

Year 1 Activities and Accomplishments



EVERYBODY NEEDS
HEALTHY FOOD

Goals:

- [Assess the current environment](#) in order to identify common issues and potential solutions for increasing healthy food options at food shelves.
- [Facilitate communication](#) among partners in order to encourage collective thinking, problem-solving, and resource sharing.
- [Measure the amount and quality of healthy foods available](#) at food shelves before and after participation in the Network.
- [Pilot test strategies to increase healthy food options](#) and develop recommendations for replication across the Minneapolis food shelf system.

Priority Areas:

- [Procurement/Donations](#): Establish systems to increase healthy food donations and purchases, especially high quality fresh produce, from local sources.
- [Donor Communications](#): Develop standard messaging and materials to encourage individuals and organizations to donate healthy foods, especially fresh produce.
- [Client Demand](#): Increase client awareness of, and demand for, healthy foods through education, physical food shelf enhancements, and promotions.

Key Activities and Accomplishments:

- [9 partner meetings](#) to discuss common issues and solutions and network with other food shelf representatives and stakeholders.
- [Spotlight on 7 Minneapolis food shelves](#), including an organizational overview, facility tour, and discussion of best practices and lessons learned.
- [Formation of Minneapolis Healthy Food Shelf Network](#) and identification of top three priority areas to tackle collectively.
- [Baseline assessment conducted at 13 food shelves](#) to measure quantity and quality of healthy food items available; follow up assessments in July 2013.
- [Procurement/Donations priority area](#):
 - [Development of an online map](#) showing the location of Minneapolis food shelves, community gardens, and farmers markets
 - [Shared information about how to connect with healthy food sources](#) including the Local Food Resource Hubs Network, Fruits of the City, and wholesalers
 - [Creation of the “What to Grow/Where to Donate” document](#) listing food shelf locations, donation days and times, and preferred items
 - [Creation of the “Potential Farmers Market Partnerships” document](#) listing Minneapolis farmers markets and their interest in donating to food shelves

- [Creation of the “Food Shelf Resource Guide”](#) listing food shelves, farmers markets, and community gardens by geographic “zone” for easier partnering
- [City of Minneapolis weekly employee produce donations](#) (over 400 lbs of produce donated in 2012)
- [Plant an Extra Row campaign](#)
- [Donor Communications priority area:](#)
 - Launch of www.healthyfoodshelves.org website to promote healthy donations
 - Creation of [Healthy Food Shelf Network website](#) to house Network resources
 - [Development of communications messaging and materials including...](#)
 - [Signage to food shelves](#)
- [Client Demand priority area:](#)
 - [Technical assistance to 6 food shelves](#) including physical enhancements to increase the visibility and attractiveness of healthy food options.
 - [Discussion of best practices, lessons learned](#) for client education and healthy food promotions

Looking Ahead:

- Ongoing partner meetings and spotlight on food shelf partners
- Continued technical assistance to food shelves
- Follow up assessments with 13 food shelves to measure progress
- 2013 City of Minneapolis employee produce donations
- 2013 Plant an Extra Row campaign and evaluation
- Pilot test retail gift card strategy
- Recommendations for food banks