



**HEALTH,
WELLNESS &
EMERGENCY
FOOD:
...Insights on
Transforming the
Food Environment
at Local Food
Pantries**

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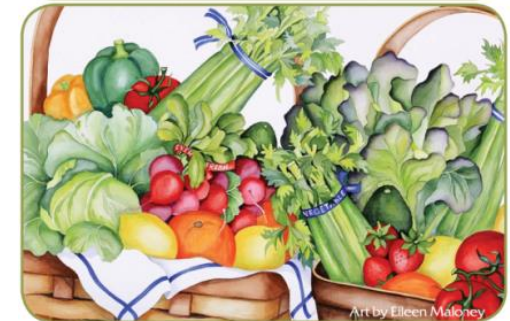
Vermont Foodbank

Gleaning Program



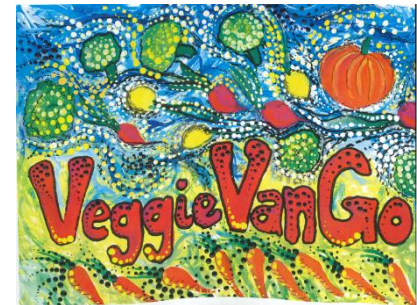
Pick
for your
Neighbor

Vermont Foodbank
VT Fresh



Community
Kitchen
Academy

a Vermont Foodbank partnership



Transforming the Food Environment of Local Food Pantries



GOAL:

INCREASE AWARENESS

GENERATE NEW IDEAS

INSPIRE ACTION

to make fresh local food
accessible to all



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1

**HUNGER
IN VERMONT**

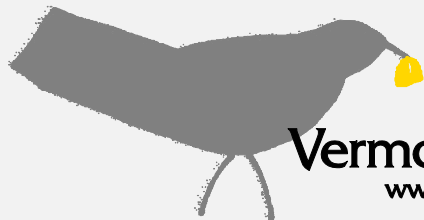


Vermont Foodbank

Vermont Foodbank Network

153K

VERMONTERS SERVED ANNUALLY



Vermont Foodbank
www.vtfoodbank.org



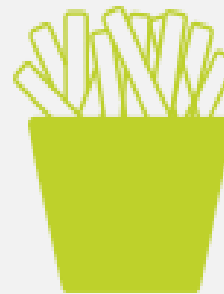
33%

OF HOUSEHOLDS
HAVE A MEMBER
WITH DIABETES



46%

OF HOUSEHOLDS HAVE
A MEMBER WITH HIGH
BLOOD PRESSURE



72%

OF HOUSEHOLDS
PURCHASE EXPENSIVE
UNHEALTHY FOOD

2014 National Hunger Study Data.

Chronic Food Insecurity

1:4

VERMONTERS
AT RISK OF
HUNGER & FOOD
INSECURITY

+

225

FOOD
PANTRIES
AND MEAL
PROGRAMS

=

1.2 M

VISITS
ANNUALLY

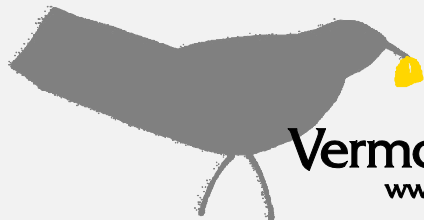
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8.3 TIMES PER YEAR



10M

POUNDS OF
FOOD
DISTRIBUTED



Vermont Foodbank
www.vtfoodbank.org

2014 National Hunger Study Data.

The changing face of
hunger
demands a
new level of
RESPONSIBILITY
to provide
the most **NUTRITIOUS**
FOOD available.



Photo: Chittenden Emergency Food Shelf

Fruits
and vegetables
are a
proven way
to improve nutrition
and
HEALTH.



Photo: Putney Food Shelf

CDC State Indicators, Vermont 2013

Fruit and Vegetable Consumption for adults living at 185% FPL

(about \$3000/month for a family
of three)



24%

CONSUME VEGETABLES
LESS THAN
ONE TIME A DAY



41%

CONSUME FRUITS
LESS THAN
ONE TIME A DAY



Hunger / Obesity Paradox

Consumption of
economical sources of
calories are linked to
obesity

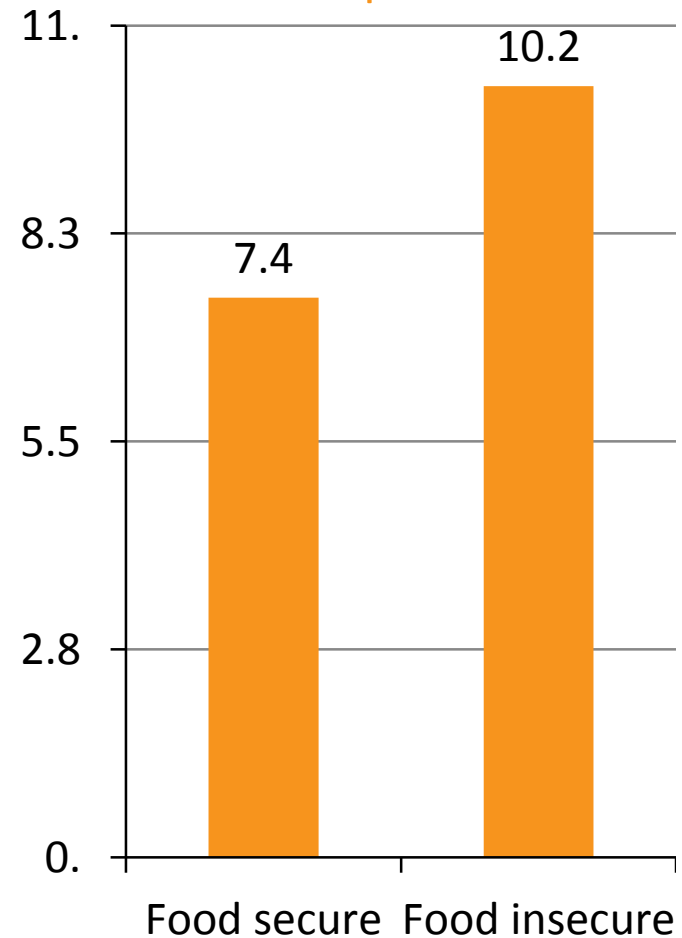


Individuals who are food insecure have:

- Increased risk of obesity and diabetes
- More challenges managing diabetes
- Higher rates of diabetes distress
- More frequent ER visits for hypoglycemia



Higher Rates of diabetes in food-insecure people compared with their low-income food-secure counterparts



Diabetes Rates US Low-Income Population NHANES 1999-2004. Seligman, JI Nutr, 2010



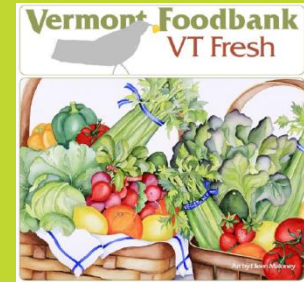
Case Study

VT FRESH PROGRAM



VT Fresh Partners

2014-2016



- Bennington Kitchen Cupboard
- Brighton Community Meals Island Pond
- BROC- Rutland
- Chester-Andover Family Center
- Chittenden Emergency Food Shelf
- Capstone Community Action Barre
- Fairfield Community Center
- Ground Works Collaborative, Brattleboro
- Hardwick Area Food Shelf
- Hinesburg Community Food Shelf
- Jamaica-Wardsboro Food Shelf
- Johnson Food Shelf
- Just Basics, Montpelier Food Pantry
- NEKCA- St. Johnsbury
- NEKCA- Newport
- OurPlace Drop-In Center Bellows Falls
- Putney Food Shelf
- Rutland Community Cupboard
- Sheffield Food Pantry
- Springfield Family Center
- Upper Kingdom Food Access
- YMCA Diabetes Prevention Program

Funded in part by the USDA's Supplemental Nutrition Assistance Program (SNAP). USDA is an equal opportunity provider and employer.



Sharing the
Joy & Beauty
of Fresh Food



What would happen
if the food shelf
environment
was set up to
encourage people
to **CHOOSE** more
FRUITS and
VEGETABLES?

