

Vermont Foodbank VT Fresh



Thank you to our 2014 partners:

Bennington Kitchen Cupboard
Brattleboro Area Drop in Center
Chester-Andover Family Center
Chittenden Emergency Food Shelf
Capstone Community Action
Fairfield Community Center
Hardwick Area Food Shelf
Johnson Food Shelf
Our Place Drop In Center
Putney Food Shelf
Springfield Family Center

3 Goals

- 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.



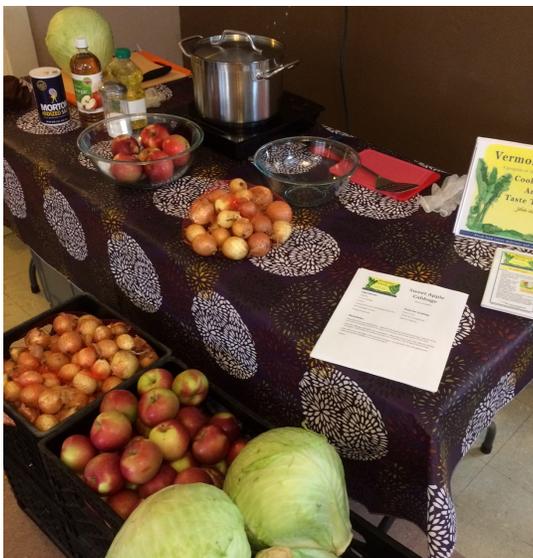
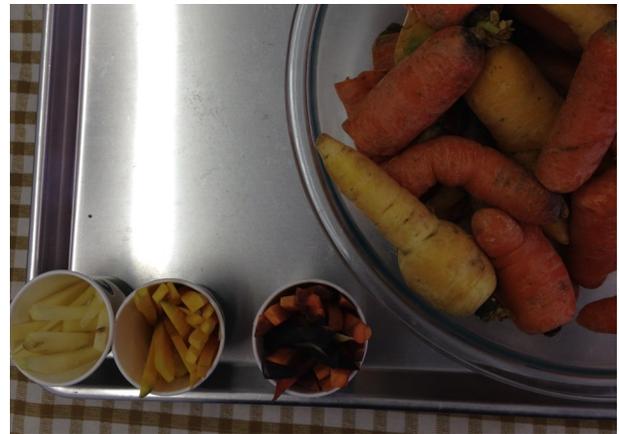
6 Strategies

- 1) Produce tastings and Cooking Demos
- 2) Displays
- 3) Procurement
- 4) Storage
- 5) Convenience
- 6) Signage

“I like that the program allows each participating program to choose the strategies that work best for them.” - Capstone

Produce tastings and cooking demos to increase fruit and vegetable consumption

“The VT Fresh cooking demos helped to expose our clients to new options they had not considered. Many said it truly changed their minds about some dishes.” -Springfield



Layout and prominence of produce displays

“[The program] has helped us to display our dry, fresh produce in a more appealing manner, and making the items more visible to our clients. Using these racks has helped us to show more easily what we have available, which, thanks to this ease, has increased the produce that clients have been taking.” -Springfield



“Now the display is attractive [and] it makes it easy to access for our guests. The small bins make it easier to place vegetables in the refrigerator at the end of the day. Within a few weeks of changing the display we began to notice a significant increase in the amount of vegetables we were distributing weekly.” -Our Place



Layout and prominence of produce displays cont...

“The produce area has a farmer’s market ambiance, giving our consumers the feeling of “shopping” in a respectful and positive way... The ability to market our produce more effectively has drastically cut down on waste.” - Capstone

“We purchased new racking and storage bins to display produce. The result was an attractive and easy to use system that was washable and easy to fill. [These] replaced old cardboard boxes and made the food look more desirable and workers reported that people were commenting on our improved amount of produce when in fact it was the display that had changed.” -CEFS



Procurement to increase availability and variety



“Letters were written to local farmers asking to help the food shelf obtain any “unwanted” or abundance of fresh produce. We received quite a bit of fresh produce from local farmers/gardeners. On a weekly basis, we were receiving produce donations from at least one farmer/gardener.”

- Fairfield



The Foodshelf has worked hard at partnerships with local farms and individual gardeners. We are so well-supported we just overflow during growing months! - Putney

Storage to increase availability and distribution

“Purchasing the glass front cooler allows us to store much more produce than a regular refrigerator. Fresh produce is more visible to food shelf clients which makes it more appealing.” -Fairfield

“Having the Food Saver machine has allowed us to keep more produce on hand by freezing it for later use by clients at the food shelf.” –Fairfield

“The [program] allowed the JFS to double its storage capacity for farm fresh food... and provide better humidity control, increasing shelf life, and increasing safe food storage” -Johnson

“Our new freezer allows us to store some of our excess produce for the winter months. We receive such an excess through the summer that we would otherwise have to turn away. This allows us to accept and use more fresh food year round.–Hardwick



“[We went with] an economical way to create a [small] Cold Room. The equipment consisted of a household air conditioner (with certain functions and capacity) and a ‘Cool-Bot ‘which is a digital control unit that enables the A/C to go to lower temperatures.”
–Chester-Andover

