

Minneapolis Healthy Food Shelf Network

Facilitated by the Minneapolis Health Department

Thursday, August 22, 2013

10:00 – 11:30am

**Location: New Creation Baptist Church Food Shelf
(1414 E. 48th St, Minneapolis)**



**EVERYBODY DESERVES
HEALTHY FOOD**

Participants

- Donna Bonicatto – Salvation Army Center City
- Lisa Boyd – Second Harvest Heartland
- Shaina Brassard – West Broadway Coalition
- Joan Bulfer – Bloomington Public Health
- Rachel Henderson and Jil Clearman – Waite House
- Kevin Sanders – Sabathani Community Center
- Kelsey Moler and Tracey Porter - PPL
- Marquis Wise – North Point
- Emily Shopek and Alana Carrington – Salvation Army North
- Daniel McKizzie – New Creation
- Brian Noy, Brittany Kimball, and Ellese Ford – Augsburg Campus Kitchen
- Kristen Klingler – Minneapolis Health Department

Meeting Notes

Spotlight on New Creation Baptist Church food shelf

Information was presented on New Creation's current operations.

- In operation for approximately one year, New Creation food shelf serves approximately 300 families on a regular basis from across the metro (no boundaries; clients are just required to show ID). Hours of operation are on Saturdays from 10am-2pm plus emergency deliveries or drop-ins as needed. Clients are able to select food items using a monthly point system (based on family size) and can return as many times as they want, provided they have points to use. The food shelf is run mostly by 4 volunteers plus a coordinator from the church.
- Purchases and donations come primarily from EFN and a local non-profit, Community Care. The food shelf is receiving Plant an Extra Row donations from the Armatage school garden as well as fresh produce from a local neighbor. They are thinking of planting a garden on-site next year as a way to involve their youth. New Creation would like to start offering cooking demos; they already offer healthy recipe cards (from our Network and from EFN).
- In exchange for a monthly stipend, Community Care delivers fresh produce rescued from local retail stores to area food shelves. If you are interested in participating, please contact: Clarence Brown 952-994-9905

Updates/Announcements

- **Plant an Extra Row campaign progress:** 114 Minneapolis gardeners signed up; each matched with 2 food shelves. There were a low number of donations in June and July (6), but things seem

to be increasing as summer progresses (over 100 lbs donated to a handful of food shelves so far). Good selection of high quality fresh produce, but food shelves would love to see more quantity. Gardeners are generally pleased with the ease of donations, but would like to have after-work or weekend drop-off hours.

- **Action Item:** MHD staff will communicate to PAR gardeners that they should call their food shelf in advance to arrange their drop-off and, if needed, request an alternate time (many food shelves are willing to accommodate requests).
- **Minneapolis Health Department SHIP 3 grant proposal:** Grant is due Wednesday, August 28th. Proposed “Healthy Food in the Community” portfolio will include continuation of Healthy Corner Store Program, Healthy Food Shelf Network, and Community Garden efforts. New areas will include meal programs, restaurants, and a sugar-sweetened beverage initiative. The focus of the food shelf and meal program work will be to develop and implement healthy food policies (collectively, and at individual agencies). Healthy food policies will help guide food purchases and donations, meal preparation, donor communications, and client education. More details will be discussed at the October meeting.

Phillips Community Healthy Living Initiative

- Jil and Rachel from Waite House provided an overview of their Blue Cross-funded “Phillips Community Healthy Living Initiative” which consists of four main areas of work: community gardening, food shelves/meal programs, the 24th St Urban Farm, and physical activity.
- The subcommittee working on food shelves/meal programs will likely tackle issues similar to what our Network is working on, however the group will have the ability to define the specific types of projects they want to work on based on community need and interest. In general, the goal is to work on organizational policies related to healthy foods, ensure consistency in messaging to donors and other food shelves, and deeply engage the community in a conversation around healthy food. While specific community engagement activities are yet to be developed, residents will be able to learn more via website and print media.
- So far, there are about 6 (out of 12 potential) partners on board with the food shelf/meal program subcommittee (Waite House, DIW, Holy Rosary, Open Arms, MN American Indian Center, and Centro). These partners will meet regularly to talk about priority issues and take collective action. Some of these partners are also involved in our Network, so staff will coordinate meetings and activities so as not to duplicate efforts.

