

Farm to Food Pantry Program Kickoff 2017

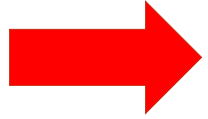
Nils Johnson

WSU Stevens Co. Extension Ag Coordinator

5/9/17

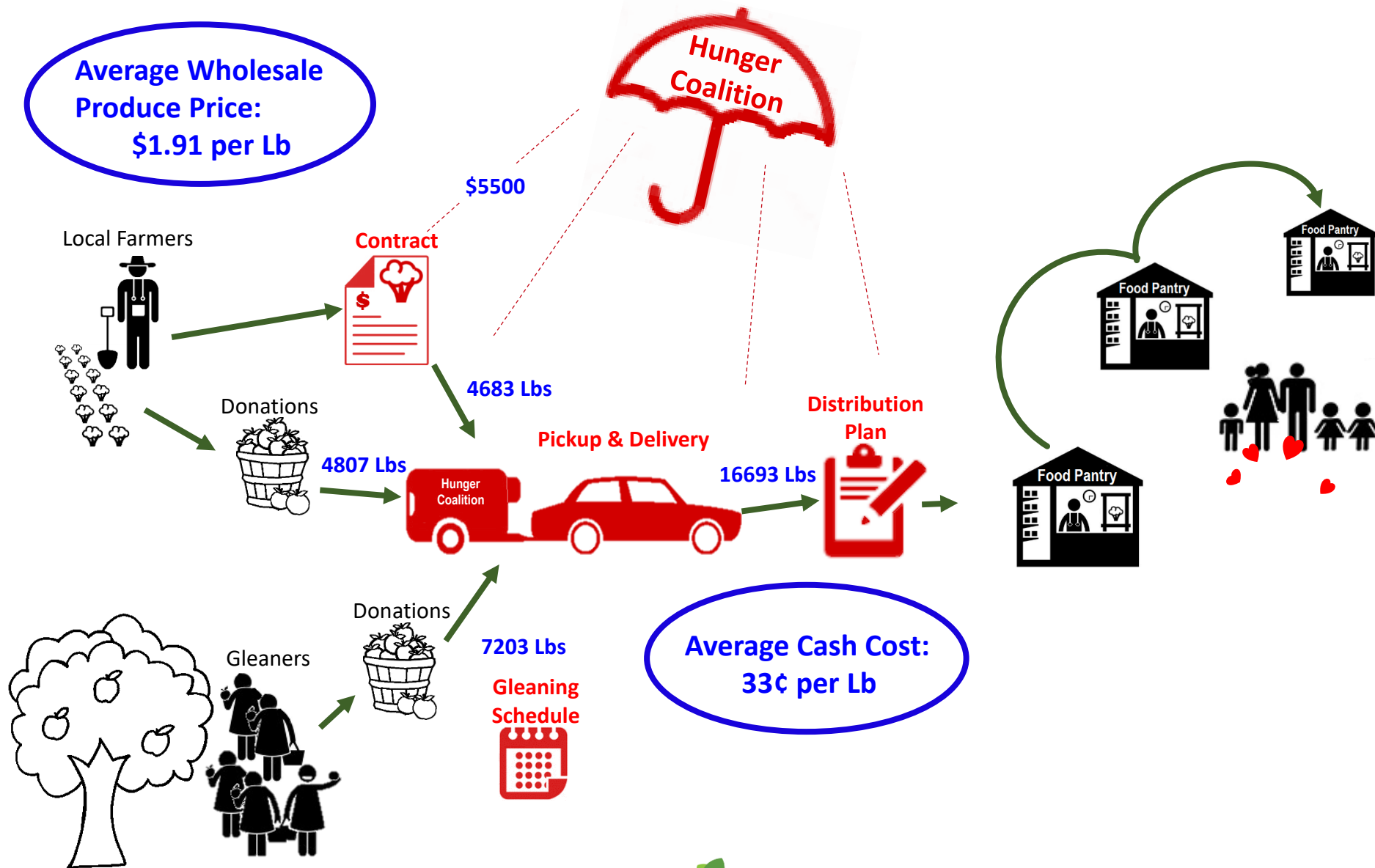


Outline

