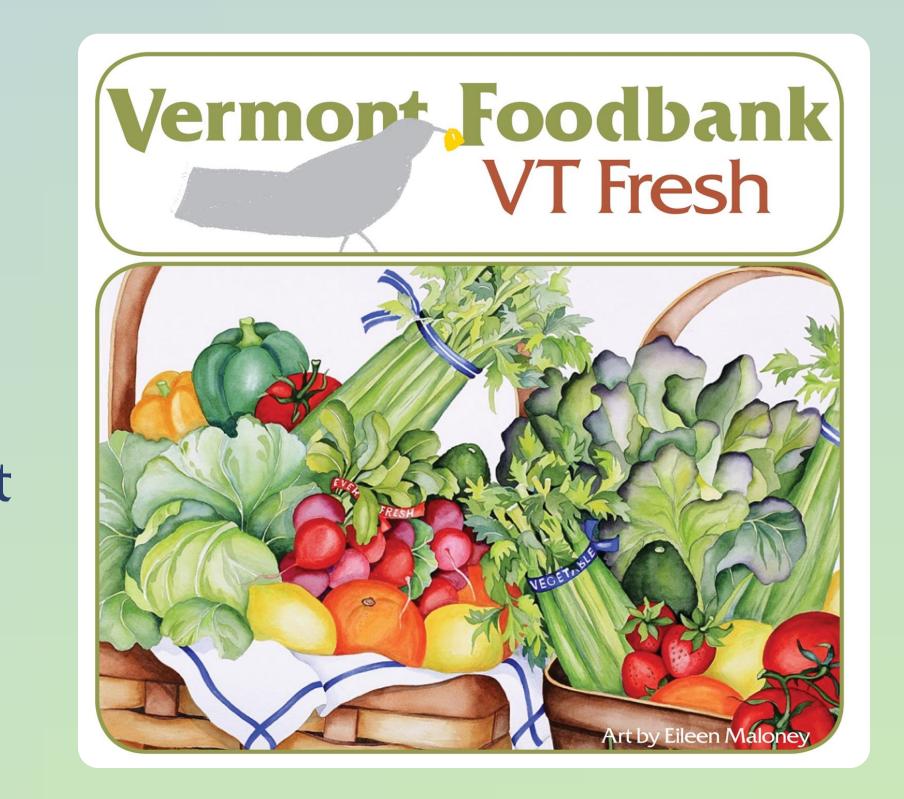
BEHAVIORAL ECONOMICS & FOOD INSECURITY

Strategies for Transforming the Food Environment in Local Food Pantries

Vermont Foodbank

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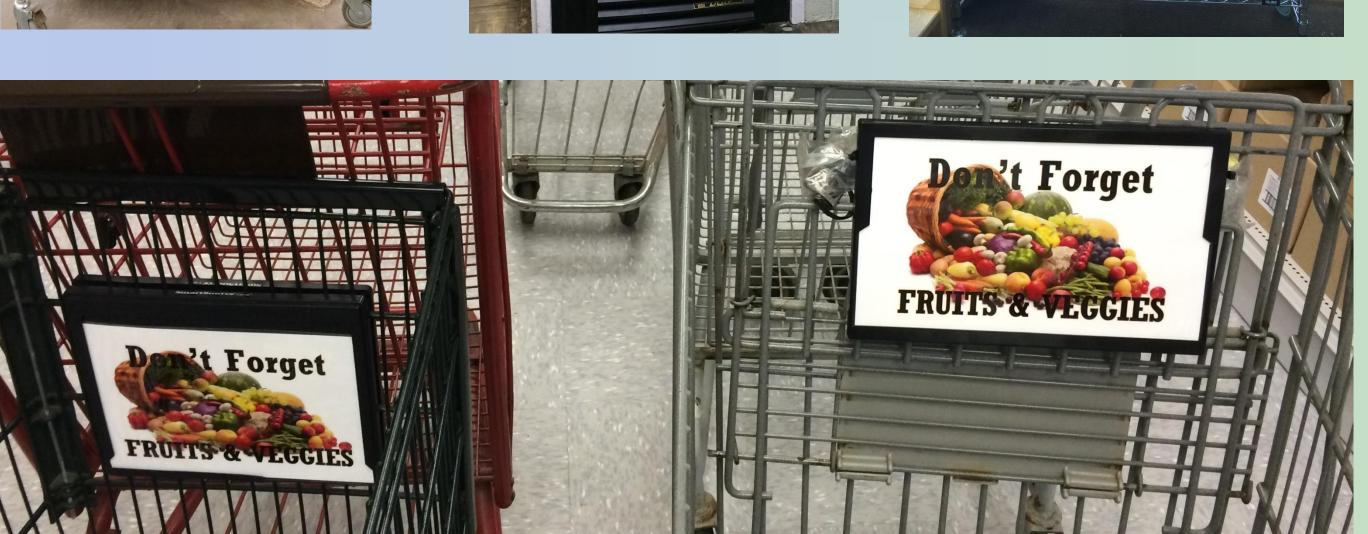
Goals

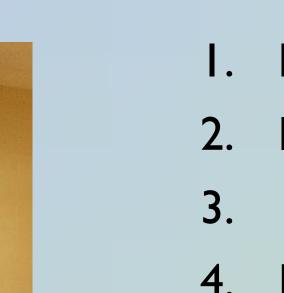
VT Fresh aims to increase access to fruits and vegetables amongst food insecure households. Inspired by behavioral economics research, the program goals are to:

- I. Change the FOOD **ENVIRONMENT** in community food shelves by increasing the prominence, convenience and availability of fruits and vegetables.
- Facilitate **PREFERENCE** CHANGE and increase knowledge, awareness and skills for selecting and preparing these foods through cooking demos and taste tests.
- 3. Affect fruit and vegetable **CONSUMPTION DECISIONS** by improving displays, signage and promotion of these foods.









Strategies

- I. Implement produce TASTINGS and COOKING DEMOS.
- 2. Improve layout and prominence of produce DISPLAYS.
- Expand PROCUREMENT to increase quantity and variety.
- 4. Develop STORAGE capacity to increase availability of produce.
- 5. Emphasize CONVENIENCE to increase accessibility.
- 6. Utilize SIGNAGE and POINT-OF-DECISION PROMPTS to make fruits and vegetables the easy choice.













Evaluation & Impacts

- I. Program impacts and outcomes are evaluated using Results-Based Accountability (RBA), a framework that asks three questions: I) how much 2) how well and 3) is anyone better off?
- 2. A pre/post retrospective survey is used to measure the change in taste perception about one specific vegetable and the intention to eat the vegetable again.
- 3. All participating sites adopt and document policy, systems and environmental changes intended to increase consumption of fruits and vegetables in the target population.

Annually serving... food shelves cooking demos participants





60% LIKE IT MORE

75% LIKELY TO EAT IT AGAIN



Acknowledgements

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: Baltimore Healthy Stores Program, Feeding America Nudges Project, and behavioral economics research by David Just at Cornell University.

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