Minneapolis Healthy Food Shelf Network
Facilitated by the Minneapolis Health Department

Thursday, January 16, 2014
10:00 – 11:30am
Location: Community Emergency Service (CES)
1900 11th Ave S, Minneapolis

Participants

- Jacob Schuster (CES)
- Rachel Henderson (Waite House)
- Pa lee Yang (CAPI)
- Laura Skubic (EFN)
- Bunmi Adekunle (Good Works)
- Karen DeClouet (CES)
- Marci Van Hazinga (City of Minneapolis CPED)
- Jessica Hering (Salvation Army NEED)
- Kristen Klingler (Minneapolis Health Department)

Meeting Notes

Spotlight on CES Food Shelf

Information was presented on the food shelf's current operations:

- CES food shelf had more than 67,000 client contacts in 2012 and distributed 464,000 pounds of food. They primarily serve south Minneapolis residents every day, Monday through Thursday (about 20-35 people on average). On Fridays, CES hosts a food giveaway (fresh produce and other food items) that serves approximately 300-500 clients and is open to anyone. On Thursdays, they distribute Somali food boxes sourced from EFN. They hope to bring a Somali staff person on board soon to assist with outreach efforts to this cultural community. The food shelf also has a Thanksgiving and Christmas distribution.
- CES also works to deliver free groceries from the CES food shelf to homebound clients through a home delivery service.
- CES also serves as an EFN Fare For All site and offers Meals on Wheels delivery. In addition, staff provide services related to rent and utility bill payments, transportation, and crisis situations.

Updates/Announcements

- **Minneapolis Healthy Food Shelf Network –** Please see list of 2014 meeting dates, times, and locations attached to email.
- **Minneapolis Health Department's Healthy Meals Program:** The Minneapolis Health Department (MHD) received funding from the Statewide Health Improvement Program (SHIP) to assist emergency meal programs in their efforts to increase access to healthy food options for low-income individuals and families in need. MHD will help meal programs identify opportunities to increase the amount, variety, and quality of healthy foods purchased, donated, and prepared for program recipients. MHD will also provide assistance to partners interested in adopting healthy food policies and practices to expand their capacity to offer healthy foods.

There may be one or two joint meetings between food shelves and meal program partners over the course of the two-year grant, but most activities will be done in a separate but parallel manner. For more information or to suggest an emergency meal program partner for the project, please email Kristen.Klingler@minneapolismn.gov

- **EFN/Second Harvest/U of MN F.O.O.D survey** – EFN, Second Harvest Heartland, and the University of MN a partnering on a study that will test the effectiveness of using the Healthy Eating Index (HEI) as a feedback tool about the healthfulness of the food received from the two food banks. Partner food shelves will receive a survey via email; the University of MN will analyze food shelf responses to and provide each food shelf with an HEI score on their ordering history from both Second Harvest and EFN.

Healthy Food Shelf Network 2014 action plan and values

- The group reviewed a draft 2014 action plan (developed based on feedback from October 2013 meeting) – please see updated 2014 action plan attached to email.
- Comments on the 2014 action plan included:
    - Food shelves would find it very helpful if MHD could create a healthy food training toolkit to use with staff and volunteers who interact directly with clients. If staff and volunteers can be trained on healthy food options, the importance of healthy eating and healthy foods for clients, etc, they can provide better education and customer service to clients. Many food shelves celebrate Volunteer Appreciate Month in April, which might be a good time to give this type of training. Alternatively, as new volunteers are brought on, their orientation could include a healthy food training. **MHD staff will work to develop a training toolkit prior to April.**
    - Promoting healthy food options through signage and marketing materials will be very helpful to food shelves. Materials should focus on images/pictures with bright colors and minimal text (or text translated into non-English languages). **MHD will work to modify/produce marketing materials for all interested food shelves and perform enhancements to highlight healthy food options in food shelves during 2014.**
    - **Food shelves would find it helpful to have a food shelf directory with contact** information, hours of operation, etc in order to facilitate client referrals and sharing of resources**. MHD will put together a directory before the March Network meeting and will also update the existing Healthy Food Outlets map which indicates where farmers markets, community gardens, and CSA drop-off sites are located in relation to food shelves.**

- The group also discussed a series of questions designed to help shape common values and principles related to the Network's commitment to procure and distribute healthy food options. Responses to each question are included below:

- *How would you describe the Network's "Passion, Promise, and Principles (what we care about, what we are committed to, and how we do our work)?*
    - Healthy food is a human right
    - We have a responsibility to ensure that everyone has access to healthy foods
    - Health disparities, high rates of illness are found primarily in populations that rely on food shelves
    - Food is a key component to health and community vitality