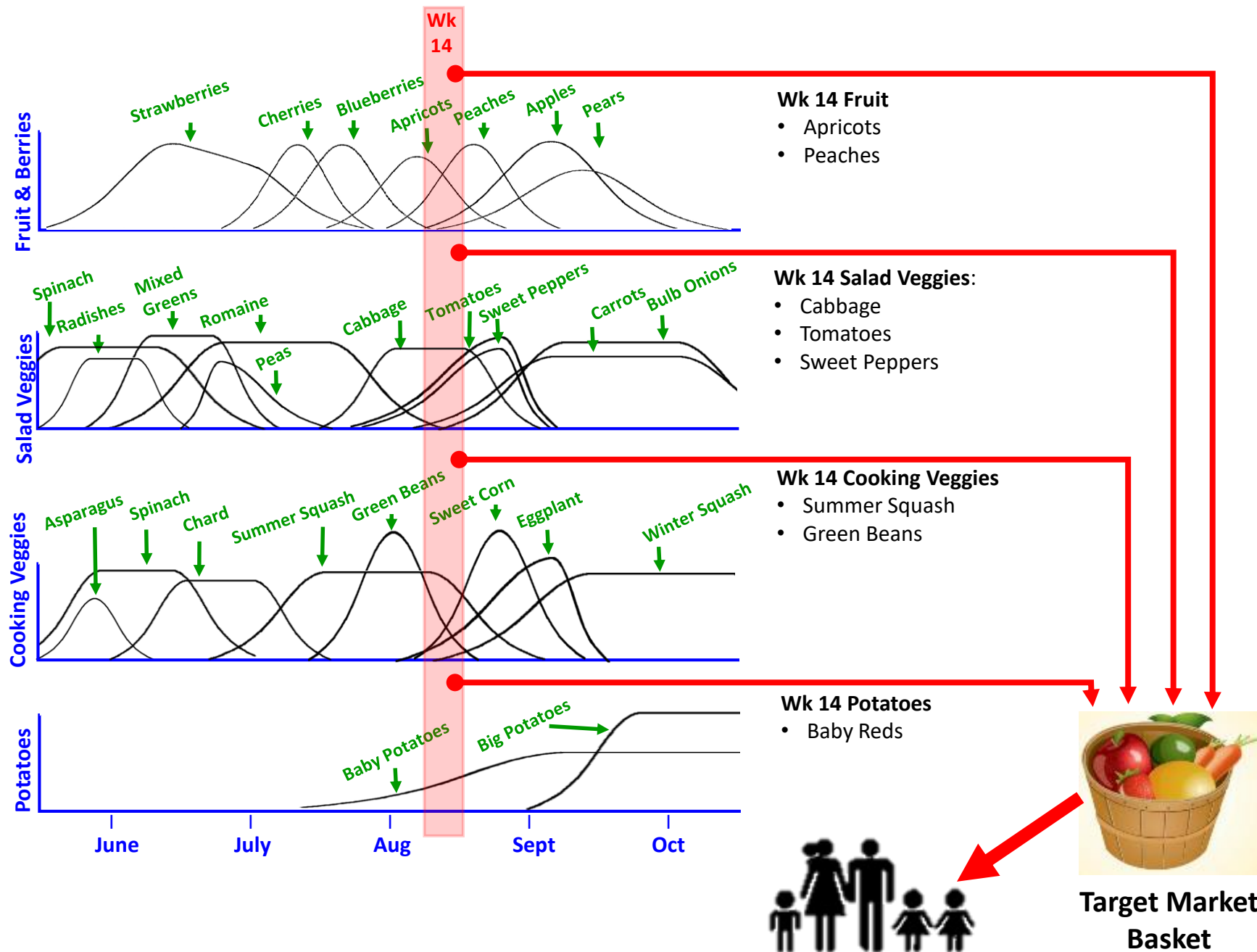


- Farm to Food Pantry Program
- Understanding Value
 - Food Pantry Client Produce Preference Survey
 - Nutritional and Value
- 2017 F2FP Pricelist
- Contact Info