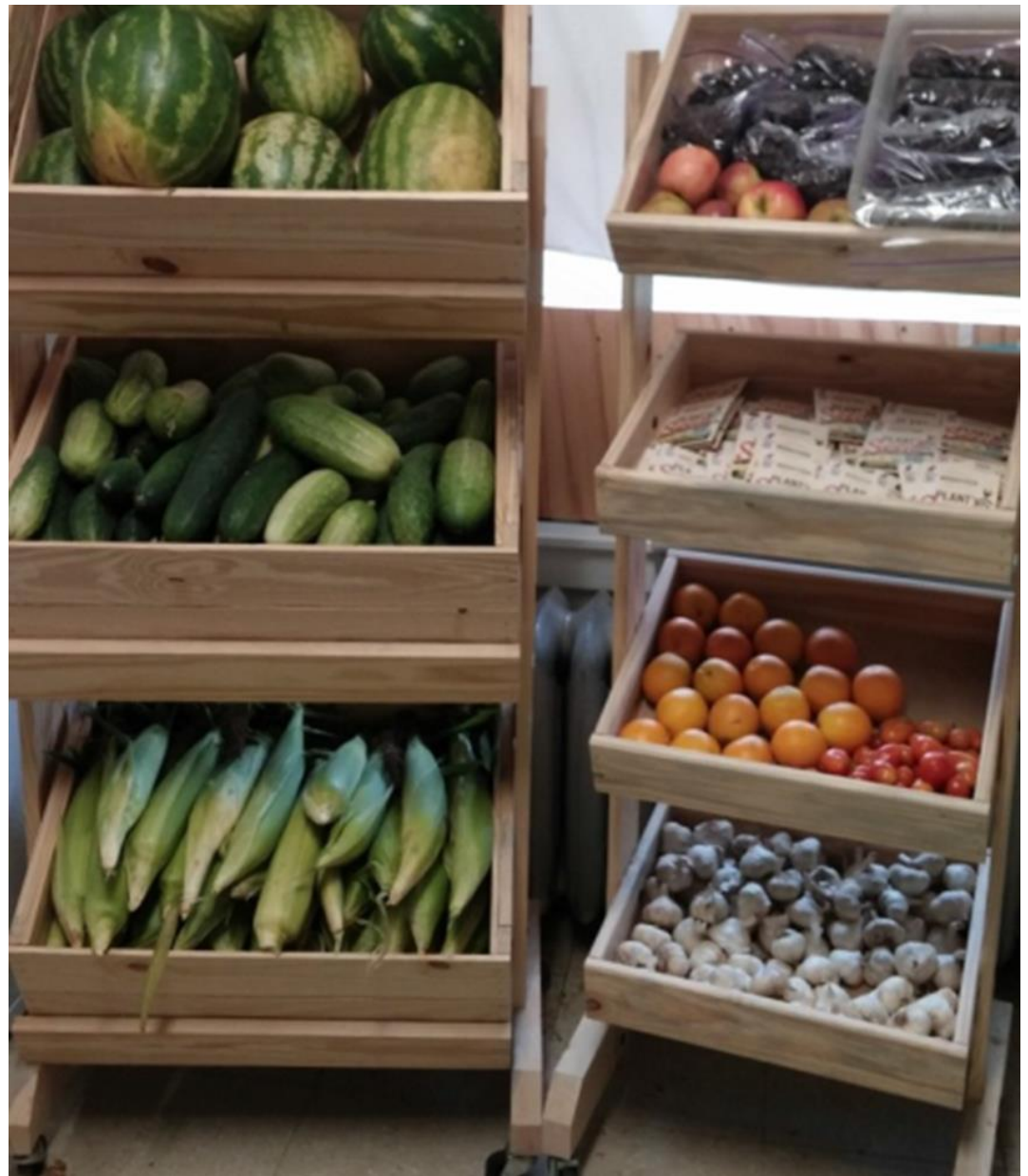


Photo: Springfield Family Center

What if fruits
and vegetables
were displayed in
a more **VISIBLE,**
ATTRACTIVE
and even
BEAUTIFUL way?



Photo: Bennington Kitchen Cupboard

Thank you for a Great Growing Season!
VT Farmers donated 320,667 lbs of produce in 2014



For more information about the VT Foodbank's Cleaning Program:
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Kathryn Stalick, Coordinator: 802-477-8020, kstalick@vtfoodbank.org

fresh BEETS
Steam and dice, toss with olive oil, salt and pepper. Eat raw into any salad.



fresh KALE
Sauté with garlic and balsamic. Bake 10-15 minutes at 350° with salt to make kale chips.



Vermont Foodbank
Cleaning Program
VOLUNTEER TODAY!
Help us harvest food from local farms!

Vermont Foodbank VT Fresh
Beets
• This salad is great with wild rice.
• Dressing can also be used.
• Add to other recipes in series.
• Good for about 10 minutes in good weather. (Remember to take in 100% of the day, water intake is good. Try with olive oil, salt and pepper, or a simple vinaigrette.
• Tip: To prevent chills, cook and let cool first before using.
Eat & Save!
Make the most of your food.



fresh POTATO
Bake, boil, grill, roast or sauté with seasoning of choice. Make breakfast hash brown. Add to omelet and stews.



fresh CARROT
Eat raw with hummus or dip. Add to soups, salads, stir-fry. Roast with other root veggies.



QuickTips
Cooking with Fresh Vegetables A-Z

QuickTips
Cooking with Fresh Vegetables A-Z

QuickTips
Cooking with Fresh Vegetables A-Z

Times are tough. Applying for Department doesn't have to be. Vermont Foodbank works with more nutritious food!



Community
food shelves and food banks
were historically built around
the availability of
PROCESSED
and
NON-PERISHABLE
foods
and providing an
EMERGENCY FOOD supply



FOOD CHOICES
are
influenced
and
affected
in part
by our **ENVIRONMENT**



WHAT IF...

fruits and vegetable
displays
included
VIBRANT SIGNAGE



Photo: NEKCA St. Johnsbury

PRODUCE BANNERS



Photo: Rutland Community Cupboard

and
SHELF
LABELS



Photo: NEKCA St. Johnsbury

like you
might
see at a
FARMER'S MARKET?



Photo: VT Fresh Cooking Demo

What if
the food shelf was filled
with the COMFORTING
and
WELCOMING smells
of sautéed onions
and garlic?



Photo: VT Fresh Cooking Demo

And visitors had a chance to TASTE a particular vegetable they thought they didn't like?



Photo: VT Fresh Cooking Demo



Photo: Hardwick Area Food Shelf



Vermont Foodbank VT Fresh

Beets

- They need to peel, only wash them.
- Cut into slices and add.
- Cook: Boil (bring to a boil, then simmer for about 15 minutes, or until tender.) Alternatively, bake at 375°F for 1 1/2 hours. Boils, while in the pot, toss with olive oil, salt and pepper, in a large roasting pan.
- Cut like normal steaks and eat or add. Peel them with your hands.

Eat a Rainbow!
Make half your plate fruits and vegetables.



Vermont Foodbank VT Fresh

BEET SALAD

INGREDIENTS

- 8-10 small or medium and 10 golden beets
- 2 cups water
- 1/2 cup apple cider vinegar
- 1-4 teaspoons salt
- Pepper to taste
- 1/2 cup olive oil

DIRECTIONS

1. Bring water to a boil, add whole beets and boil until tender about 1 1/2 hours.
2. Drain the cooked beets.
3. Peel skins with your hands, they should slip right off.
4. Cut each beet into eighths and mix with salt, pepper, vinegar and oil.

Eat a Rainbow!
Make half your plate fruits and vegetables.




fresh BEETS

- Steam and dice, toss with olive oil, salt and pepper.
- Grate raw into any salad.



Vermont Foodbank VT Fresh

rainbow!
Make half of your plate fruits and vegetables.




Vegetable Taste Test

1. BEFORE Taste Test

How likely are you to eat this vegetable again?

0 1 2 3 4 5 6 7 8 9 10

Not Likely (0) More Likely (10)

AFTER Taste Test

How likely are you to eat this vegetable again?

Are you likely to EAT this VEGETABLE again?

Less Likely (0) Same likelihood (5) More Likely (10)

What would happen if
this change in the
FOOD ENVIRONMENT
also created a space to
CONNECT
with one another,
TALK about **FOOD**
and **SHARE** ideas and
STORIES
about **WHAT WE EAT** and
WHERE OUR FOOD
COMES FROM?



Photo: VT Fresh Cooking Demo

**BEHAVIORAL
ECONOMICS RESEARCH**
has offered us creative
and intuitive strategies to
“NUDGE” people
in a way that makes
**FRUITS AND
VEGETABLES THE
EASIER CHOICE**



Photo: NEKCA St. Johnsbury



— WE HAVE LOTS OF —

FRESH PRODUCE

APPLES



TURNIPS

ORANGES

CARROTS



ONIONS

CABBAGE

BEETS





3

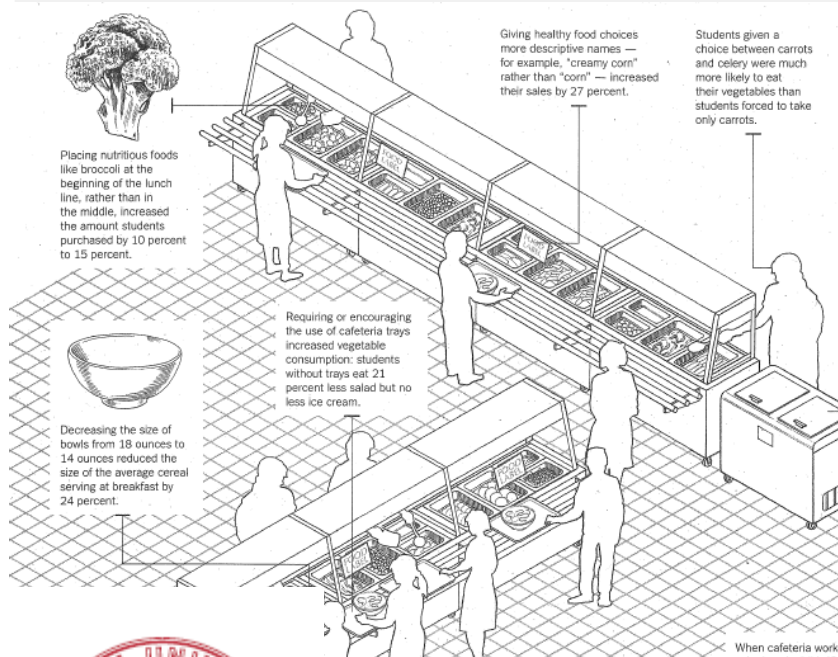
**IDEAS
INSPIRED BY
BEHAVIORAL
ECONOMICS**



Vermont Foodbank

Case Study

BEHAVIORAL ECONOMICS RESEARCH



FEEDING AMERICA



THE POWER OF NUDGES:

Making the Healthy Choice the Easy Choice in Food Pantries



Cornell Center
for Behavioral Economics
in Child Nutrition Programs

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.



Strategic Location

Putting the salad bar away from the wall and putting it in front of the checkout register nearly tripled sales of salad.



Healthier choices in the lunchroom, David Just, 2012.



Container change

Switching from cardboard boxes to a heavy duty plastic crate increased the likelihood that a client took cabbage by 42% and increased the average amount of cabbages taken by 56%.



**RESEARCH
FINDING**

The Power of Nudges: Making the Healthy Choice the Easy Choice in Food Pantries, Feeding America and Cornell University, 2016.

