

# Nudge Pantry Overview

**Purpose:** Our goal for this program is to increase the distribution of Foods to Encourage (F2E's) through “nudges,” including food bundling, priming through signage, recipe card display, shelf tags and food demonstrations.

## What are Nudges?:

- **Nudges** are a component of the Healthy Pantry Project and increases the availability and promotion of healthy foods in a food pantry setting.
- Require **no** cost for our Partner Agencies
- Provide nutrition information and education
- Promote healthy eating in the food pantry by increasing the amount and variety of F2E's
  - **F2E's:** fresh or frozen fruits and vegetables, low-sodium canned vegetables, canned fruits in light syrup or 100% juice, whole grains, lean meats, beans, eggs, nuts and seeds, and low-fat dairy products.

## Nudge strategies for client choice and walk-through distributions:

1. **Recipe card placement:** placing a recipe near a F2E encourages clients to take the item as the recipe increases their confidence that they will be able to use that item in the kitchen.
2. **Food demonstrations and sampling:** expose clients to delicious, simple and healthy recipes that incorporate multiple F2E. Clients are much more likely to take the items after having sampled the food.
3. **Signage shelf tags:** clients are more likely to choose a particular item when they are aware of a beneficial quality.
4. **Signage priming:** posting an appealing photo of a F2E primes clients to choose that food when presented with the option and increases their awareness of the F2E.
5. **Food Bundling:** bundling increases the value of the food in comparison to each item on their own, due to the appeal of convenience. It's easy and quick to grab the bundle and have a recipe ready for a meal without any extra thinking required.

## Nudge strategies for drive-through and walk-up distributions:

1. **Nutrition education handouts:** educational handouts on various nutrition topics to place in food boxes or distribute to guests.
2. **Recipe cards:** healthy recipes using food items found in the food pantry to place in food boxes or distribute to guests.
3. **A-sign frames with nutrition messaging:** two double-sided A-frames with nutritional messaging and healthy meal suggestions to display along side cars during drive-through distribution hours.

## Roles and Responsibilities

### NTFB:

- Provide pantries with training on the program
- Conduct quarterly check-ins and surveys to measure and monitor progress
- Assist pantries in identifying and implementing nudge strategies and provide pantry with free nutrition education resources
- Provide continuous assistance and support

### Food Pantry:

- Participate in one-time program training
- Review and sign Memorandum of Understanding (MOU) to participate as a Nudge Pantry
- Provide feedback for quarterly check-ins/surveys and inform the food bank of any challenges and/or successes
- Assist in maintaining the selected nudge strategies