Farm to Food Pantry Program (2016)



Serving FP Clients like Weekly CSA Clients

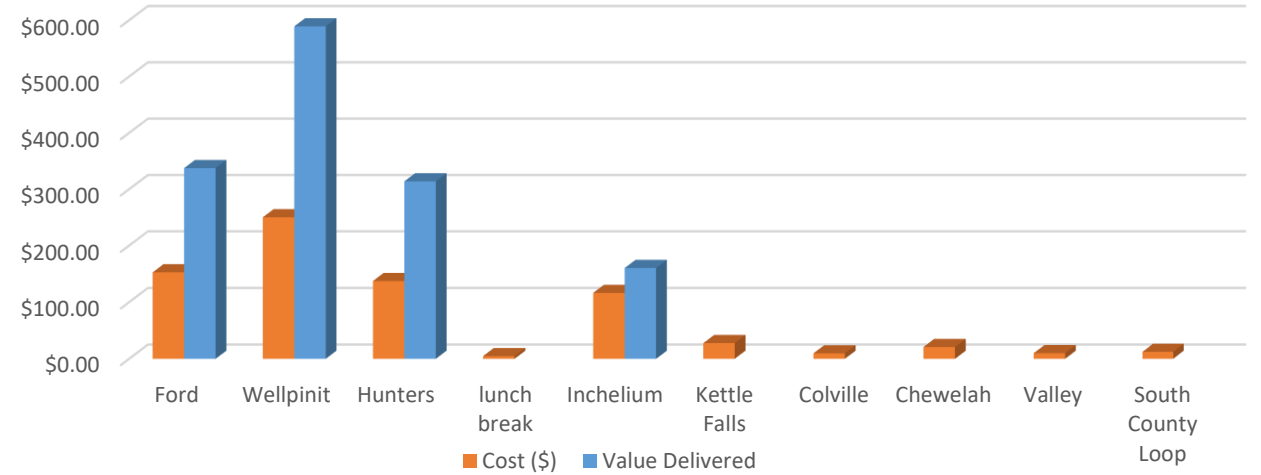


Regional Food Systems Infrastructure

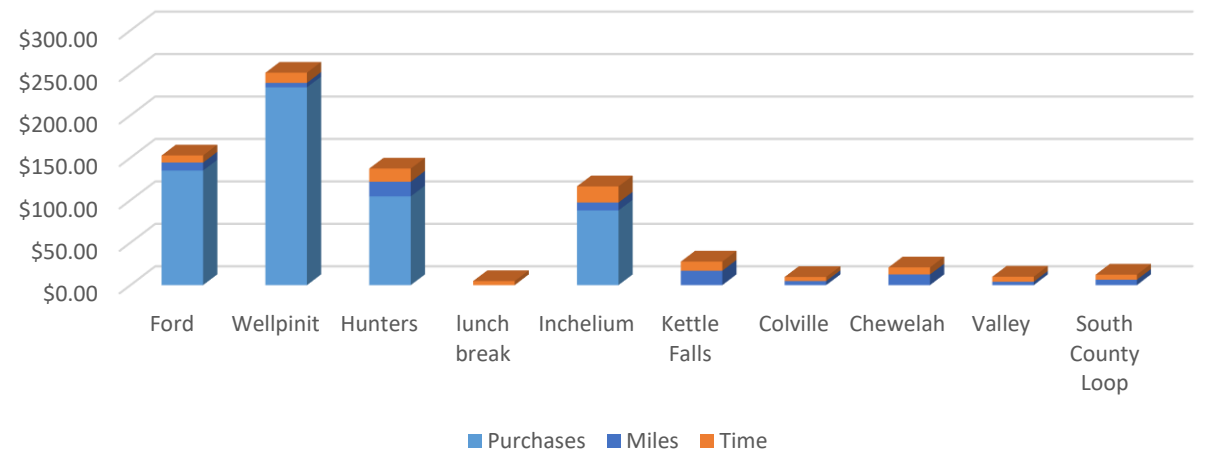
Measuring Value



Cost and Retail Value of Produce Delivered (\$)

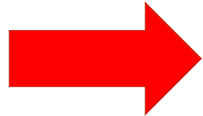


Costs (\$) Per Leg of Trip



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Current goal of the Program...

