

# VT Fresh STRATEGIES



**VT Fresh** aims to increase access and improve availability of fruits and vegetables at community food shelves. Inspired by behavioral economics research about the psychology of fruit and vegetable consumption, the program goals are 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) Affect fruit and vegetable **CONSUMPTION DECISIONS** by improving displays, signage and promotion of these foods.

Research has shown that modifying the food environment along with the use of certain strategies, displays and promotions can make it easier for people to make fruit and vegetable consumption decisions. Food shelves have the potential to increase knowledge and awareness about healthy foods and influence in-the-moment decision making regarding household food choices and consumption of healthier foods.

STRATEGY	SUPPORTING RESEARCH	ACTIVITIES
<p><b>1</b></p> <p><b>IMPROVE THE LAYOUT, VISIBILITY, AND PROMINENCE OF PRODUCE DISPLAYS</b></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"> <li>➤ Create beautiful / attractive and well organized displays. Combine with signage.</li> <li>➤ Make displays prominent, highly visible, centrally located and easy to get to. Focus on front and center placement of produce at eye level.</li> <li>➤ Take into consideration the appeal that “natural” has when creating displays and signage. Be inspired by local farmer’s market type displays.</li> <li>➤ 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.’</li> <li>➤ 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.</li> <li>➤ Develop systems to clean, sort produce, discard or remove spoiled items and improve presentation.</li> </ul>
<p><b>2</b></p> <p><b>EXPAND PROCUREMENT AND DEVELOP STORAGE TO INCREASE THE AVAILABILITY, QUANTITY AND VARIETY OF FRUITS AND VEGETABLES</b></p>	<p>People consume more fruits and vegetables when they have more options to choose from.</p>	<ul style="list-style-type: none"> <li>➤ Make fruits and vegetables a larger share of food distributed.</li> <li>➤ Increase the variety of choices by offering many different types of fruits and vegetables.</li> <li>➤ Offer different forms – fresh, frozen, dried and canned.</li> <li>➤ Improve storage capabilities. Use display coolers with glass doors for produce. Consider improving systems for root storage and winter crop storage.</li> <li>➤ 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, etc.</li> <li>➤ Consider adopting food policies and certain nutritional standards for purchased foods.</li> </ul>

**For PHOTOS and IDEAS and RESOURCES:**

- PINTEREST: [www.bit.ly/vtdisplays](http://www.bit.ly/vtdisplays) and [www.bit.ly/vtsignage](http://www.bit.ly/vtsignage)  
 INSTAGRAM: [www.instagram.com/vtfreshprogram/](http://www.instagram.com/vtfreshprogram/)  
 VT FRESH MATERIALS: [www.bit.ly/vtfreshmaterials](http://www.bit.ly/vtfreshmaterials)

### 3

#### EMPHASIZE CONVENIENCE OF FRUITS AND VEGETABLES TO INCREASE ACCESSIBILITY

Convenience and accessibility is a significant predictor of fruit and vegetable consumption.

- 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 other special produce distribution days or events.
- Pre-package/pre-bag single or family size servings of fruits and vegetables for added convenience, accessibility and appeal. Use familiar packaging materials you would find in the grocery store. For example, one food shelf found that packaging heads of lettuce in a 'lettuce bag' greatly increased distribution.
- 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.

### 4

#### UTILIZE SIGNAGE, TIMELY REMINDERS AND POINT-OF-DECISION PROMPTS TO MAKE FRUITS AND VEGETABLES THE EASY CHOICE.

Many people are interested in opportunities to eat a little better, but they need to be reminded at the right time.

- Promote produce with signage, produce banners, posters and other printed materials. Consider large vibrant photos of fruits and vegetables, murals, and artwork.
- Consider using large arrows on plastic floor mats, walls or ceiling hangings pointing visitors towards the produce section.
- Use shelf labels or a color coding/ guiding star system as a quick visual cue that signals healthier choices.
- Place signs on shopping carts or baskets facing the shopper that remind them to choose and select fruits and vegetables. Provide a suggested amount. For example, "In this foodshelf, the majority of people choose at least 5 produce items." Another suggestion is to use yellow duct tape to divide shopping carts and baskets in half. Have shoppers put their fruits and vegetables in the front half of the cart.
- 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 as a prompt.
- Display recipe cards near items you want to encourage.
- 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.

### 5

#### IMPLEMENT PRODUCE TASTINGS AND COOKING DEMOS TO ENHANCE TASTE EXPECTATIONS AND FACILITATE PREFERENCE CHANGE

Up to ten taste tries may be needed to acquire a taste preference for new foods.

- 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.



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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.