    - Physical health is connected to social wellbeing and ental health – food shelf practices can impact these things significantly
    - Health & chronic health problems are a limiting factor – people are entitled to a high quality of life
    - We value/commit to working together to develop healthy, livable communities where everyone has access to healthy foods

- *In the food shelf community, different opinions exist about whether or not food shelves should distribute products with low nutritional value, such as soda and candy. What are some opinions you have heard? What do you think?*
    - Common pushback from donors and volunteers - "Everybody deserves a treat"
    - Depends on source/donor instructions (who is making the choice) – how people perceive what is purchased
    - OK to distribute in limited quantities
    - Some food shelves might be giving people their only sources of some foods (like baked goods/treats)
    - Retail food rescue is heavy on unhealthy treats/bakery items – communications to donors is hard – food shelves can't be picky without risking hurting the donor relationship
    - Tension: food shelves policing food choices vs. responsibility to protect health of participants
    - Concern about how to handle food waste when things are donated that food shelf doesn't want to distribute
    - Tension between hunger (calories) and health (nutritious options)
    - Food shelves need to treat clients with dignity, give them choices, provide education
    - Clients dealing with addiction/recovery often crave sweets

- *As an entity that provides food to supplement what individuals are able to buy in the grocery store, what foods do you feel are most important for your clients?*
    - Fresh fruits & veggies
    - Culturally familiar foods (the foods they want to eat)
    - Foods that are harder for low-income people to buy on their own
    - Foods that people know how to prepare/cook/eat
    - "Feel good" foods that still contribute to health
    - Whole foods that help build health – staple foods; healthy fats, carbs, etc.

- *What role do you think food shelves have in providing nutritious food to clients in the community?*
    - Responsibility to provide access to nutritious foods
    - Lead by example through policies & practices
    - Responsibility to encourage clients to eat healthy by the foods that are offered
    - Food shelves can make healthy foods interesting and show clients what is possible
    - Educating community (participants, donors) on the connection between food & health – e.g. consequences/impacts of sugar-sweetened beverages & healthy alternatives

Healthy Food Policies

- MHD, EFN, Bloomington Public Health, and Phillips Healthy Living Initiative are co-hosting a "Healthy Food Policy" workshop on Thursday, March 6th from 8:30 – 11:30am (optional breakfast/networking from 8:30-9am). The workshop will be held at Waite House (2323 11th Ave S, Minneapolis, MN).
- Food shelf managers and agency leaders who are ready/almost ready to take action on developing a healthy food policy are invited to attend to receive hands-on technical assistance in developing a timeline, action plan, and policy outline.
- A formal invitation will be sent out to all food shelf partners before the end of January and will include additional details and information on how to RSVP.

Minneapolis Healthy Food Shelf Network
Facilitated by the Minneapolis Health Department

Thursday, March 20, 2014
10:00 – 11:30am
Location: Waite House
2323 11th Ave S, Minneapolis

Meeting Notes

Spotlight on Waite House Food Shelf

Rachel Henderson presented on the food shelf's current operations and activities to promote healthy foods:

- The Waite House food shelf operates using a client choice model and serves approximately 600 families/month. Families and individuals are allowed multiple visits during the month and are allotted 15lb/person total.
- Waite house serves mostly Phillips neighborhood residents and about 50% of clients are Latino (there are Spanish-speaking staff available to help with client intake and questions).
- There are 2 regular food shelf staff plus additional help at the front desk for intake and many volunteers (both from the community and from Augsburg College). Volunteers and staff help draw clients' attention to healthy food options available in the food shelf by answering questions about the items and how to prepare them as part of a healthy meal. Some training is provided to assist with this client education.
- Waite House promotes produce by placing it in a highly visible and highly trafficked areas within the food shelf. They also do two produce distributions each week using items from Second Harvest.
- Food shelf clients waiting to access the food shelf are able to listen to community presentations in the waiting room, which usually focus on healthy living and the importance of eating healthy foods.
- The food shelf also partners with the Waite House Community Cafe which serves lunch daily during the week and focuses on preparing healthy, wholesome foods from scratch. Food is procured through a partnership with the 24th St. Urban Farm, located across the street from the food shelf. Food shelf clients are able to participate in gardening opportunities in addition to receiving garden-grown produce.

