place recipe cards near food items that you want to encourage.



Comments :: Ideas :: Suggestions :: Likes :: Dislikes

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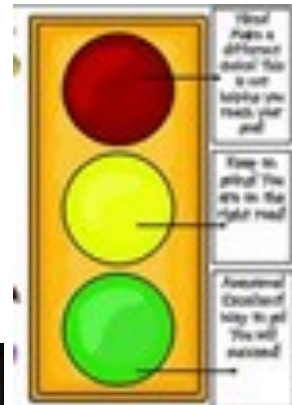
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VT Fresh



18 SIGNAGE & PROMPTS

GOAL: PROVIDE TIMELY REMINDERS AND POINT-OF-DECISION PROMPTS

Strategy: Use shelf labels and other quick visual cues that signal which foods are going to be nutritious.



Hannaford Guiding Stars shelf labels



Walmart front-of-package label

Comments :: Ideas :: Suggestions :: Likes :: Dislikes

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Barriers / Challenges

Vermont Foodbank VT Fresh



19

SIGNAGE & PROMPTS

GOAL: PROVIDE TIMELY REMINDERS AND POINT-OF-DECISION PROMPTS

Strategy: Have staff and volunteers promote fruits and vegetable consumption with simple, personal messaging and encouragement. Remember we are greatly influenced by the people around us. Creating social norms can go a long way.



The fruits and vegetables are so fresh and delicious today!

Did you see all the great produce we have?

Did you remember to get some fruits and veggies?

Comments :: Ideas :: Suggestions :: Likes :: Dislikes

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Barriers / Challenges



20

SIGNAGE & PROMPTS

GOAL: PROVIDE TIMELY REMINDERS AND POINT-OF-DECISION PROMPTS

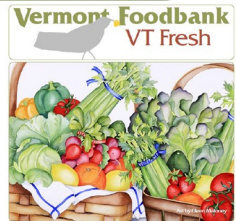
Strategy: Emphasize the ‘value’ of the foods you want to encourage. Display price tags to indicate the value of an item. Consider other labels that indicate value, such as local, fresh, organic, quality, natural, etc.



Comments :: Ideas :: Suggestions :: Likes :: Dislikes

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Barriers / Challenges



21

TASTE EXPECTATIONS

GOAL: ENHANCE TASTE EXPECTATIONS, FACILITATE PREFERENCE CHANGE AND CHANGE PERCEPTION

Strategy: Provide cooking demos. Change someone’s perception of how easy it can be to cook. How we expect something to taste influences whether or not we like it. Emphasize the presentation of the food, use fun or appealing names and suggest that food is high quality and tastes great.



“Crisp lettuce”

“Sweet bell pepper”

“Caramelized onions”

“Fresh, local tomatoes”

“X-Ray Vision Carrots”

Comments :: Ideas :: Suggestions :: Likes :: Dislikes

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