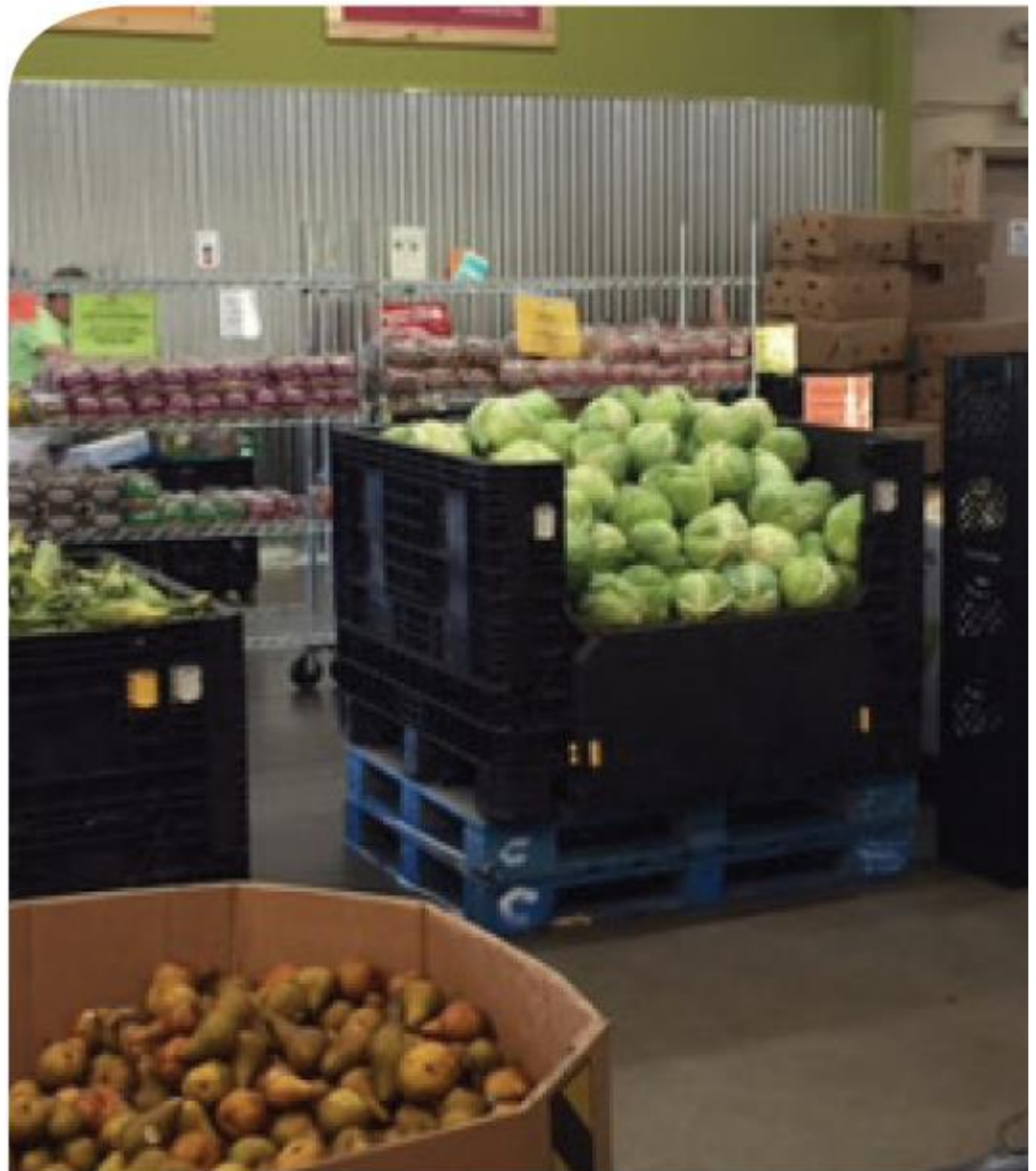


Eye level placement

This nudge led to a 27% increase in the likelihood clients took at least one cabbage. The amount of cabbage distributed to each client increased by 60%.



The Power of Nudges: Making the Healthy Choice the Easy Choice in Food Pantries, Feeding America and Cornell University, 2016.



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)



Order matters

Moving chocolate milk behind the plain milk led students to buy more plain milk.



Healthier choices in the lunchroom, David Just, 2012.



DISPLAYS

GOAL: IMPROVE THE VISIBILITY, PROMINENCE AND LAYOUT OF DISPLAYS

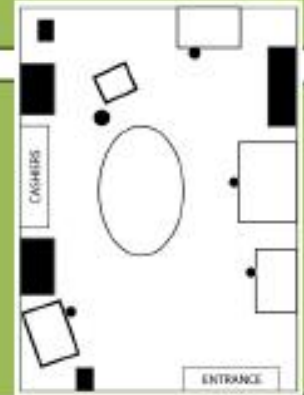
Strategy: Make strategic items appear more abundant and plentiful. Tip: Have different sizes of containers. Or keep bins looking full by placing crushed paper bags under produce to add bulk and lift.



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'.



Attractive displays

Putting apples and oranges in a fruit bowl, rather than a stainless steel pan, more than doubled fruit sales.



Healthier choices in the lunchroom, David Just, 2012.



Prominent location

Placing nutritious foods like broccoli at the beginning of the lunch line, rather than in the middle, increased sales.



Healthier choices in the lunchroom, David Just, 2012.



Multiple Exposures

Multiple exposures led to a 90% increase in the likelihood that a client took at least one loaf whole wheat bread and increased the number of whole wheat bread distributed by 160%



**RESEARCH
FINDING**

The Power of Nudges: Making the Healthy Choice the Easy Choice in Food Pantries, Feeding America and Cornell University, 2016.



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.



CONVENIENCE

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

Strategy: Bundle healthier items together.



Bundling

When foods are bundled together for convenience, up to 18% more will take the bundled food.



**RESEARCH
FINDING**

Hanks, A. S., Just, D. R., Smith, L. E., & Wansink, B. Healthy convenience: nudging students toward healthier choices in the lunchroom. *Journal of Public Health* 34(2012):370-376.



CONVENIENCE

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

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



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.



Priming

This priming nudge increased the likelihood a client took oranges by 28%



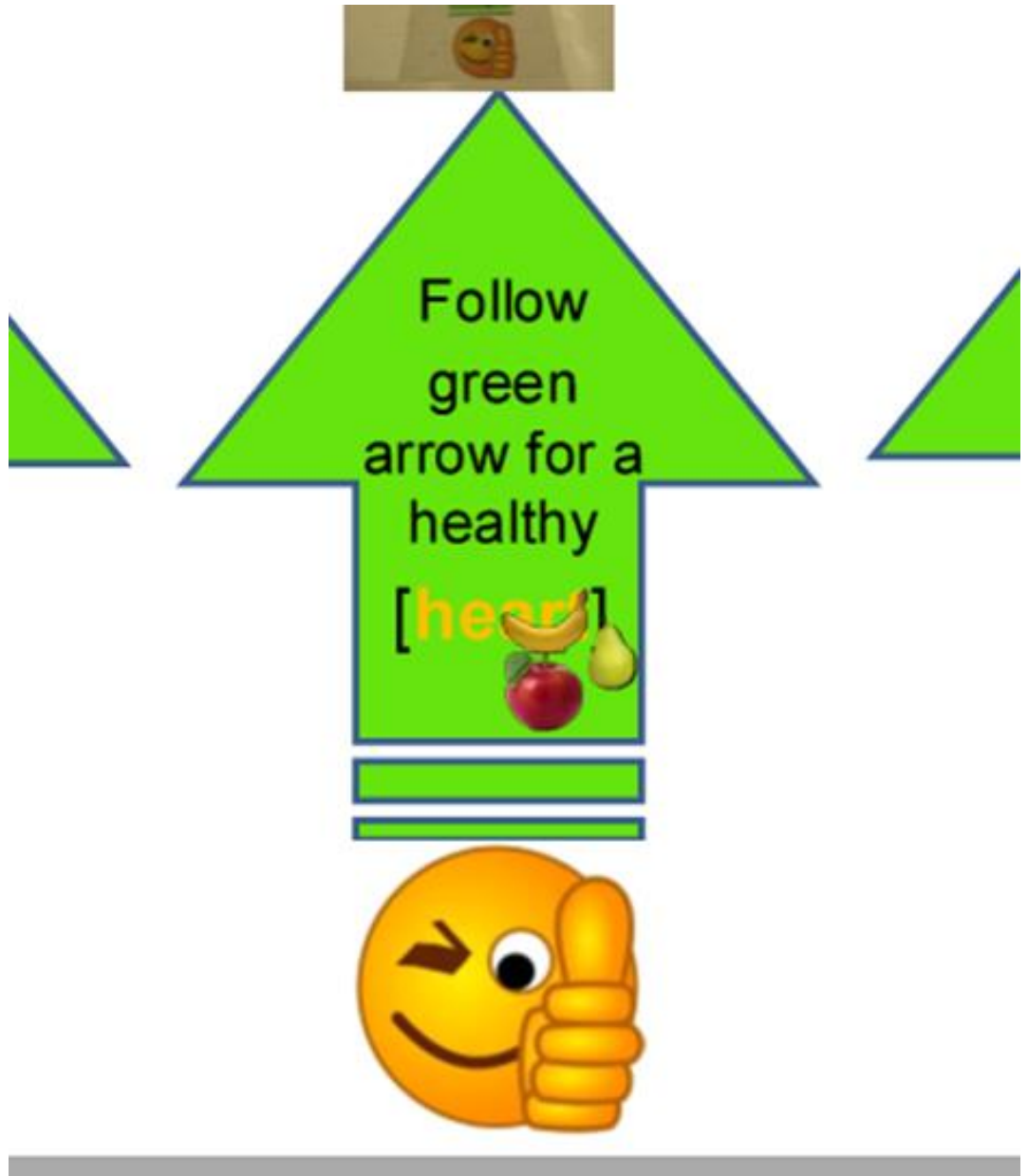
The Power of Nudges: Making the Healthy Choice the Easy Choice in Food Pantries, Feeding America and Cornell University, 2016.

Follow the Arrow

Floor arrows were found to increase sales of fruit and vegetables by 9% (Payne et al., working paper).



Payne CR, Niculescu M, Just DR, Kelly M. Social norms in the grocery store: increasing fruit and vegetable purchases without increasing budgets. Working Paper.