- Figure out how to spend money only on produce that is “food” (from the client’s perspective)

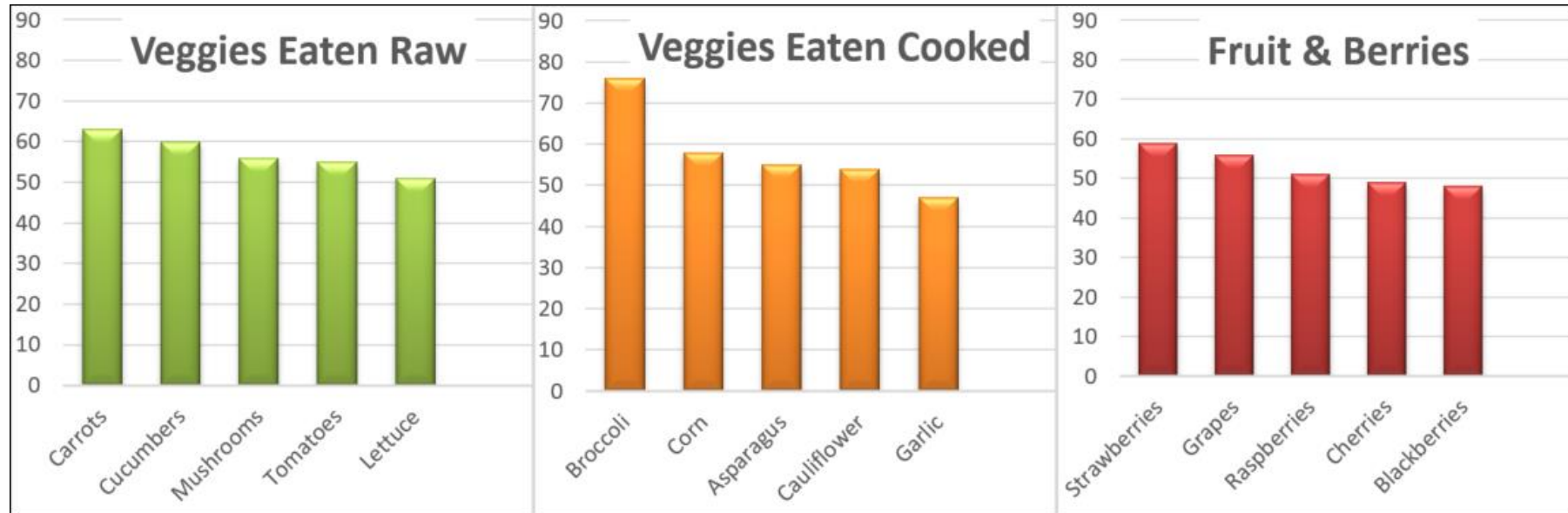
We need to track: \$ spent per nutrition actually eaten



Stevens County Food Pantry

2015 Client Produce Preference Survey

Figure 1 – Top 5 produce items requested as "Favorite they'd like more of" by food bank clients in Stevens County