Updates/Announcements

- Healthy Foods Policies for Food Shelves – MHD will provide customized assistance to food shelves interested in developing and implementing a healthy food policy. Resources from the recent healthy foods policy workshop are available on the health department's food shelf website.
- Plant an Extra Row – register your food shelf to receive fresh produce donations from gardeners
- Food shelf manager directory – MHD has compiled a list of information for approximately 55 food shelves across Minneapolis including name, address, contact person (food shelf manager) and operational times. This directory was requested by food shelves at the January 2014 meeting as a way to facilitate communications and networking among food shelf managers and

staff. Meeting participants provided feedback on a draft version of the directory (see below). MHD will make the requested revisions and distribute the directory in late spring.
    - Make this available as a printable version as well as a Google map online
    - Add information about food shelf requirements (who is accepted, what type of documentation is required, etc)
    - Divide the list by neighborhood or geographic region to make sorting and searching easier
    - Include information about other hunger-relief organizations and food banks
- University of MN Extension reorganization
    - Due to federal funding cuts, Extension services have been restructured, which impacts client education services at food shelves. Extension staff are no longer working on the county-level, but instead are working on the regional level. Past programs (Simply Good Eating and Cooking Matters) are still being used, but not under these names.
    - Food shelves that are interested in offering client nutrition education through Extension must do a series of classes (as opposed to a single class) with at least 8 participants engaged over 6 hours. The goal is to change behaviors by working intensively with people over time instead of providing one-off educational experiences.
    - Extension now requires that multi-agency involvement so that clients are touched in many ways, not just through the food shelf. Who can be included in "multi-agency" partnership is not well-defined yet.
    - They are considering a train-the-trainer model to help educate food shelf volunteers about how best to talk with clients about healthy food selection and preparation.

Healthy Food Shelf Network 2014 action plan and values

- The group reviewed a revised version of the 2014 Healthy Food Shelf Network action plan; no additional changes were requested on this version (a final version is available on the health department's website). This action plan will be used to guide the Network meeting agendas and additional activities for 2014.
- The group also revisited value statements that were brainstormed at the January 2014 meeting in order to refine and rank them. These value statements will be used to help promote the Healthy Food Shelf Network and provide consistent, standard language that describes the group's efforts. Results from the group's ranking are listed below (some statements have been modified to reflect feedback given at the meeting. **Additional ranking feedback will be solicited from other food shelves via email before a final list of values is developed.**
- Our Passion (why are we concerned about increasing access to healthy foods via food shelves?)
    - 5 votes – Food shelves can lead by example and have an opportunity to serve as role models on how to provide access to healthy foods in a community
    - 3 votes – Healthy food is a human right; everyone deserves healthy food
    - 1 vote – Food is a key component to community health
    - 0 votes – Food shelves have a responsibility to ensure access to healthy foods
    - 0 votes – Food shelf clients deserve to be treated with dignity and respect and to have healthy choices
- Our Promise (What is the Network committed to doing to address food access issues?)
    - 4 votes – Encourage clients to eat healthy by making healthy options available, interesting, and approachable (i.e. they know how to use healthy items)

    - 4 votes – Educate the community, donors and clients on the connection between food and health
    - 2 votes – Food shelves will work together with other hunger-relief organizations and partners to develop healthy, livable communities where everyone has access to healthy foods; organizations, including but not limited to food shelves, have a shared responsibility to serve the community by providing access to healthy foods
    - 0 votes – Provide wholesome, culturally familiar foods
- Our Principles (What values guide our efforts to increase access to healthy foods?)
    - 4 votes – Social and economic inequities lead to health disparities and high rates of chronic disease among specific groups, especially low-income populations and communities of color. Nutrition and diet-related diseases are prevalent among those who use food shelves.
    - 3 votes – Physical health is closely connected to mental and social health – food shelf practices can impact these areas significantly
    - 2 votes – Health and chronic diseases are limiting factors that can prevent an individual from achieving a high quality of life; everyone deserves the chance to live a healthy life
    - 0 votes – Traditional food donations don't contribute to food shelf clients' health and well-being
- General comments:
    - Education about the connection between food and health is very powerful and some people don't understand the link yet (e.g. people think that giving food is enough, they don't think about what type of food is best to donate)
    - Donors and community members also don't often understand that for many people, food shelves provide all or most of their food (so it is important to make those foods that they receive as nutritious as possible)
    - Food drives and other donations are often about quantity, not quality

Healthy Foods Policies

- MHD, EFN, Bloomington Public Health, and Phillips Healthy Living Initiative co-hosted a "Healthy Foods Policy" workshop on Thursday, March 6th from 8:30 – 11:30am at Waite House. Approximately 40 food shelves from across the metro area attended to learn how their organizations could develop and implement a healthy foods policy to guide decision-making around food purchases, donations, and distributions.
- Many food shelves requested additional resources to help them make the case for a healthy foods policy with staff, volunteers, and donors, specifically a document outlining potential questions that a food shelf might receive when developing or implementing a policy as well as possible responses. The list of potential questions is listed below (along with possible responses to one of the questions). Additional brainstorming will be done with food shelves to develop more responses to these important questions.
- Possible questions about healthy foods policy development and implementation:
    - What do we do with unhealthy items that are donated that don't fit our policy?
    - Doesn't everyone deserve a cookie/treat?
        - Response – Healthy foods policies are a good way to ensure that a food shelf is providing more options, not fewer. Healthy foods, like fresh fruits and vegetables are often too expensive for a client to purchase on their own at the