Shopping Cart Sign

Placards within grocery carts led to a 16% increase in produce purchases

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

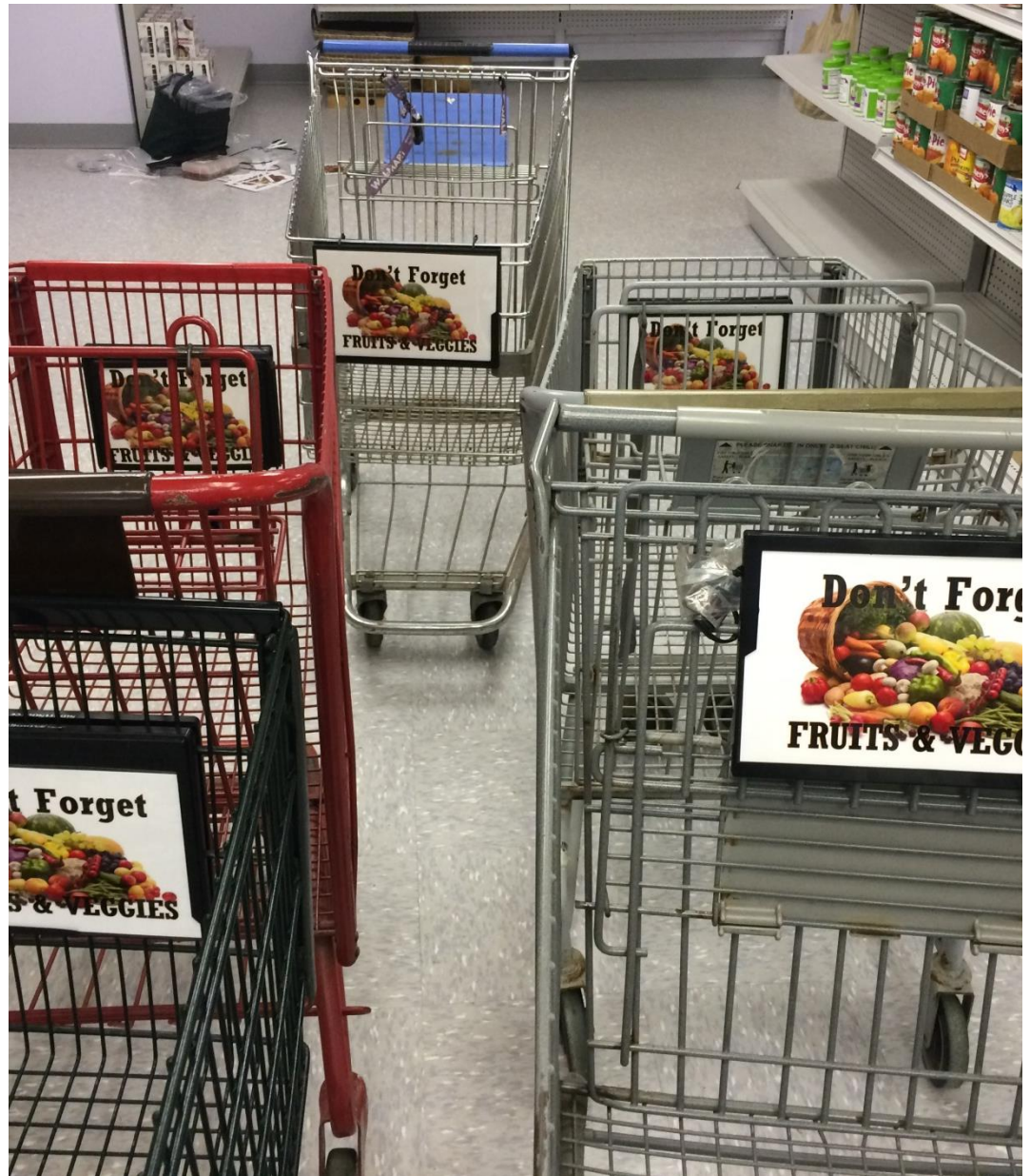


In This Store, Most People Choose at Least **5** Produce Items

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

RESEARCH FINDING

Payne, C. R., Niculescu, M., Just, D. R., & Kelly, M. P. (2015). Shopper marketing nutrition interventions: Social norms on grocery carts increase produce spending without increasing shopper budgets. *Preventive Medicine Reports*, 2, 287-291.



SIGNAGE & PROMPTS

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

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



Recipe Card Placement

Having recipes that include fresh produce lead low-income mothers to serve more fruits and vegetables because of increased confidence that they would be able to use the produce.



**RESEARCH
FINDING**

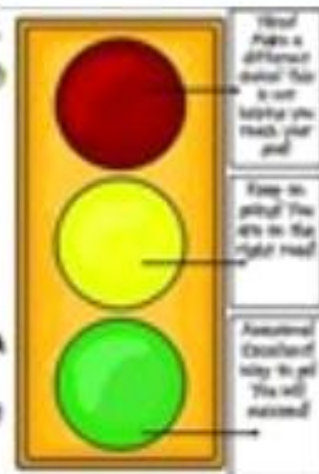
Birmingham, B., J. A. Shultz and M. Edlefsen. Evaluation of a Five-a-Day Recipe Booklet for Enhancing the Use of Fruits and Vegetables in Low-Income Households. *Journal of Community Health* 29(2004):45-62.



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



Signage

This nudge increased the likelihood that a client took oatmeal by 202%. The average amount of oatmeal distributed per client increased by 146%.



The Power of Nudges: Making the Healthy Choice the Easy Choice in Food Pantries, Feeding America and Cornell University, 2016.



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?

Verbal prompts

When cafeteria workers asked, “Do you want salad?” sales increased by a third.



**RESEARCH
FINDING**

Healthier choices in the
lunchroom, David Just, 2012.



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.



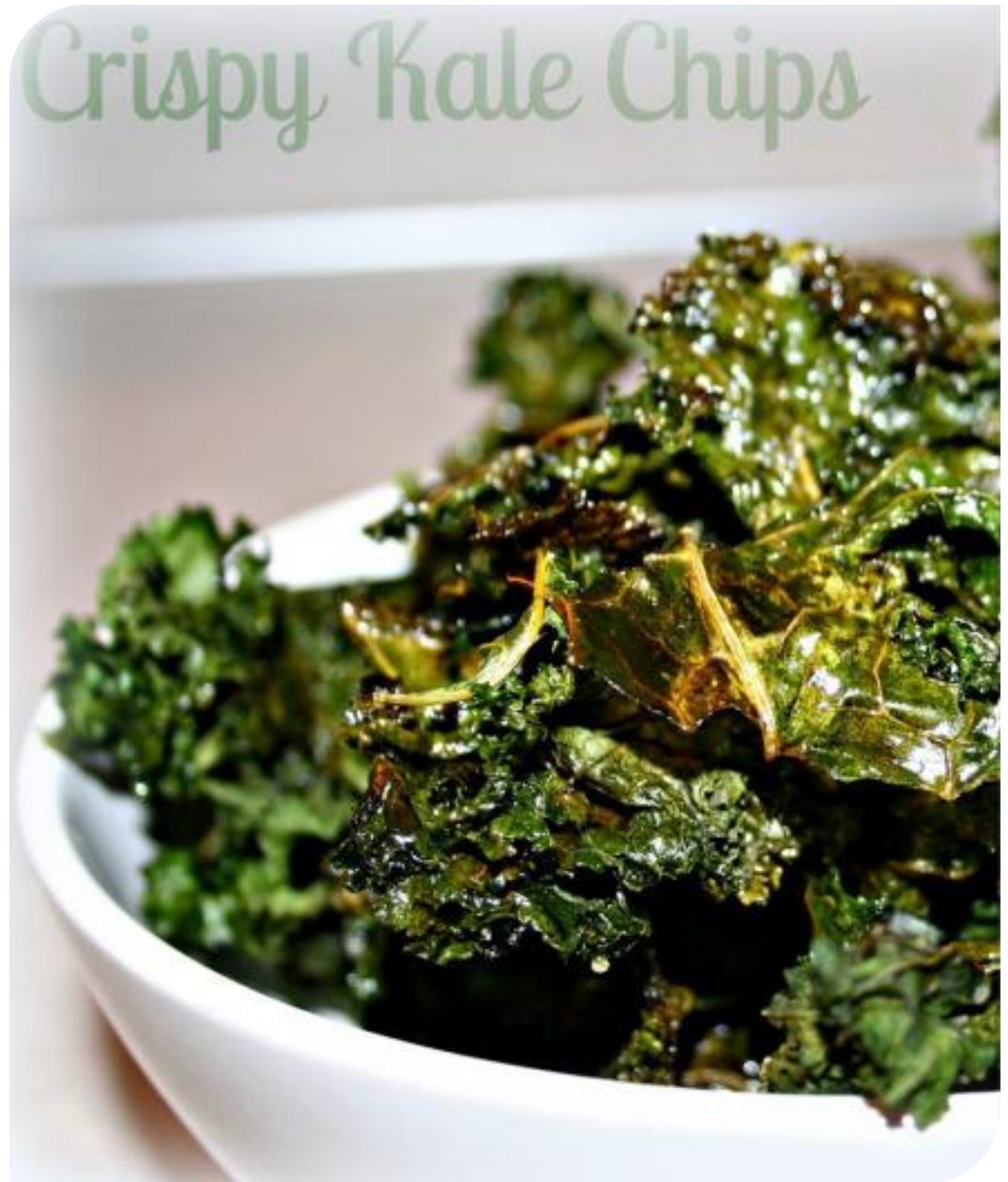
"Crisp lettuce"
"Sweet bell pepper"
"Caramelized onions"
"Fresh, local tomatoes"
"X-Ray Vision Carrots"

Descriptive Names

Giving healthy food choices more descriptive names increased sales by 27 percent.



Healthier choices in the lunchroom, David Just, 2012.



WHAT ELSE DOES THIS RESEARCH TELL US?

Food decisions
are often times
more **EMOTIONAL**
than rational.



Individuals are more receptive to **ADDING FOODS THAT ARE HEALTHIER** to their diet than they are to eliminating unhealthy foods.