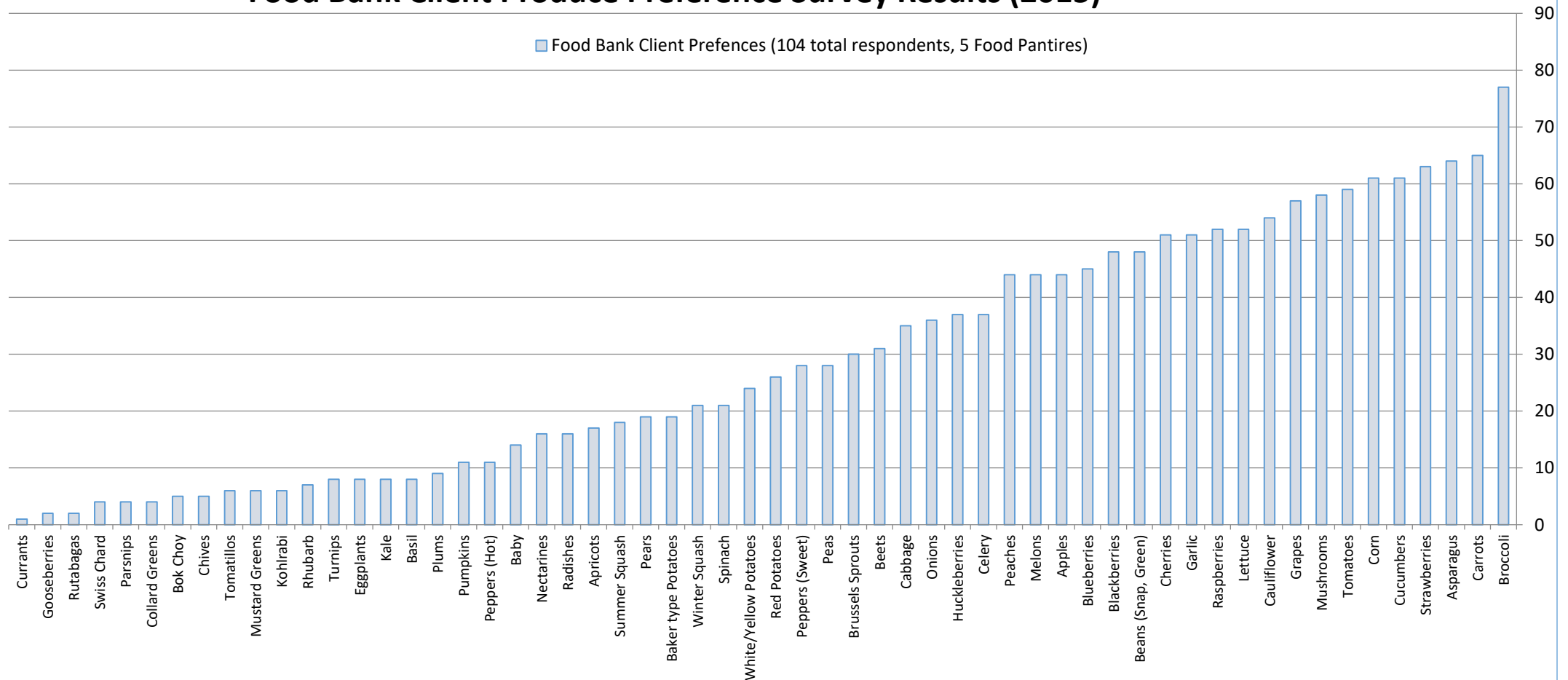


Stevens County Food Pantry

Tri-County Food Bank Client Produce Preference Survey – All Results

Food Bank Client Produce Preference Survey Results (2015)

