**Behavioral Economics & Food Insecurity**

Strategies for Transforming the Food Environment in Local Food Pantries

**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:

1. 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.

**Strategies**

1. Implement produce **TASTINGS** and **COOKING DEMOS**.
2. Improve layout and prominence of produce **DISPLAYS**.
3. 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**

1. Program impacts and outcomes are evaluated using **Results-Based Accountability (RBA)**, a framework that asks three questions: 1) 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.

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