

Minneapolis Healthy Food Shelf Network:

2014 Summary Report

NETWORK GOALS

Minneapolis food shelves are connected with other agencies that share their **commitment** to increasing healthy food options

Minneapolis food shelves are consistently stocked with more **high quality, healthy items** (fresh produce, whole grains, low-fat/low-sodium/low-sugar items)

Minneapolis food shelf clients are aware of, and choose, **healthy options**

KEY STRATEGIES

Promote Connectedness

Facilitate communication and collaboration between food shelves, food banks, and hunger relief agencies serving Minneapolis residents

Increase Healthy Food Inventory

Create policies, systems, and relationships that help food shelves reliably procure healthy foods through purchase or donation

Generate Client Demand

Ensure that healthy options are visible and attractively displayed in food shelves and that clients are encouraged to select them

2014 ACTIVITIES AND ACCOMPLISHMENTS

Promote Connectedness

- [Hosted 6 Network meetings](#) to discuss common challenges to increasing healthy food options in food shelves and develop plans for individual and collective action.
- [Highlighted 6 Minneapolis food shelves](#) at Network meetings to facilitate information sharing about organizational policies and practices, operations, and outreach.
- [Updated existing healthy food outlet directory and map](#) to encourage direct communication and relationship-building between partner agencies and other healthy food outlets (e.g. farmers markets, community gardens, and meal programs).

Increase Healthy Food Inventory

- [Co-hosted 2 metro-wide policy workshops and created written resources](#) to educate food shelves on how to create organizational healthy foods policies.
- [Developed and shared initial recommendations for food banks](#) to improve healthy food policies and practices, including clarifying food redistribution rules.
- [Sponsored 2nd annual Plant an Extra Row campaign](#), connecting 10 food shelves with nearly 400lbs of fresh produce donations from local gardeners.
- [Conducted Giving Gardens workshop, created resource guide, and provided technical assistance](#) to help local organizations support food shelves through gardening.

Generate Client Demand

- [Provided merchandizing assistance, promotional signage, and display baskets](#) to 8 food shelves to make healthy foods more visible and appealing to food shelf clients.
- [Assisted 8 food shelves in enhancing their physical space, layout, and operations](#) to improve the client experience and make it easier to choose nutritious foods.

General

- [Established shared goals, strategies, and tactics](#) to guide 2014 Network activities.
- [Maintained \[www.healthyfoodshelves.org\]\(http://www.healthyfoodshelves.org\) website](#) to provide helpful information about healthy food donations.
- [Compiled electronic versions of all written resources, tools, and templates](#) on the Minneapolis Healthy Food Shelf Network website.

LOOKING AHEAD TO 2015

- Ongoing partner meetings and technical assistance to food shelves.
- Coordinated communications campaign to encourage healthy food donations.
- Continued conversations with food banks about healthy food policies and practices.
- Implementation of Promising Practices and healthy foods policies in food shelves.