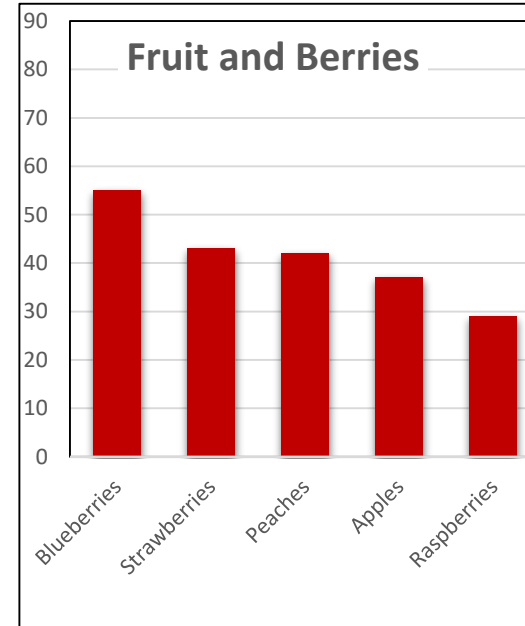
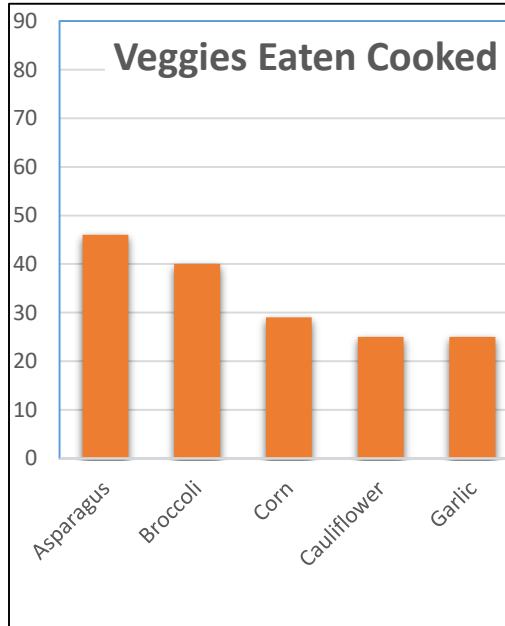
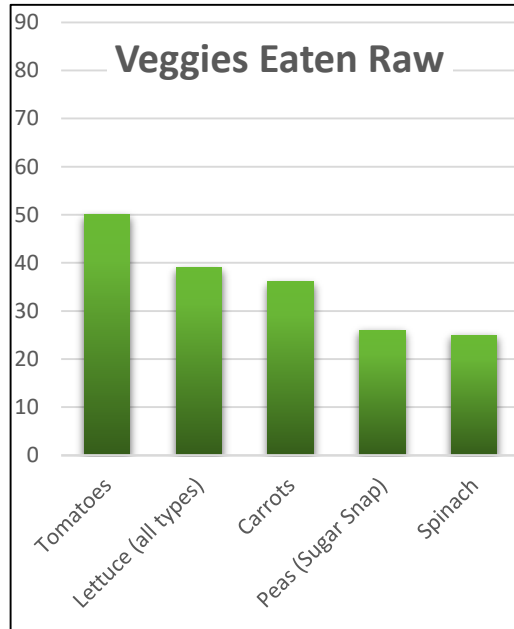
Food Bank Client Preferences (104 total respondents, 5 Food Pantires)



Stevens County General Public

2016 Public Produce Preference Survey

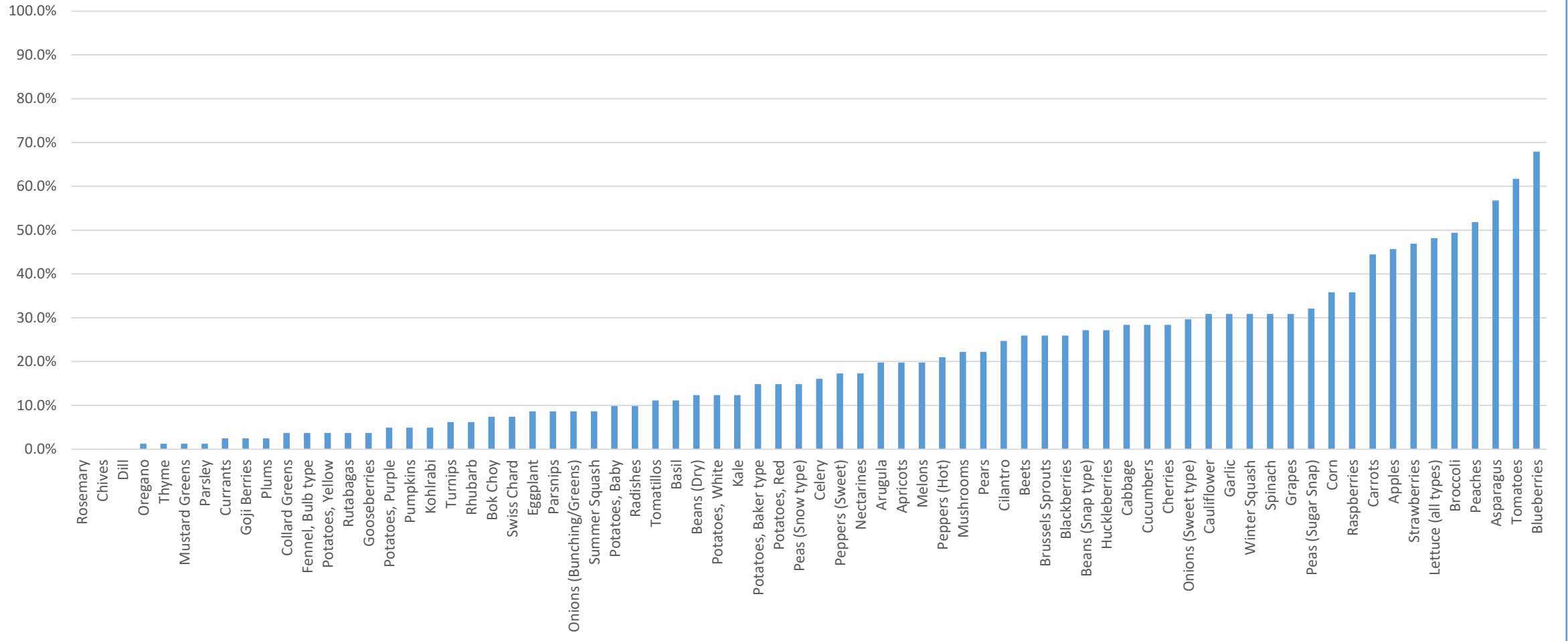
Top 5 produce items requested by the general public Stevens, Ferry, and Pend Oreille Counties