store. If the food shelf provides these more expensive items, instead of cheap unhealthy items, they are providing clients' with the ability to use their limited income to purchase treats or other items that they want while still ensuring that they get nutritious, high quality foods
    - Response – food shelves have limited shelf and storage space, so it's necessary to limit (but maybe not eliminate) many types of unhealthy options and add in more healthy options that might not already be there (to provide additional choices in a limited space)
    - Response - If the only thing that people have to eat is what they get at the food shelf, then it's better to provide things that are as wholesome and nutritious as possible. Donors and others need to understand that food shelf items often make up a clients' entire diet and they only eat what is available, so it should be healthy and well-balanced
    - Response – by having healthy options available, food shelves are helping make the healthy choice the easy and default choice for more people.
- What's going to change as a result of this policy (if they are just small changes, then what is the point of doing a policy)?
- What difference will this make, especially if one food shelf has a policy but another nearby food shelf doesn't?
- What can donors give if they can't donate cookies:
    - Response – have a list of alternative healthy donation items that you distribute proactively to help educate donors about what you'd like to receive
    - Response – Convey how much farther a financial donation could go in providing the exact types of food that clients need and want
- What will keep clients from leaving and going to another food shelf that doesn't have a healthy foods policy?
- Who gets to decide what is healthy?
- Should food shelves be acting as the "food police"?
- How can we dictate what people eat when we don't know what it feels like to be hungry ourselves?
    - Response – use evidence based studies to help people understand the link between food , nutrition, and health

Minneapolis Healthy Food Shelf Network
Facilitated by the Minneapolis Health Department

Thursday, March 20, 2014
10:00 – 11:30am
Location: Waite House
2323 11th Ave S, Minneapolis

Participants

Meeting Notes

Spotlight on Salvation Army – Temple Food Shelf

Tracy Privratsky and Jessica Hering presented on the food shelf's current operations and activities to promote healthy foods:

- The Salvation Army - Temple location serves parts of South Minneapolis (about 150 households per month). They distribute about 15-20lbs of food per person, once per month, although they may give out extra produce or milk if available. Up to 25% of clients are from the Latino community, while the majority of clients are Caucasian or African American, with some Native American or multi-racial clients.
- They are a client-choice food shelf, but do not have a walk-through space (clients fill out a form indicating what items they'd like to receive, then a staff person packs the bags for each client).
- They are trying to get more healthy options, but are sometimes challenged by their limited refrigeration capacity. They often receive fresh produce from EFN and Second Harvest, including 2 pallets of produce (from Second Harvest) that was distributed to about 50 households last month. They also participate in food rescue with Lunds, Byerlys, and Rainbow approximately 2x/week (social services staff pick up the donations and bring them to the food shelf).
- The food shelf is staffed by 2 people plus limited volunteers. Because of that, most food shelf clients are served by appointment instead of walk-in assistance. Visits and services are tracked using a database that is linked to other Salvation Army offices across the city.
- This location offers other types of services including assistance with utility bills, transportation, and rent payment; referrals to SNAP and the furniture program; seasonal programs like Coats for Kids; and a daily lunch program during the summer (run through Loaves and Fishes).

Updates/Announcements

- Food shelf directory and map
    - Sent out directory (Excel file) and Google map via email on May 1st
    - Phase 2 will include updating location of gardens, farmers markets, CSAs, meal programs, etc (summer 2014)
- Healthy foods policies
    - Planning a second workshop on June 24th (more details to follow via email invite to food shelves) and a recorded webinar of the March workshop
    - Success story: Waite House has formed a healthy foods policy workgroup which includes key staff from various parts of their organization. The workgroup is

meeting to start documenting what they are currently doing to increase and promote healthy food options; identify short-term changes they can make to prioritize healthy foods; and discuss long-term goals for healthy food procurement and donation. Great job, Waite House staff! If your food shelf is interested in exploring a healthy foods policy, forming a team or workgroup is a great place to start.

