

# A Better Shelf for Better Health



# The Partnership



# How we started...





# How we got here...

## (Guiding Principles)

1. **Work in ongoing partnership**
2. **Collaborate closely**
3. **Ensure client-centered approaches**
4. **Maintain client choice model**
5. **Use positive and compelling messages**
6. **Increase quantity of better foods**
7. **Prioritize fruits and veggies**
8. **Promote better choices by mimicking a retail food environment**
9. **Consider costs and sustainability**
10. **Engage volunteers and stakeholders**



# What Changed?

1. **Shopping Lists:** change the categories and quantities of food that clients can choose
2. **Inventory:** change how and what foods we source to sustain these changes
3. **Layout and Flow:** change the arrangement to best support the new lists and goals
4. **Visual Appeal:** change signs and overall look to visually emphasize better choices
5. **Messaging and Education:** change the approach to “nutrition education”



# Shopping Lists

## Family of 4

NO Substitutions (unless approved by staff)

1	Pancake Mix	3	Macaroni & Cheese
1	Pancake Syrup	2	Spaghetti Sauce
1	Baking Ingredients	3	Canned Tomatoes
1	Oil	All Can Use	(Produce on Back Wall)
-0-	Large Family Items	3	Fun Foods
If okayed by staff: Special Diet			
2	Cold Cereal	4/kid	Kids Snacks
1	Hot Cereal	2/kid	Kids Beverages
1	Juice	If okayed by staff: Diapers/Baby Food	
1	Shelf Stable Milk	3	Personal Hygiene
1	Peanut Butter	1	Laundry -OR- Dish Soap
1	Jelly	1	Feminine Hygiene Products
4	Ramen/Dry Soups	See Signs	Complementary Items (Extras)
2	Meal Soups (Non-Condensed)	1	Granola Bars
7	Soup (Condensed)	1/adult	Single Serve Beverages
See Sign	(Bakery on Back Wall)	1	Toilet Paper
All Can Use	(Produce on Back Wall)	1	Paper Products
3	Helper Meals -OR- Sides	See Sign	Bread
3	Canned Meals	If okayed by staff: Pet Food	
3	Canned Meats	2	Small Meats
3	Beans (dry or canned)	1	Large Meats
5	Canned Vegetables	1	Frozen Bonus
3	Canned Fruits	See Sign	Produce Bonus
1	Beverages	2	Milk
1	Stuffing -OR- Potatoes	1	Margarine
2	Rice	1	Dozen Eggs
4	Miscellaneous Foods	See Sign	Deli Items (closed cooler)
1	Crackers	All Can Use	Produce Items (open cooler)
2	Dry Pasta	Please remind clients: • Bonus Fridays • Bring Back Bags	



## Family of 3 - 4

No Substitutions (unless approved by staff)

### FRUITS AND VEGETABLES

2	Frozen Fruit -OR- Vegetables
All You Can Use	Fresh Produce (Shelf and Cooler)
5	Canned Vegetables
2	Canned Corn -OR- Potatoes
1	Canned Pumpkin/Sweet Potatoes
4	Canned Fruit
1	Dried Fruit
2	Spaghetti Sauce
4	Canned Tomatoes
1	<b>powerLIP</b> Featured Produce

### DELI AND DAIRY

See Sign	Deli Items
See Sign	Yogurt
See Sign	Cheese
1	Margarine/Butter
2	Milk

### PROTEIN FOODS

1	Dozen Eggs -OR- Egg Substitute
1	Large Meat
3	Small Meat
See sign	Frozen Bonus
1	<b>powerLIP</b> Feature Meal
3	Canned Meat/Fish
1	Peanut Butter/Nut Butter
3	Canned Beans
1	Dry Beans -OR- Bean Soup Mix

### GRAINS

4	Pasta
3	Rice or Other Grain
4	Cereal or Oatmeal

### OTHER "COMBINATION" FOODS

6	Condiments/Flavoring
2	Baking Supplies
5	Sides (Mac & Cheese/Stuffing/Helpers)
8	Soups/Canned Meals

### HOUSEHOLD SPECIFIC ITEMS

-0-	Large Family Items
See Client Form	Special Diet Items
See Client Form	Pet Food
See Client Form	Baby Food/Formula/Diapers

### SNACKS

5	Large Snack Items (Popcorn/Crackers/Granola Bars)
3 per person	Single Serve Snacks

### BEVERAGES

2	Large Beverages
2 per person	Single Serve Beverages

### See Sign Complementary Items

See Sign	Bread and Bakery Items
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### PAPER AND HYGIENE

1	Laundry Soap or Dish Soap
3	Personal Hygiene
1	Toilet Paper
1	Other Paper Products
1	Feminine Hygiene

\*See backside for Category Definitions and FAQ.

# Inventory



## The 5 MOST WANTED

Every month hundreds of St. Croix Valley Children depend on the Valley Outreach Food Shelf for their food.

Your donations can help!



# Layout and Flow



# Visual Appeal



# Messaging and Education



## Ingredients

- 2-3 cups whole wheat pasta, cooked according to package directions
- 1 can whole or diced tomatoes
- 2 cups fresh washed spinach (or 1 cup frozen spinach, thawed and drained)

## Preparation

Cook pasta according to package directions. Add 2-3 cups back to cooking pot. Drain canned tomatoes in colander. Add to pasta and turn heat back on pot on medium heat. Add spinach and heat until spinach is "wilted". Serve immediately. Add black pepper to taste.

**Thank you!**

