



Environmental Strategies for Encouraging Healthy Choices Healthy Pantry Initiative: Model Healthy Pantry Cohort Fall Meeting October 8, 2014

1. Healthy Pick Cards

- These provide quick visual cues that signal which foods are going to be most nutritious and why.
- Healthy Pick Cards are versatile; use to highlight foods that are fresh, in season, low sodium, low fat, and/or nutrient-dense.

2. Recipe & Cooking Directions

- Place recipe cards near foods to encourage (such as fresh or frozen vegetables, whole grains, beans).
 - Recipes that feature no more than 9 ingredients, are easy to read, simple to follow, and involve common household equipment are best!
- Include cooking directions for preparing staple foods from scratch, like dried beans, rice, or oatmeal.

3. "Meal Kits"

- Inspire scratch cooking by creating kits containing some or all ingredients and instructions for a simple recipe.

4. Samples

- Encourage participants to try healthy foods by offering samples.
 - Especially useful for unfamiliar – but delicious!–seasonal produce.

5. Merchandising

- Place foods that go together (e.g. rice and beans) on the same shelf to inspire scratch cooking.
- Encourage participants to choose healthy foods *first* by putting foods to encourage (with Healthy Pick cards!) at eye level and at the entrance to the pantry. Keep unhealthy foods like pastries and highly processed items on the lowest shelves.

6. Other Signage

- Make MyPlate materials highly visible to anyone visiting the pantry, such as inside the intake office and above shelves.

7. Encourage Taking More of the Good Stuff

- Offer unlimited fresh produce.
- Post signs that offer suggestions for how much to take based on familiar size, to encourage taking *enough*. For example, “A family of 4 usually takes at least 8 tomatoes.”
- Encourage volunteers to promote healthy foods while shopping.

Other Ideas?

Check out these online resources for more info:

Feeding America’s Healthy Food Bank Hub: healthyfoodbankhub.feedingamerica.org

OSU Extension Food Hero: foodhero.org

Want to talk about your ideas or get some support? We’re here to help!

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