- Plant an Extra Row
    - 65 gardeners have registered to participate so far this year, along with 17 food shelves and 2 meal programs in Minneapolis. There's still time to sign up if you are interested in receiving fresh produce donations from local gardeners.
    - Food shelves at the meeting received a supply of tote bags to distribute to first-time donors as well as instructions for completing a monthly evaluation of the program. This information will also be sent out via email to all food shelves that have registered.
    - A suggestion was made to ask gardeners to submit recipes along with their donations to help food shelf clients know how to prepare fresh produce they receive. Additional recipe resources are available through Second Harvest and EFN.
- Technical Assistance for Enhancements
    - MHD is selecting up to 10 food shelves to receive enhancements to make healthy options more visible and attractive to clients. Each participating food shelf will receive a merchandising package worth $275 plus 10 hours of consultation with MHD staff and a retail expert. Apply today by completing this short online survey. This technical assistance is available on a first come, first serve basis.

Donor Communications

- Network members have expressed on multiple occasions that it is important to have standard messages for different donor audiences so that food shelves are collectively conveying the same idea about healthy foods.
- We've developed some messages and materials already, including:
    - Tri-fold brochure (How to Support Food Shelves)
    - Donate Healthy Food poster
    - Donor letter template
    - Public website – www.healthyfoodshelves.org
    - Plant An Extra Row materials
        - Flyer
        - talking points
        - newsletter briefs
        - social media posts
- In 2014-2015, the group agreed that they would like to focus on getting the word out in a more coordinated way by conducting a communications campaign. Ideas included:
    - Potential communications channels

        - MPR
        - Star Tribune (food writers or others who aren't necessarily focused on poverty, but may have an interest in hunger issues)
        - Social media seems relatively easy, low-cost and an up-to-date way to reach people quickly
        - Announcements in church bulletins
        - In-person meetings with church leaders, missions teams, or food drive coordinators
        - MN Food Share mailer (January 2015) prior to March campaign
    - Potential communications materials
        - Wish list poster (modifiable template that food shelves can complete with their desired food items)
        - Current tri-fold brochure (or similar 1/3 insert to put in a mailer)
    - Potential target audiences
        - Churches or places of worship (they often have running food donations and are usually interested in hosting food drives)
        - Retail stores (co-ops, grocery stores – many of these currently run programs to help food shelves, but could do more in terms of promoting cash donations and healthy items, fewer bakery items)
            - Food banks could support messaging to retail stores since they often have relationships or contracts with them for food rescue/donation
            - Could revisit previous Healthy Food Shelf Network effort to do donation gift cards and posters within stores (attempted unsuccessfully in 2012-13)
        - Current donors
        - New donors (anyone who is interested in broader issues like food justice, nutrition, health, hunger)
    - Potential opportunities to leverage
        - March Campaign (March)
        - Post Office food drive (May?)
        - Boy Scouts food drive (April?)
        - Thanksgiving/Christmas holiday time when many groups and individuals are thinking about donating
    - Potential key messages
        - Tell donors what has been done with their previous donation then request specific items or cash in the future
        - Promote donations of fresh produce that is more shelf-stable or that doesn't require refrigeration
- Next steps: Network members are invited to join a workgroup to develop a specific plan and strategies before the next Network meeting. Suzanne Shatila (MN FoodShare) and Diane Anastos (Waite House) volunteered to participate. Others are welcome!

Healthy food recommendations for food banks

- The group discussed ideas for recommendations they'd like to make to food banks regarding policies and practices that can support food shelves' efforts to increase healthy food items and decrease unhealthy items.
- Potential recommendations include:
    - **Allow food shelves to share produce and other donated items received from food banks.** This would help food banks distribute more fresh produce, reduce waste, and assist smaller food shelves in benefiting from bulk/pallet donations that typically go to larger food shelves only.
    - **Make produce more consistently available and high quality.** Food shelves would benefit from food banks putting more financial and staffing resources toward maintaining and distributing a consistent supply of high quality, fresh produce.
    - **Make fewer unhealthy food purchases.** Food banks, like food shelves, have a budget to purchase food and can prioritize purchasing healthy foods including fresh produce, whole grains, and low-fat, low-sodium, and low-sugar items instead of unhealthy foods like soda, chips, or baked goods. Food shelves are committed to buying these types of foods if they are consistently available from food banks.
    - **Request healthy food donations/Discontinue unhealthy food donations. Food banks have relationships with large corporate donors and could support food shelves by requesting specific types of healthy foods, cash donations, and/or discontinuing acceptance of unhealthy items.**
- Network members are interested in joining other food shelves and meal programs across the metro to collectively ask food banks to consider these recommendations and adjust their policies and practices to better support healthy food options.
- In addition, food shelves are interested in demonstrating 1) demand for healthy items and 2) lack of demand for healthy items, so that food banks are encouraged to adjust their own ordering and donations. A number of food shelves would like to work together to develop a brief proposal for a produce-sharing pilot project. Food shelves would also like to work on collectively stopping orders of soda (or another unhealthy item) in order to show decrease demand for these types of products. Additional discussion around these recommendations and ideas will be carried out at future Network meetings or by smaller workgroups of interested participants.