Farmers Markets and Food Shelves

- Shaina Brassard provided an overview of the EBT/Market Bucks program available at 9 Minneapolis farmers markets. The program allows low-income residents to use their SNAP (food assistance benefits) at farmers markets across the city. If a customer spends at least \$5 on their EBT card, they can receive up to a \$5 match in Market Bucks coupons, which essentially doubles their purchasing power for healthy foods. Most farmers markets also accept WIC vouchers too. Shaina coordinates a communications campaign for all participating markets to help promote the program to target audiences (e.g. bus stop ads and outreach at Century Plaza).
- Food shelves can help connect their clients to this great program by distributing EBT materials to clients (note: materials available from Shaina Brassard, shaina@westbroadway.org if you didn't pick any up at the meeting). Food shelf staff can also explain that some markets allow credit

card users to get tokens to exchange with vendors; similar to the EBT tokens – in case this helps to downplay any stigma associated with using the EBT system. The program will run through October at most markets, so there's still time to promote it to clients or to talk about it in preparation for next season. For a full list of farmers markets including those that offer EBT/Market Bucks, please visit:

http://www.minneapolismn.gov/sustainability/action/local/sustainability_mplsfarmersmarkets

- Shaina also offered an example of how the West Broadway Farmers Market works with the Ascension Food Shelf in North Minneapolis: Each year, the church congregation holds a fundraiser and the proceeds are used to pay for food shelf clients to receive vouchers to the farmers market. This is an easy system to set up (money isn't lost if the vouchers aren't redeemed) and helps build the habit of shopping at a farmers market and supports local growers as well.
- Brian Noy, Ellese Ford, and Brittany Kimball provided an overview of the Augsburg Campus Kitchen efforts to connect farmers markets and food shelves. Campus Kitchen has been in operation for 10 years; its two main goals are 1) Get healthy food into the community; 2) engage students in their neighborhood and help build leadership capacity to make change. Campus Kitchen serves hot meals with extra food from their community gardens, runs a farmers market at the campus and at the Brian Coyle Center, and conducts education regarding healthy eating/cooking/growing food.
- A new effort this year (funded by a Target grant), is to glean surplus produce from farmers markets and distribute to food shelves. Currently, they are working with 8 markets and four food shelves/recipients (Brian Coyle, Healthy Commons, Korean Service Center, Operation Living Hope). Their goal is to establish long-term relationships between the markets and the food shelves so that there isn't the need for Campus Kitchen to be in the middle. Some challenges they are encountering include market hours not matching up with food shelf hours (and lack of refrigerated storage to keep produce overnight). If your food shelf is interested in partnering with Campus Kitchen, please contact: Brian Noy (noy@augzburg.edu).
- **During the group discussion, participants shared ideas and funding resources that your organization might want to check out:**
 - [Open Your Heart to the Hungry and Homeless grants](#)
 - [Hunger-Free MN grants](#)
 - United Way capacity building grants
 - VEAP Food Shelf in Bloomington may have equipment to give/sell as they move to their new location this fall (Nathan Rust, food shelf manager, 952-888-9616)
- The group also discussed ways in which farmers markets could help communicate with potential donors and encourage customers to donate healthy foods or make financial contributions to food shelves. Ideas included:
 - Signage at the market or a table for a food shelf rep to sit and talk to customers about donating/collect produce (like Second Harvest does at the Municipal market). Midtown market tried this. Alternatively, a market staff or volunteer could sit at the table since food shelves often lack staffing capacity to do this type of outreach.
 - Pre-made messages for distribution through the market's website, social media outlets (could be developed by MHD staff).
 - Retail "round-up" program at grocery stores (e.g. Seward co-op).