Photo: BROCC Rutland

People respond
to **SENSORY**
EXPERIENCES
and immediate
gratification





Displaying
healthy foods
PROMINENTLY
draws attention
to them
and may
increase their
consumption



Photo: Groundworks Collaborative, Brattleboro



Photo: Fairfield Community Center



Photo: NEKC A St. Johnsbury

An ATTRACTIVE
presentation
may influence
choosing
healthy food
over unhealthy food



Photo: BROCC Rutland

Changing the
PHYSICAL PLACEMENT
of specific food items, to
make them stand out can
increase their
consumption



Photo: Just Basics Montpelier Food Pantry

Simply
providing people with a
GREATER VARIETY of
healthy foods increases
the consumption of them

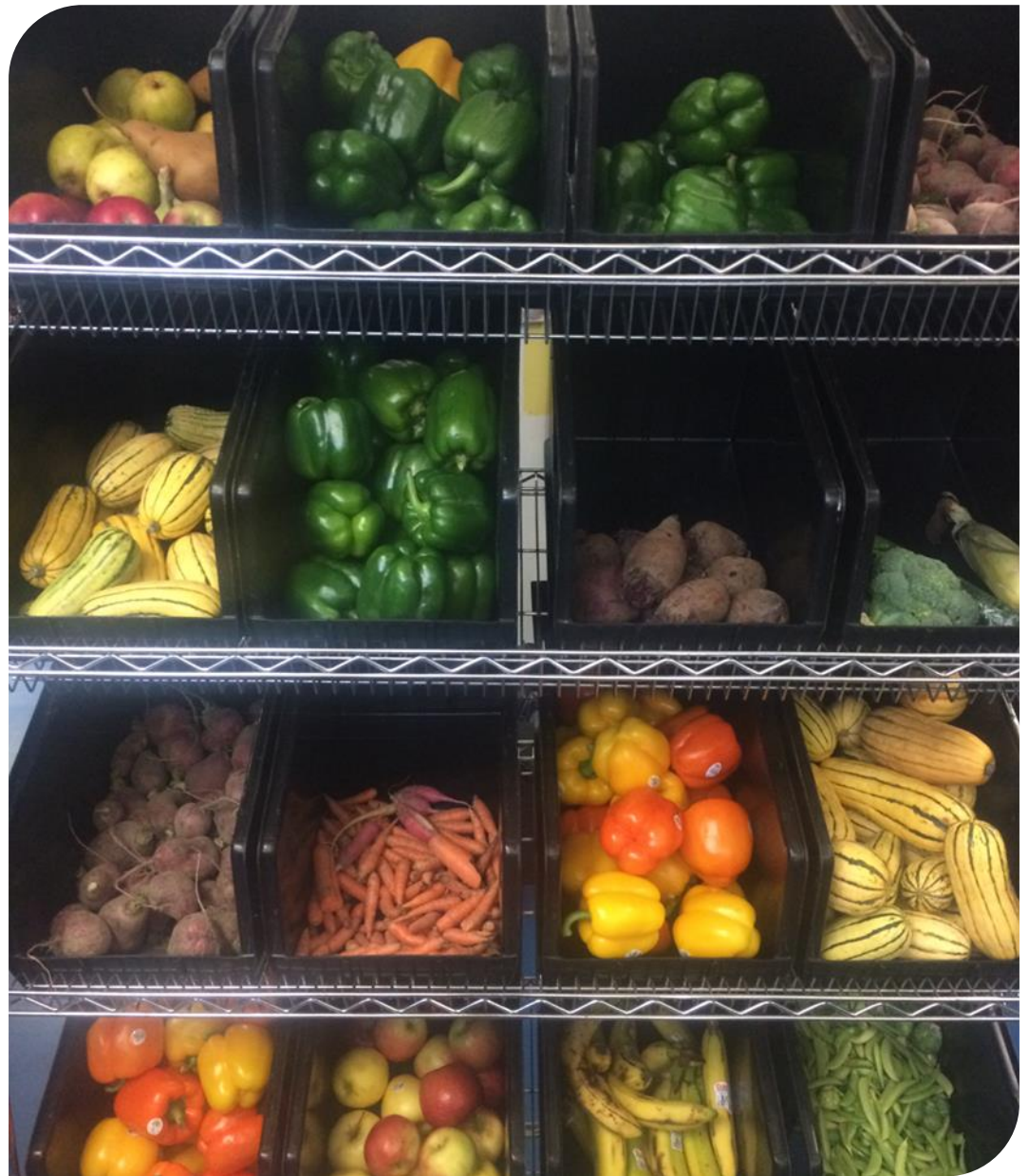


Photo: Chittenden Emergency Food Shelf

Changing the CONTAINERS

used to display certain
foods, such as attractive
baskets and bowls can
influence someone's
choice to eat those
foods.



Combining with
ATTRACTIVE SIGNAGE
draws attention to items
and can increase
selection of those items



Photo: Bennington Kitchen Cupboard

Food is a great way to
CONNECT with people

Connecting with others
can be **MOTIVATIONAL**
and also act as a
REMINDER of positive
experiences.



Photo: Chittenden Emergency Food Shelf

This process of
connecting people
over food can
INFLUENCE
how likely
they are to try
NEW FOODS
and recipes.



Photo: VT Fresh Cooking Demo

The power of
**WORD-OF-MOUTH
ADVERTISING**
has an impact
far greater
than simply providing
information about
why we should
make healthy
FOOD CHOICES



Photo: VT Fresh Cooking Demo

Researchers have shown that individuals that think an item will taste good may **LIKE IT MORE** than they thought they would.



Photo: VT Fresh Cooking Demo

An individual's willingness to try something new and decide that they will like it is greatly influenced by the PEOPLE AROUND THEM.



Photo: VT Fresh Cooking Demo

...food shelves
(and many other
community locations)
have an untapped
potential to
make an even
BIGGER IMPACT
at an individual
and community level.



Photo: Rutland Community Cupboard

Their biggest assets are
the **CARING**
VOLUNTEERS
and **STAFF**
that manage them.



Photo: Chester-Andover Family Center

People who
are passionate
about FOOD
and HELPING OTHERS.

People who are
WILLING
to sort through
and remove
spoiled items

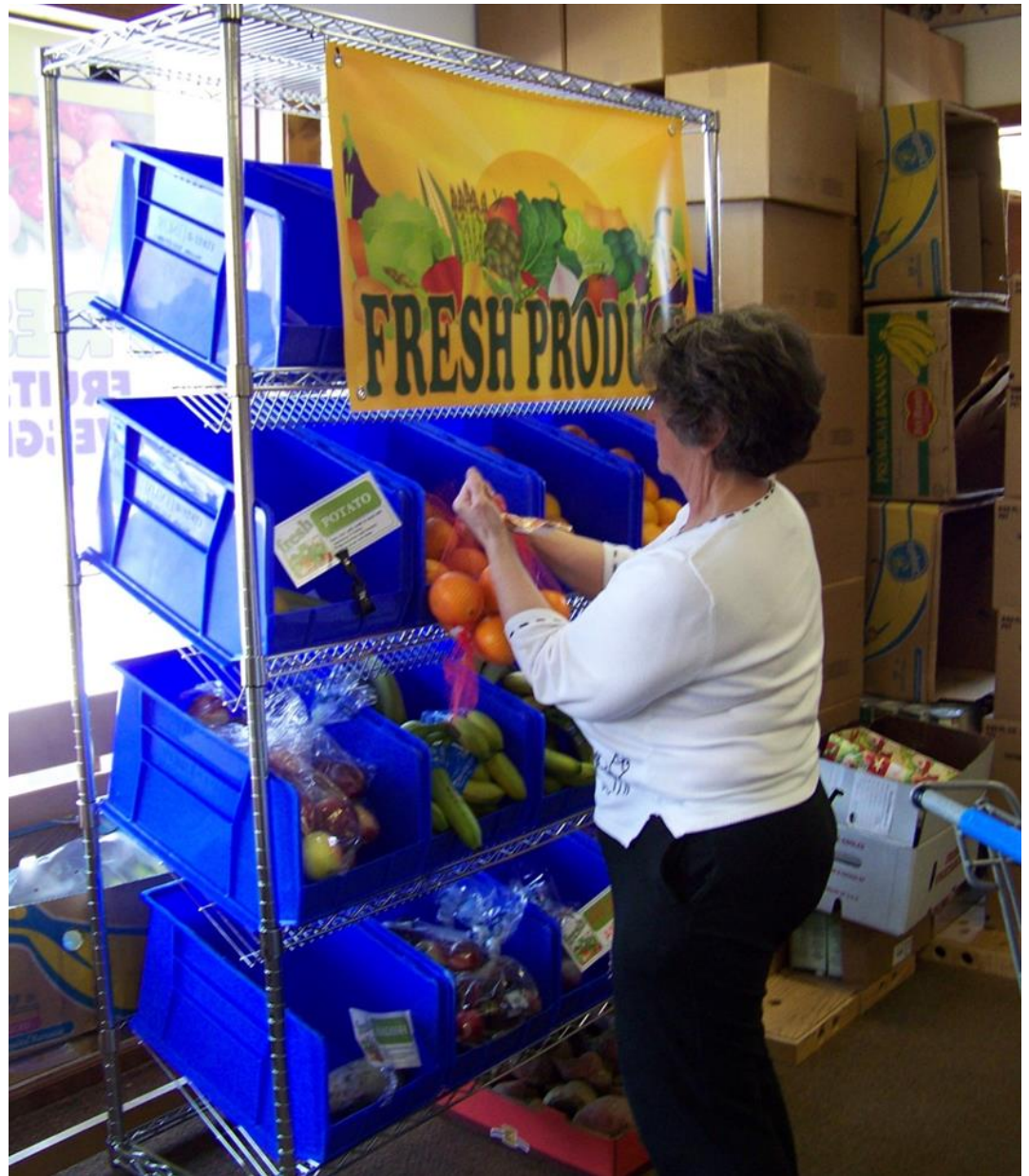


Photo: Rutland Community Cupboard

... and gather a **VARIETY**
of produce.