Tour of Salvation Army Temple food shelf

Minneapolis Healthy Food Shelf Network
Meeting Notes

Facilitated by the Minneapolis Health Department

Thursday, July 17, 2014
10:00 – 11:30am
Location: Calvary Lutheran Church food shelf
(3901 Chicago Ave S, Minneapolis)

Participants:

- Nora Hoeft- MHD
- Henrietta Williams- Calvary Lutheran Church
- Jacob Schuster- CES
- Jessica Herring - Salvation Army
- Tracy Privratsky - Salvation Army
- Laura Skubic- EFN
- Alana Carrington- Salvation Army
- Erin Ostrowski – University of MN Extension

Meeting Notes

Spotlight on the Calvary Lutheran Church food shelf

- Henrietta Williams gave a brief description of the Calvary Lutheran Church food shelf operations. For details, please visit their website: http://clchurch.org/outreach.html

Announcements and updates

Healthy Foods Policies

- The Minneapolis Health Department, in partnership with EFN, Phillips Healthy Living Initiative and Bloomington Pubic Health, hosted a 2nd Healthy Foods Policy workshop on June 24th. Materials and resources from the workshop can be found on the Minneapolis Healthy Food Shelf Network website: http://minneapolismn.gov/health/living/WCMS1P-128071.
- Customized technical assistance is available for Minneapolis food shelves that are interested in creating a healthy foods policy. Please contact Kristen.Klingler@minneapolismn.gov for more information.

Plant and Extra Row

- In order to meet the demand from food shelves seeking fresh produce donations, MHD staff will be doing a second round of recruitment with community and

backyard gardeners in August. Interested gardeners can sign up to participate by visiting the "Get Started" page of the www.healthyfoodshelves.org website.

- Food shelf managers that have already received Plant and Extra Row donations should complete the monthly tracking forms and return them to Nora.Hoeft@minneapolismn.gov.

Technical Assistance is being offered to food shelves from MHD

- Technical assistance is available for up to 10 food shelves interested in enhancing the physical space of their food shelf to better promote healthy food choices, including layout, signage, and merchandising strategies. Interested food shelves can sign up to receive this assistance by completing a brief survey: http://www.surveymonkey.com/s/ZCQ5JSG.
- 4 food shelves have registered to date (Waite House, Salvation Army Temple, New Creation Baptist Church, and Camden Promise).

Other

- Healthy Recipe Resources are available on Emergency Food Shelf Network's website: http://www.emergencyfoodshelf.org/index.php/agency-resources/ (Scroll down to the recipe tab)

Donor Communications

The group reviewed a basic communications campaign plan and provided feedback on the draft campaign components. The goal of a coordinated communications campaign is to 1) increase awareness of the need for healthy food donations to food shelves and 2) increase actual donations of preferred healthy food items to Minneapolis Healthy Food Shelf Network partner agencies. Feedback from today's meeting will be incorporated into a more detailed plan that will be presented at the September Network meeting. In the interim, a small workgroup will be contributing to the development of the detailed plan. Food shelves that are interested in participating in the workgroup should contact Kristen.Klingler@minneapolismn.gov.

Promising Practices for Creating Healthy Food Shelves

The group reviewed and discussed a list of healthy food shelf promising practices compiled by the Healthy Foods Policies workshop team, based on feedback from food shelves and hunger relief partners over the past year. The workshop team is interested in gathering additional feedback from food shelves before finalizing the document. Strategies included in the document were selected because of their likely ability to increase healthy food options for clients and create a culture of health within food shelves. Food shelves that would like to provide feedback on the draft document should contact Kristen.Klingler@minneapolismn.gov.

Minneapolis Healthy Food Shelf Network

Facilitated by the Minneapolis Health Department

Thursday, September 18, 2014
10:00 – 11:30am
Location: Good Works food shelf
(697 13th Ave NE, Minneapolis)

MINNEAPOLIS HEALTHY FOOD SHELF NETWORK
EVERYBODY NEEDS HEALTHY FOOD

Meeting Notes

Spotlight on the Good Works food shelf

- Bunmi Adekunle gave an overview of the Good Work food shelf operations and how they are trying to increase their healthy food options for clients.
    - Good Works has been in operation for approximately 4 years and currently serves 40-50 individuals per day (about 500 households per month). They are located in Northeast Minneapolis but are open to anyone (no geographic restrictions) one time per month. They have a client choice model, but clients do not "shop" the food shelf (they write down their choices on a shopping list and a volunteer gathers the food for them).
    - Good Works participates in bulk produce drops from Second Harvest as well as retail food rescue with Lunds & Byerly's. In order to be a healthy food shelf, they have stopped distributing Ramen noodles and hamburger mixes; they try to regularly purchase healthy staples like whole grains and eggs. Clients are allowed to shop freely off of the produce tables set up in the main waiting area and can come to get produce as often as they want. Good Works does produce distributions during their weekly meal so that clients can eat and receive food to take home at the same time.