Stevens County CADC Feasibility Study Survey

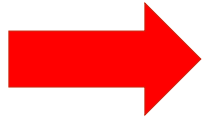
Tri-County General Public Produce Preference Survey – All Results

General Public Produce Preference Survey Results (2016)



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Value of Produce

Nutrition – Natural Nutrient Rich (NNR) Score

Natural Nutrient Rich Score (NNR)				Amount needed to be eaten to get Recommended DV from only this produce item									
Corn, Raw Yellow				Multiple of 2000 kcal Day:	5.30	Equals:	12,326	Grams or	5.60	Lbs			
NNR Score:5.334				Grams need for 2000 kcal Day:2,326				Corn, Raw Yellow - % DV					
USDA National Nutrient Database Data				Recommended DV	% DV	Label Thresh	:Label						
Nutrient	Per 100 g	Per Gram	Source: Drenowski 2005	per 100 g	0.010000%			If Multiples Eaten					
Protien	3.270g	3.270E-02g	65g	5.031%	Protien	X		2136.15					
Vitamin A	187.000UI	1.870E+00IU	5000IU	3.740%	Vitamin A	X		122158.84					
Vitamin C	6.800mg	6.800E-02mg	75mg	9.067%	Vitamin C	X		4442.14					
Calcium	2.000mg	2.000E-02mg	1300mg	0.154%	Calcium	X		1306.51					
Iron	0.520ug	5.200E-03mg	18mg	2.889%	Iron	X		339.69					
Zinc	0.460ug	4.600E-03mg	11mg	4.182%	Zinc	X		300.50					
Folate	42.000ug	4.200E-01ug	400ug	10.500%	Folate	X		27436.74					
Thiamine	0.155mg	1.550E-03mg	1.2mg	12.917%	Thiamine	X		101.25					
Ribovlavin	0.055mg	5.500E-04mg	1.3mg	4.231%	Ribovlavin	X		35.93					
Vitamin B-12	0.000ug	0.000E+00ug	2.4ug	0.000%		X		0.00					
Vitamin D	0.000ug	0.000E+00ug	10ug	0.000%		X		0.00					
Vitamin E	0.070mg	7.000E-04mg	15mg	0.467%	Vitamin E	X		45.73					
MUFA	0.423g	4.230E-03g	20g	2.115%	MUFA	X		276.33					
Potassium	270.000mg	2.700E+00mg	3500mg	7.714%	Potassium	X		176379.07					
Fiber	2.000g	2.000E-02g	25g	8.000%	Fiber	X		1306.51					
Vitamin B-5	0.717mg	7.170E-03mg	5mg	14.340%	Vitamin B-5	X		468.38					
Energy	86.000kcal	8.600E-01kcal	2000kcal	4.300%	Energy	kcal		10600					