Photo: Bennington Kitchen Cupboard

**Making produce MORE
ABUNDANT
and a
larger share
of the food
that's distributed at the
food shelf
is one of the first steps.**

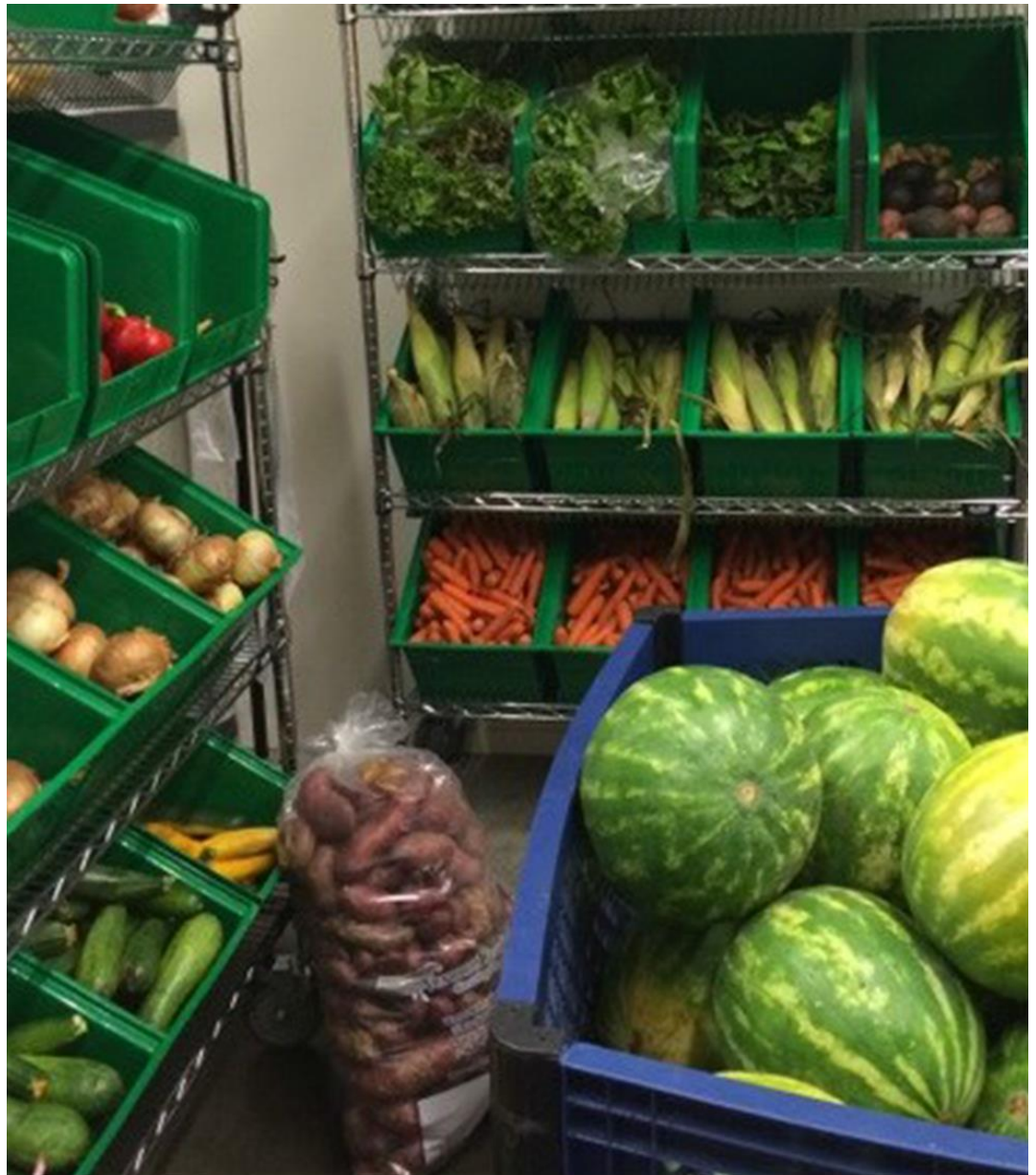


Photo: Capstone Community Action

Think
CREATIVELY
about how fresh foods
are presented and
DISPLAYED



Photo: Putney Food Shelf

Improve **CONVENIENCE**
and appeal



Photo: Rutland Community Cupboard

PRE-PACKAGE



Photo: Rutland Community Cupboard

or do some
LIGHT PROCESSING



Photo: Our Place Drop in Center

Offering
special
PRODUCE distribution
days and **EVENTS**



Photo: Sheffield Food Pantry

And, some of the
SIMPLEST strategies
are also the most
PERSONABLE ones.

**ENCOURAGING PEOPLE
to try fruits and
vegetables
CAN GO A LONG WAY.**



Photo: Bennington Kitchen Cupboard

These are
LOW COST
ways to....

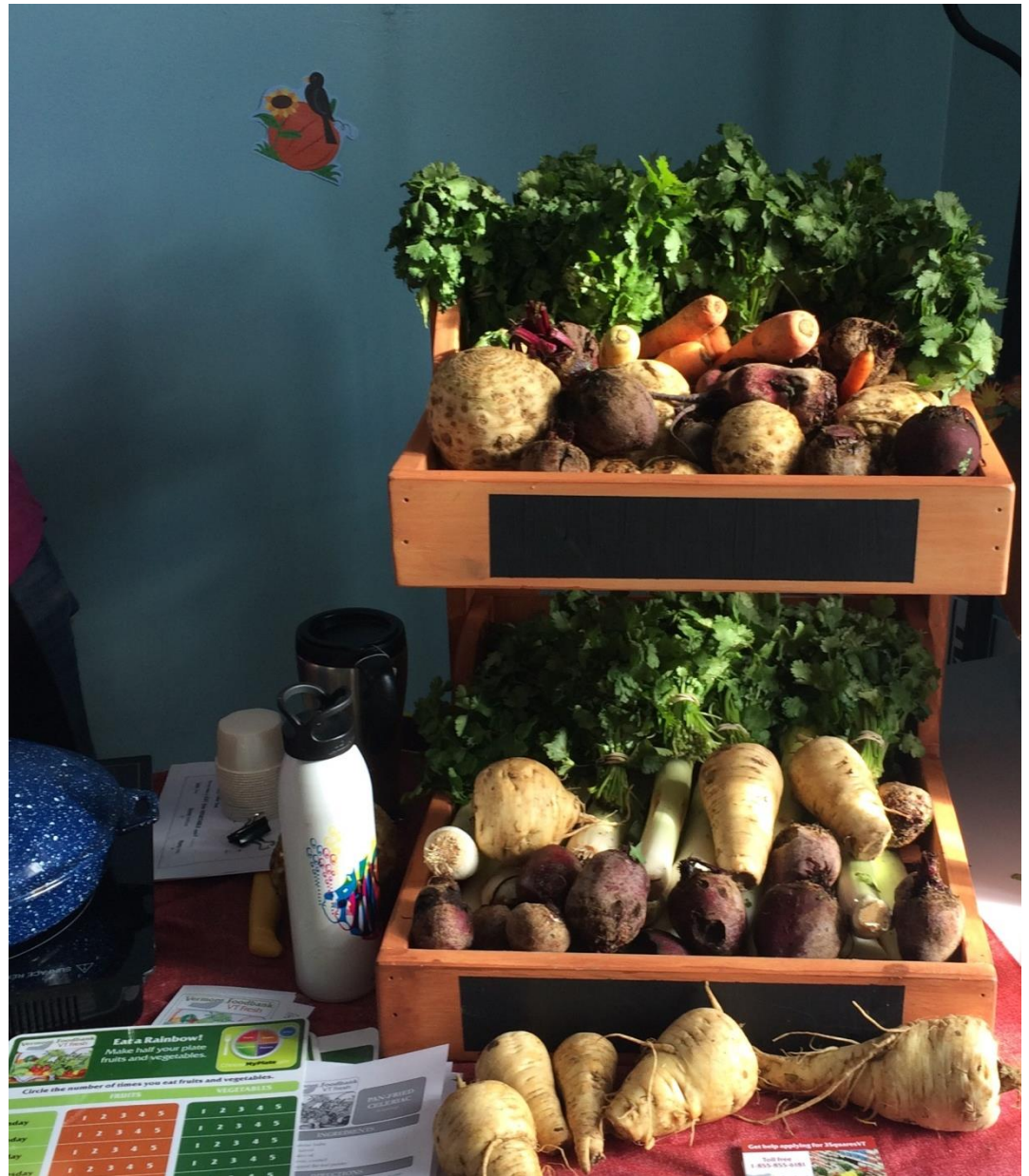


Photo: NEKCA Newport

TRANSFORM
community food
environments



Photo: NEKCA St. Johnsbury



Photo: Hardwick Food Pantry

Activate our
HEARTS and MINDS
with what
looks,
feels,
smells
and
tastes good





Fresh Produce

Cauliflower • Broccoli
Lettuce
Asparagus • mushrooms

Fresh Produce

POTATOES!
& SPROUTS

Photo: NEKCA Newport

One small step...

**Towards connecting our communities
more deeply to the FOOD WE EAT,
ONE ANOTHER
and perhaps even to our
OWN HEALTH
in meaningful ways.**









3

**TASTE TESTS
& COOKING
DEMOS**



Vermont Foodbank

Sharing Simple Recipes

Using one vegetable as the primary ingredient



RUTABAGA FRIES

4-6 Large Servings

INGREDIENTS

- 1 large Rutabaga
- 1/4 cup Oil (Olive Oil works well!)
- 1 tsp Rosemary, or other herb/spice mix
- Salt
- Pepper

DIRECTIONS

1. Heat oven to 425 °.
2. Clean and cut the rutabaga in half and slice into long pieces (like French fries)
3. Put rutabaga pieces in mixing bowl. Add oil, herbs and sprinkle with salt and pepper. Mix with your hands or a spoon until all pieces are covered.
4. Spread out onto a baking sheet.
5. Roast in oven until edges brown and rutabaga is tender – about 45 minutes – stirring halfway through so both sides brown.
6. **Tip:** Can reheat next day in frying pan, toaster oven or microwave to enjoy as leftovers.

Eat a Rainbow!
Make half your plate
fruits and vegetables.



Fresh food tastes delicious and is easy to prepare



QuickTips

Cooking
with
Fresh
Vegetables

A to Z

Eat a Rainbow!
Make half your plate
fruits and vegetables.