Announcements and updates

- Plant an Extra Row
    - 348.3 lbs total donated by gardens to 8 food shelves; please continue to submit tracking forms to Nora.Gordon@minneapolismn.gov
- Staple Foods ordinance
    - The City of Minneapolis is exploring amendments to the current staple foods ordinance to require licensed grocery stores to stock a broader array of healthy food items. A public hearing on the proposed changes will be held Monday, Oct 20th at 1:30pm in City Hall Room 317. See attached overview for more details.
- Salvation Army North Open House on Wednesday, October 1st from 9am – 12pm (2024 Lyndale Ave N). Please join them for a light healthy breakfast, networking and a tour!
- Emergency Food Shelf Network changed their name to The Food Group! Check out their new website: http://thefoodgroupmn.org/.

- Salvation Army Coats for Kids – The 2014 coat drive will be Oct. 6 – 19. Donated items will be distributed at our Salvation Army centers at the end of October. They are especially in need of coats for teens. Check out their website for more details: www.givecoats.org.
- Second Harvest Heartland's Fall Food Shelf Gathering – Sept 29th from 9:30am – 3pm
- Second Harvest Produce Distributions – If food shelves are interested in doing a one-time bulk produce drop this fall, please contact Second Harvest (Lisa Boyd) as they have large amounts of produce to give away. There is a 5 pallet minimum per distribution, and each produce drop could possibly include a few different types of items.

Promising Practices for Creating a Healthy Food Shelf

- Promising practices have been gathered through various conversations with food shelves and other stakeholders, but more input is needed. The goal is to be able to recommend the top 5 'most impactful' strategies that food shelves should adapt to create a healthier environment within their space. There is currently no evidence-base for what is 'most impactful' so the group discussed what would be needed to position the recommendations as credible and worthwhile, from the perspective of food shelf managers and organizational leaders. Ideas included:
    - Feedback from clients that changes are having an impact on their ability to get healthy foods and consume healthy foods. Could be anecdotes, success stories, survey results, etc.
    - Could look at food bank data to identify changes in inventory, ordering, etc at a food shelf specific level
    - Anecdotes from other food shelves that have implemented Promising Practices and have had positive results

Donor Communications

- The group reviewed an updated one-pager about a coordinated communications campaign to promote healthy food donations and offered feedback on the following questions:
    - Q: What is the preferred timing of any communications activities?
      A: Spring and summer (to help off-set the lack of school meals for kids). If materials are adaptable, the food shelves could use them year-round, but do a targeted push in the spring/summer.
    - Q: How can food shelves leverage their Networks and connections to help push out messages in a low-cost, effective way?
      A: Salvation Army has a communications team that might be able to help push messages out through their established channels. We could also tag on to MN Foodshare's March campaign if we can have materials ready to send out in January.
    - Q: How do food shelves currently communicate with donors?
      A: Food shelves use social media (3), mass mailings (1), and newsletters (2)
    - Q: Do any food shelves have relationships with MPR, WCCO, or other media outlets that might provide earned media attention?

A: Taylor (Salvation Army CCO) has a relationship with Susie Jones at WCCO Radio

- The communications workgroup (MHD staff, Suzanne Shatila, Diane Anastos, and Jessica Hering) will continue to work on a plan for developing materials and a timeline for promoting key messages, based on the feedback provided by partners.

Merchandising Healthy Foods in Your Food Shelf (hands-on training)

- Nora Gordon, Minneapolis Health Department, taught meeting participants tips and tricks for merchandising healthy foods within their food shelves. The key ideas to consider are:
    - Make a good first impression and take inspiration from grocery stores
    - Place healthy items front and center in organized categories so that they are easy to find
    - Use signage to highlight healthy options (especially anything perishable that is covered by an opaque cooler/freezer door)
    - Always get buy-in and suggestions from your volunteers and staff since they know the food shelf system best and it's hard to make sustainable changes without their support
    - Try modifying your shopping list to highlight healthy options if you don't have a client choice/shopping model
    - The health department is offering free technical assistance to food shelves that would like to learn how best to merchandise healthy foods in their space. Free merchandising materials (display baskets, signage, recipe cards, etc) are available along with individual consultations. Currently 5 food shelves have signed up to receive assistance, and there is capacity to help an additional 5.