Convenience to increase accessibility

“Because clients can take fresh produce from the new shelves in the foyer/intake area whenever BADIC's office is open, overall access is increased by a magnitude of 50.5 hours each week. The food shelf only operates on certain days. Having [fresh produce] available during all of BADIC's hours of operation has been a valuable resource when clients have nowhere else to turn.” -BADIC



We also purchased produce bags and a dispenser for the bags. Consumers are able to bag produce and keep it separate from other things in their bags, making it a better experience for them. - Capstone



We purchased two vacuum sealers and a supply of bags... to make some prepared vegetables and bag them for the freezer. We are giving these frozen vegetables out with mixed reviews and will be trying new recipes and asking people about what they would like us to offer.” –Our Place

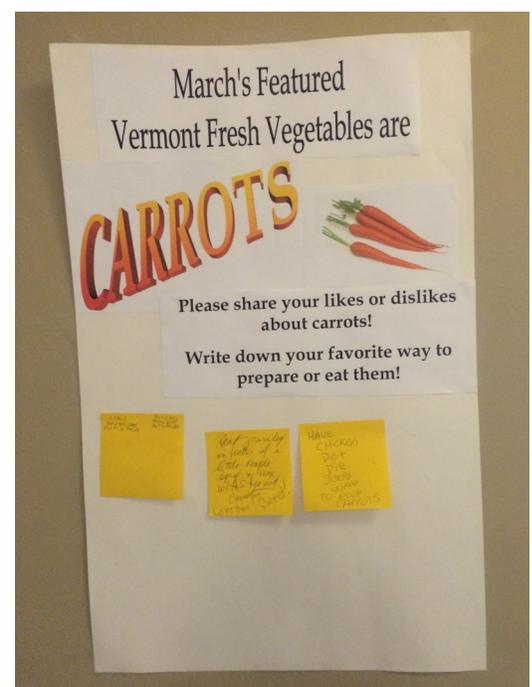


Point-of-decision prompts and signage to influence choices for fruits and vegetables.

“We display recipes along with the vegetables on our shelves. This is a much more efficient way to educate people about the different ways to use produce.” - Our Place

“Signage and systems are essential in helping influence what choices people make” - Chittenden

“We do ask our volunteers to see what we have a lot of and pull recipes from a recipe book we put together and make copies. The reception area volunteer “advertises” what is available and talks it up offering recipes.” -Putney



Educational Materials

“We will have “recipe challenges” where we give an ingredient (blueberries, zucchini, cauliflower, etc.) and have prizes for anyone who brings in a recipe. It adds a bit of fun to the event and we get participation from many unsuspected sources. It’s really encouraging and keeps the conversation rolling.” -Hardwick



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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 coated.
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



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SWEET POTATOES

4-6 large servings

INGREDIENTS

- 4-6 medium sized sweet potatoes (about 5 inches long)
- 2-3 Tablespoons Olive Oil, or butter
- Salt & Pepper

DIRECTIONS

1. Heat oven to 400°
2. Place whole sweet potatoes uncovered on a sheet pan.
3. Roast for 30-40 minutes or until skins begin to pull away from flesh. Remove skins when cool enough to touch.
4. Slice sweet potato into coins about 1 inch thick (helps them stay together in the pan).
5. Heat oil in a skillet over medium heat and place coins in a single layer. Cook for about 5 minutes on each side, until a dark, brownish layer of caramel forms. Add salt and pepper.

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fresh

PARSNIP



- * Mash with potatoes.
- * Add to soups.
- * Roast with other root veggies with oil, salt and pepper at 375° for 25 minutes or until soft.

“The demos are awesome. Clients love them. They are excited to try foods and often get each other into trying new things. The simple recipes are great.”
- Hardwick

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Beets

- * No need to peel, only scrub clean.
- * Grate into any salad, cooked or raw.
- * Cube into veggie soups or stews.
- * Serve steamed and sliced. Toss with olive oil, salt and pepper, or a simple vinaigrette.
- * Bake at 350 degrees for 1-2 hours. Rub off skins. Serve whole or sliced.

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Adapted from Asparagus to Zucchini: A Guide to Farm-Fresh Seasonal Produce, Middlesex Area Community Supported Agriculture Coalition.

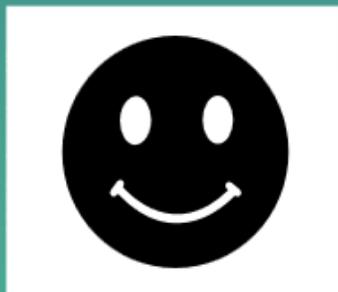
Impact Data

VT Fresh 2014 Program



8 months
11 food shelves
119 cooking demos
960 participants
2496 contacts

After Taste Test...



39%
LIKED IT MORE
(at least 30% more)



40%
TOOK IT HOME



70%
Said they were more
LIKELY TO EAT IT AGAIN

Impact Stories

“It seems to us that starting the conversation about fresh produce and then keeping that conversation going is the most important part of changing the culture around whole fresh foods.” - Hardwick

“The food demonstrations were well received. We continue to get good feedback about how surprised recipients are about how easy and simple some of the recipes are. We have 3 volunteers who have taken on continuing the food demos.” –Putney

“The impact was seen immediately with a new retail look promoting dignity and respect for those we serve. Additional impact included a cleaner process and healthier food being distributed to more people.” –CEFS



“BADIC's staff has witnessed how clients will take fruits and veggies featured in samples distributed when they go through the food shelf.” -
BADIC

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