Vtfoodbank.org



Program Impacts

18 food shelves

24 months

425 cooking demos

5396 participants

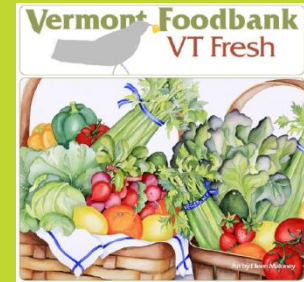
7936 contacts

limited
Resource

increased risk
Diabetes

VT Fresh Partners

2014-2016

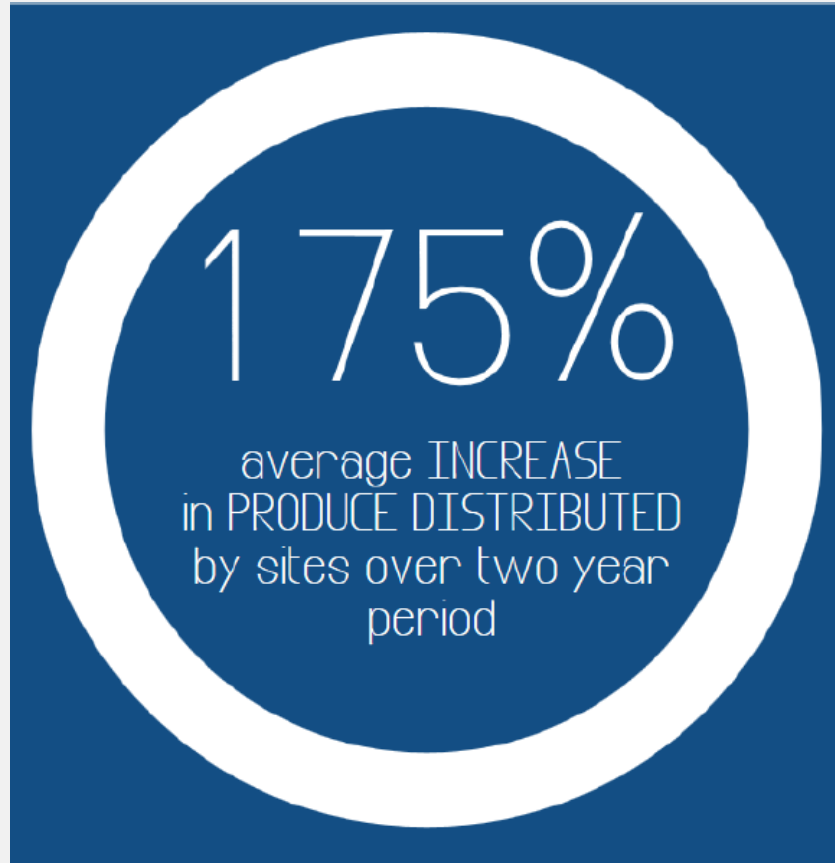


- Bennington Kitchen Cupboard
- Brighton Community Meals Island Pond
- BROC- Rutland
- Chester-Andover Family Center
- Chittenden Emergency Food Shelf
- Capstone Community Action Barre
- Fairfield Community Center
- Ground Works Collaborative, Brattleboro
- Hardwick Area Food Shelf
- Hinesburg Community Food Shelf
- Jamaica-Wardsboro Food Shelf
- Johnson Food Shelf
- Just Basics, Montpelier Food Pantry
- NEKCA- St. Johnsbury
- NEKCA- Newport
- OurPlace Drop-In Center Bellows Falls
- Putney Food Shelf
- Rutland Community Cupboard
- Sheffield Food Pantry
- Springfield Family Center
- Upper Kingdom Food Access
- YMCA Diabetes Prevention Program

Funded in part by the USDA's Supplemental Nutrition Assistance Program (SNAP). USDA is an equal opportunity provider and employer.

Program Impacts

limited
Resources



Increased risk
of Diabetes

Program Impacts



41%

LIKED IT MORE
(at least 30% more)



70%

Said they were more
LIKELY TO EAT IT AGAIN

31 types of vegetables demoed!

WHAT IS THE POTENTIAL IMPACT?

**FOOD
ENVIRONMENT
CHANGES**

+

**INCREASED
ACCESS TO FRUITS
& VEGETABLES**

+

**PREFERENCE
AND ATTITUDE
CHANGE**

+

**INTENTION
TO CHANGE
BEHAVIOR**

=

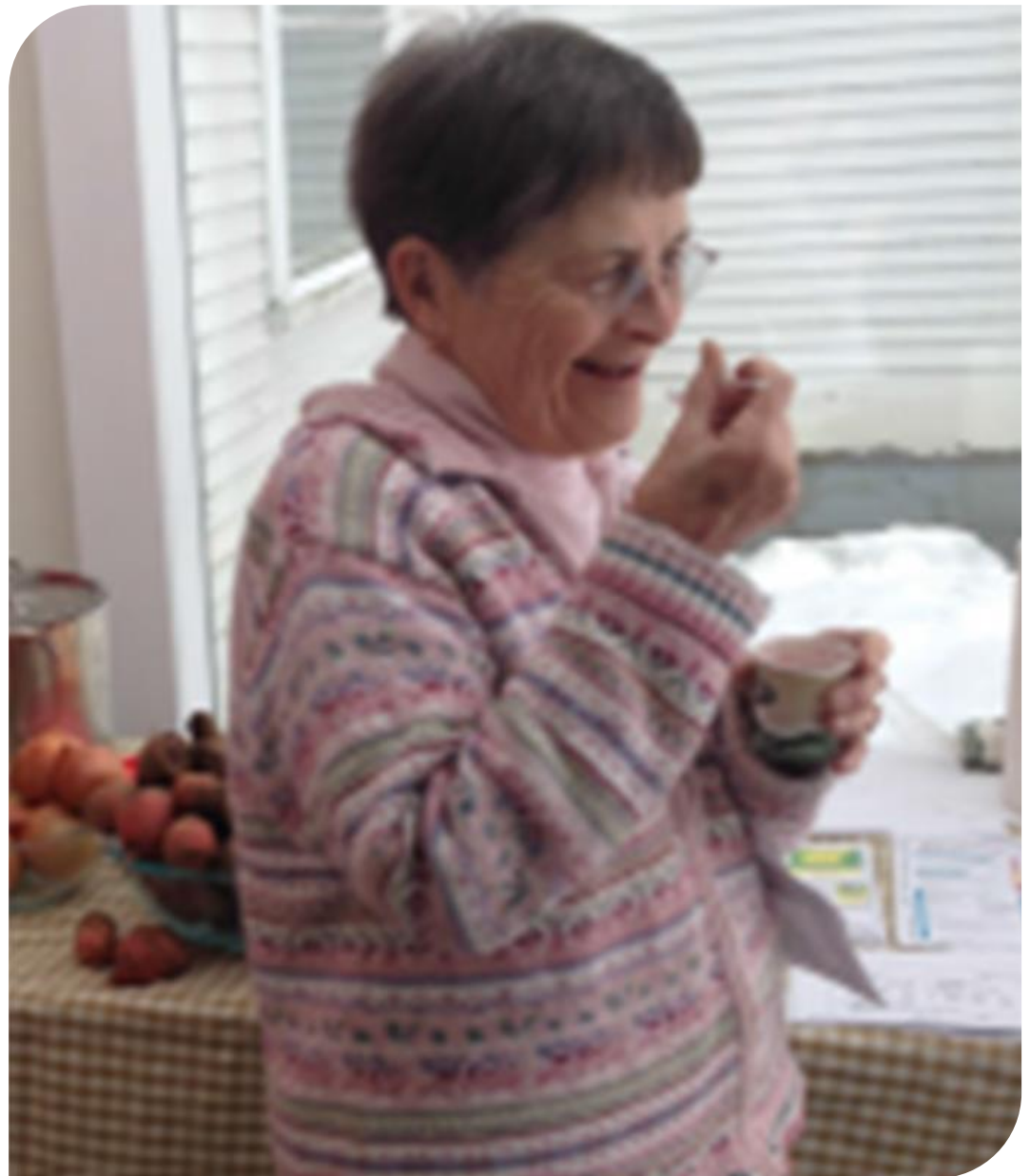
**BEHAVIOR
CHANGE
IN FRUIT & VEGETABLE
CONSUMPTION**

**IMPROVED
HEALTH
OUTCOMES**

TASTE PREFERENCE

“ I never knew collard greens could taste so good! It’s great to get out of my normal routine of cooking meat and potatoes”.

– women, early 70’s



BEHAVIOR CHANGE

“Your cooking demos and produce are really making me excited about cooking! I have made vegetables I have never cooked before and they are becoming a larger part of my weekly cooking routines”



4

RESOURCES AND NEXT STEPS



Vermont Foodbank

Implementation Steps for New Partners

Identify goals and strategies - application due October 31, 2016



Implement Program Nov 2016- Sept 2017



Be Inspired and Share Best Practices Across the Network

FY2015 VT FRESH Program
Special Fund for Network Partners
October 2014 - September 2015



APPLICATION DUE: October 24, 2014

Guidelines:

Vermont Fresh aims to increase access and improve availability of fruits and vegetables at community food shelves. The program model combines research and evidence-based approaches to:

- 1) Help change the FOOD ENVIRONMENT in community food shelves by increasing the prominence, convenience and availability of fruits and vegetables.
- 2) Facilitate preference change and increase knowledge, awareness and skills for selecting and preparing these foods through COOKING DEMOS and TASTE TESTS.
- 3) Reinforce core nutrition messages and affect fruit and vegetable consumption decisions by improving DISPLAYS, SIGNAGE and PROMOTIONS of these products.

A primary goal of the VT Fresh Program is to support Network Partners to increase a food shelf's capacity to handle more fresh produce and increase the demand for fruits and vegetables among clients. Up to \$700 will be provided to food shelves to build capacity to increase access and improve availability of fresh fruits and vegetables.

In addition, Vermont Foodbank staff and volunteers will offer cooking demonstrations and taste tests 1-2 times per month at the food shelf. Our hope is that this will engage visitors of community food shelves by providing an opportunity to taste recipes that use a specific fruit or vegetable as the primary ingredient. Our goal is that this will increase the use of fresh fruits and vegetables that are commonly available but often times uncommonly chosen in food shelves. By giving visitors an opportunity to learn about healthy cooking, basic nutrition, and food safety we aim to empower them to make healthier food choices.

Deadline: Friday, October 24, 2014, 5:00 pm. (no late applications will be accepted)

Decisions: Decisions will be made by October 31, 2014.

