

Minneapolis Department of Health and Family Support

Healthy Food Shelves Initiative

August 16, 2012

9:00am – 11:00am

Meeting Notes

Welcome and Introductions: 12 representatives from Minneapolis food shelves and hunger relief organizations participated in the meeting, along with two staff from the Minneapolis health department, and 2 staff from the communications group, Mod & Co.

Spotlight on the North Point Food Shelf: Tarik Fisher, from the North Point Food Shelf presented information on the organization's background and current operations, including their "client choice" model which helps reduce food waste and increases the likelihood that clients will eat what they receive. At the end of the meeting, Tarik led the group on a brief tour of the food shelf facility. North Point hosts produce drops every other Friday and has a relationship with the Camden mini farmers market. They also received produce donations from Second Harvest Heartland, Emergency Food Shelf Network, and Cub Foods on Broadway. If you have any questions about these or other efforts to increase healthy foods in the North Point Food Shelf, please contact Tarik Fisher at tfisher@northpointinc.org. Thank you to North Point and to Tarik for hosting our meeting!

Communications Messaging for the Minneapolis Food Shelf Network:

Luke Soiseth and Sean McDonnell, representing Mod & Co, led the group in an exploratory discussion about healthy food donations in order to gather ideas for developing standard communications messages. The group discussed how food shelves and organizations were currently connecting with potential donors including farmers markets and community gardeners, as well as some of the main messages that they would like to promote. Mod & Co will use this information to start developing sample messages and materials which will be presented back to the group for further feedback and refinement. A communications plan (including recommendations for disseminating the messages to various donor audiences using a unified voice) will be provided in the near future.

Small Group Discussions: - Connecting Food Shelves to Each Other and to Healthy Foods:

Food shelf partners broke up into small groups for to give food shelves in close proximity to one another the chance to connect and consider how to share resources and/or make “coordinated asks” to farmers markets, community gardens, and other donor groups. 5 clusters were created by geographic location: North, Downtown, Franklin/Lake, South of Lake, and Northeast. Each cluster was provided a resource guide with food shelves, farmers markets, and gardens along with any relevant information (also available on the Food Shelf Network website: <http://www.minneapolismn.gov/health/ship/WCMS1P-096221>). Each group was asked to select a farmers market, garden, or other food source from the resource guide and develop an action plan for procuring produce from their desired location. Groups were encouraged to brainstorm additional resource sharing opportunities. The small group conversation method was well-received and will be integrated into future meetings.

Meeting reflection and wrap up

- A summary of the baseline food shelf assessment results were shared. Food shelves’ had anywhere from 0 to 722 lbs of fresh fruit at the time of the assessment and between 0-1766 lbs of fresh vegetables. Healthy food made up 2-57% of food shelves’ total food. Results were later distributed to those who participated in the assessment and will be used on the future to 1) set goals for the network and 2) apply for additional funding.
- Future Minneapolis Food Shelf Network meetings will be held every other month (the next meeting will be in October – if you are interested in hosting the group, please contact Kristen.Klingler@minneapolismn.gov).