Minneapolis Healthy Food Shelf Network

Facilitated by the Minneapolis Health Department

Thursday, November 20, 2014
10:00 – 11:30am
Location: Salvation Army North food shelf
(2024 N Lyndale Ave, Minneapolis)

Meeting Notes

Spotlight on the Salvation Army North food shelf

- Alana Carrington, food shelf manager, gave an overview of the Salvation Army North food shelf operations and efforts to increase healthy food options for clients.
    - Hours of operation: Monday – Friday, 8:30 – 11:30am and 1:00 – 4pm
    - The food shelf serves mostly North Minneapolis residents, but because they offer TFAP items, they do not turn anyone away. They serve approximately 20 families each morning and 15 in the afternoon, although numbers are currently increasing. 1st time clients must have an appointment with an intake specialist
    - Many clients are members of the Hmong and West African communities, so they are attempting to offer more culturally specific foods.
    - Currently they are not a client-choice model, which can make it difficult to implement certain strategies to promote healthy food options (e.g. merchandising and layout changes).
    - Staff have made some changes, however, including removing pancakes/syrup and adding more cereal, oatmeal, and fresh produce. They are also thinking about cutting back on the amount of boxed meals they offer and would be interested in hearing suggestions from others about alternatives/replacements.
    - The food shelf has a free table located in the lobby where they place donated items from Lunds as well as produce from The Food Group. They are interested in offering cases of non-refrigerated produce if available.

Announcements and updates

- Plant an Extra Row: The 2014 Plant an Extra Row campaign resulted in 10 food shelves receiving a total of 381 lbs of fresh produce from local community gardeners. MHD staff are attempting to track the number of gardeners who donated, but this number was not readily available from the tracking sheets submitted by food shelf managers. A summary of the 2014 campaign and timeline can be found on the Food Shelf Network's website.
- Staple Foods ordinance: The City of Minneapolis unanimously passed amendments to the City's staple foods ordinance. Changes will require licensed grocery stores (including most corner stores, gas stations, dollar stores, and pharmacies) to stock a broader array

of healthy food items. Thanks to everyone who attended the public hearing or wrote a letter of support to City Council members.

- MN Food Charter: The Minnesota Department of Health recently launched the MN Food Charter which is organized around 5 principles – Food availability, food accessibility, food skills, food affordability, and food infrastructure. Many of the recommendations contained in the Food Charter are applicable to food shelves. For more information and to review the full Food Charter visit www.mnfoodcharter.com.

2014 Year in Review and 2015 Strategic Planning

- The Network has been in existence for almost 3 years as part of the Minneapolis Health Department's SHIP grant. The end of every year offers an opportunity to look back at what we intended to accomplish together and what we have achieved. For an overview of the Network's goals, key strategies, and accomplishments please review the 2014 Summary Report found in the "Progress and Accomplishments" section on the Food Shelf Network's website.
- Reflections and Recommendations included:
    - Retail rescue makes it difficult to enforce a strong healthy foods policy without jeopardizing relationships or missing out on donation opportunities. Food shelves would benefit from some training and resources on how to be selective in what they take from retail rescue shipments while still maintaining a positive relationship with the donors. The Second Harvest representative at the meeting offered to share this feedback with her colleagues.
    - Communications: Communications with donors and volunteers/staff continues to be a challenge for food shelf managers and should be a focus of the Network in 2015.
        - Food shelves need help communicating about the following:
            - The need for healthy foods
            - the healthy impact on food shelf clients of readily available unhealthy foods and lack of access to healthy options
            - how to talk with retailers about increasing healthy donations and decreasing unhealthy donations
            - How to promote healthy foods without coming across as the "food police"
            - Options limiting, not eliminating unhealthy options (e.g. shelf stocking guidelines, birthday bags, etc)
        - Developing nice communications materials and doing a coordinated campaign to promote healthy food donations would be helpful.
    - It would be helpful to food shelves if food banks put strong healthy foods policies or guidelines in place which would make it easier for food shelves to limit or say no to unhealthy food donations. This will continue to be an area of conversation and collaboration in 2015.

- Food shelves find it useful to continually hear what others are doing and network with other food shelf managers and staff (i.e. Network meetings continue to be useful to the group).
- Other topics of interest to the Network include client education (taste testing, healthy recipes, cooking classes, nutrition education resources and materials)
- Second Harvest suggested a number of useful resources to help promote healthy eating and increase healthy food availability in food shelves, including:
    - 2014 Hunger in America study (see document attached to email). This information is specific to Second Harvest's service area – 41 counties in MN and 18 counties in WI.
    - "Good and Cheap: Eat Well for $4/day" cookbook
    - Second Harvest Produce and Nutrition website

Tour of Salvation Army North Food Shelf