Grant size: Up to \$700.
Plus... \$150 worth of signage and point-of-decision prompts

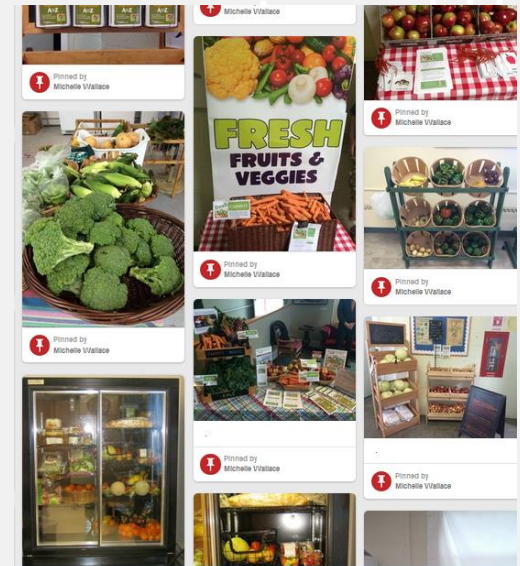
Total amount available: Funds are available for approximately 16 Network Partner sites.

Who is eligible: Applications will be accepted from sites that have been invited to apply and are Vermont Foodbank Network Partners in good standing.

What we fund: The Vermont Foodbank will look for applications from food shelves seeking funding to **improve strategies that build capacity** to improve the ability to handle more and increase the amount of fresh produce sites can distribute. Please see the attached ideas and suggestions. Strategies must address at least 2 or more of the following:

- a. Layout and prominence of produce displays
- b. Procurement to increase availability and variety
- c. Storage to increase availability and distribution
- d. Convenience to increase accessibility
- e. Point-of-decision prompts and signage to influence choices for fruits and vegetables.
- f. Additional produce tastings and cooking demos to increase fruit/vegetable consumption

What we don't fund: The funds are not to be used for the direct purchase of food for distribution. Funds should also not be used to pay staff.
How to submit your application: Email to Michelle Wallace, at mwallace@vtfoodbank.org. If you have questions, please email Michelle or call 802-477-4213



Mini-Grants

Identify goals and strategies

Please indicate which strategies you plan to implement in FY2015.

GOAL	SUPPORTING RESEARCH	Plan to implement in FY2015 Yes or No?	STRATEGIES
1 IMPROVE THE PROMINENCE AND LAYOUT OF PRODUCE DISPLAYS	Making fruit and vegetables prominent and highly visible is one of the most important strategies for increasing their consumption.		<ul style="list-style-type: none"> ➤ Create prominent, well-lit, attractive and well organized displays. Consider a "farmer's market" style display. ➤ Make displays highly visible and centrally located. ➤ Develop systems to clean, sort produce, discard or remove spoiled items and improve presentation. ➤ Other Strategy: (describe)
2 IMPROVE PROCUREMENT AND STORAGE TO INCREASE THE AVAILABILITY AND VARIETY OF FRUITS AND VEGETABLES	People consume more fruits and vegetables when they have more options to choose from.		<ul style="list-style-type: none"> ➤ Make fruits and vegetables a larger share of food distributed. ➤ Increase the variety, offer different types of fruits & vegetables. ➤ Offer different forms - fresh, frozen, dried and canned. ➤ Improve storage capabilities. Use display coolers with glass doors or other specially designed coolers 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, engage staff and volunteers to glean from local farms and farmer's markets, implement a grow-a-row program (community members donate produce from their gardens), etc. ➤ Consider adopting food policies and certain nutritional standards for purchased foods. ➤ Other Strategy: (describe)
3 INCREASE THE CONVENIENCE OF FRUIT AND VEGETABLES	Convenience and accessibility is a significant predictor of fruit and vegetable consumption.		<ul style="list-style-type: none"> ➤ Consider new and creative ways to schedule produce distribution days for increased convenience and accessibility. For example, community dinners combined with produce distribution and/or other special produce distribution days. ➤ Pre-package / pre-bag fruits and vegetables for added convenience, accessibility and appeal. ➤ Lightly process to better preserve and stabilize produce. ➤ Other Strategy: (describe)
4 PROVIDE TIMELY REMINDERS AND POINT-OF-DECISION PROMPTS	Many people are interested in opportunities to eat a little better, but they need to be reminded at the right time.		<ul style="list-style-type: none"> ➤ Promote produce with signage, posters and other printed materials - including photos. ➤ Promote healthy foods with shelf labels highlighting healthy options that are client favorites. ➤ Feature a fruit or vegetable each day with special signage and recipes. Consider "VT Harvest of the Month Activities." ➤ Display and distribute recipe cards with different suggestions on preparing items. ➤ Provide training to staff and volunteers on ways to promote fruit and vegetable consumption with simple, personal messaging and encouragement to try fruits and vegetables. ➤ Other Strategy: (describe)
5 FACILITATE PREFERENCE CHANGE	Up to ten taste tries may be needed to acquire a taste preference for new foods.		<ul style="list-style-type: none"> ➤ Provide additional taste test promotions and/or cooking demos to encourage consumption of different fruit and vegetable products. (beyond what VT Foodbank staff offer). ➤ Other Strategy: (describe)

Identify Display Items:

Produce Displays: www.bit.ly/vtdisplays



Tilt Tray Display - Color Choices
Pinned by Michelle Wallace

Peddlers Cart With Canopy
Pinned by Michelle Wallace

Wagon Display Cart - Color Choices
Pinned by Michelle Wallace

Medium Stacked 4 Bin Display
Pinned by Michelle Wallace

Low Profile Bakery Cart
Pinned by Michelle Wallace

Rustic Upright Display Cart
Pinned by Michelle Wallace

Large Stacked 4 Bin Display
Pinned by Michelle Wallace

3 Tier Pine Display with Casters
Pinned by Michelle Wallace

3 Tier Basket Display - Color Choices
Pinned by Michelle Wallace

Evolution Orchard Bin
Pinned by Michelle Wallace

Wooden Barrel Rack Vegetable Bin - Color Choices
Pinned by Michelle Wallace

3 Bin Wood Counter Display
Pinned by Michelle Wallace

Double Sided Chalkboard Display
Pinned by Michelle Wallace

3 Basket Wicker Display
Pinned by Michelle Wallace

Round 9 Basket Willow Display
Pinned by Michelle Wallace

produce bulk merchandisers
Pinned by Michelle Wallace

4-High Angled Basket Display
Pinned by Michelle Wallace

Tall 6 Basket Wicker Display
Pinned by Michelle Wallace

produce wall merchandiser
Pinned by Michelle Wallace

Produce Basket Endcap | CMS Display Fixtures
Pinned by Michelle Wallace

Rectangular Willow Basket Rack | Appealing Produce Display
Pinned by Michelle Wallace

Willow Basket Rack / Floor Stand
Pinned by Michelle Wallace

Identify Signage Items:

Produce Signage: www.bit.ly/vtsignage



Michelle Wallace Invite

Produce Signage and Pos...

Move Pins Edit board ...

The image displays a grid of 18 different produce signage items, each with a caption indicating it was pinned from a user. The items include:




- Signs for Vermont Fresh Vegetables, featuring carrots and cabbages.
- Brochures and activity sheets, such as "MAKE A HEALTHY KIDS PLATE" and "Please Take Out".
- Displays for produce like "CABBAGE" and "Carrots".
- Signs for "fresh WINTER SQUASH".
- A chalkboard with "5 Fun Facts About Carrots".
- Signs for "Grew Your Own" and "Kale".
- A sign for "Food Tasting" on Jan 21st.

Mini-Grants

Making it easy for sites to purchase signage and materials.

Veggie Rainbow Poster	
Catch a Rainbow Poster	
Veggie Rainbow Food Group Poster	
I Like Veggie Poster	
Set of 4 fruits & vegetables print	
Sugar Poster	

SIGNS

Item and Web Site Link	Photo	Description	Cost	# of items requested
Slide-In Sign Holder Stands for 8.5 x 11 Signage (Floorstanding) Includes a 6-1/2" Diameter Weighted Plastic Deck Base		These slide-in sign holder stands with optional wet-erase board. Either insert your own 8 1/2 x11 graphics or use the wet-erase board. Users can write their own messages with liquid chalk. The write-on surface is easy to clean using a damp cloth.	\$18	
18 x 26 A-frame Chalkboard, Black Wet Erase Surface, Double Sided - Black		Designed for use with liquid chalk. Double-sided, 18" x 26" blackboard for displaying messages back-to-back. Features metal hinges for long term use.	\$68	
Liquid Chalk Markers 8 Pack		Designed to be used on surfaces that are approved for liquid chalk. Creates bold strong lines of color – better than dry erase markers.	\$19	

SHELF LABELS

Item and Web Site Link	Photo	Description	Cost	# of items requested
4-1/8" Clip-On Deli Tags for Wet Erase Markers, 4.5" Clip		Sign Clip Includes tag for Messages Tag is 4"x3" and Clip is 4.5"x0.9". Write-on display cleans easily with a wet cloth. Clip attaches to baskets for fast and simple set up. Use with liquid chalk markers above.	\$25 (for a set of 25)	
Fresh Signcard 3.5 x 7in.		Thick paper. Write on shelf label/tag.	\$13 Case pack of 100.	
VT Fresh Shelf Labels		Laminated Shelf Labels for 24 different vegetables. Includes tips for how to prepare.	FREE	

Be Inspired & Share Best Practices

<https://www.instagram.com/vtfreshprogram/>

Instagram

Instagram

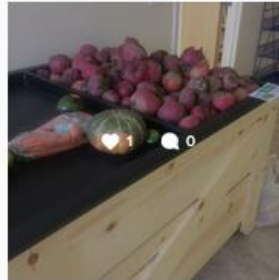
Search



vtfreshprogram EDIT PROFILE ***

Michelle Wallace VT FRESH is a Vermont Foodbank program that celebrates fresh food & helps to transform community food shelves with beautiful displays & cooking demos. www.vtfoodbank.org

18 posts 5 followers 36 following



- **Which ideas resonate most for you?**
- **What are the opportunities within your community?**
- **What are the barriers and challenges?**



THANK YOU

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