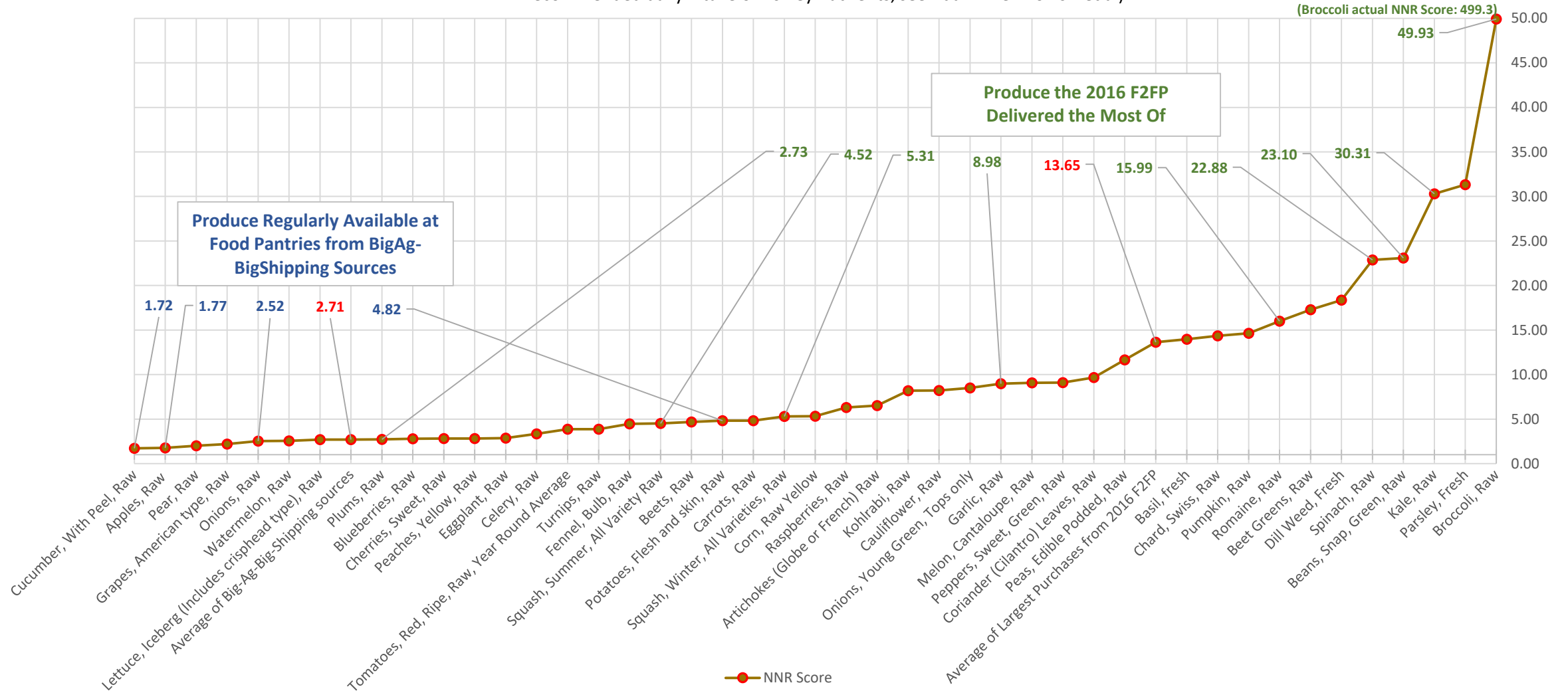
Regional Food Systems Infrastructure

Measuring Performance: Nutritional Value of Produce Delivered

NNR – Naturally Nutrient Rich Score (Adam Drewnowski et al, <http://ajcn.nutrition.org/content/82/4/721.abstract>)

NNR Score* for Produce Delivered through N.E.W. Hunger Coalition 2016 F2FP Program

*(Naturally Nutrient Rich Score is single number measure of a food item's nutrient content relative to recommended daily intake of 16 key nutrients, see Adam Drewnowski et al)



Measuring Value

Person Daily Portion – NNR Product

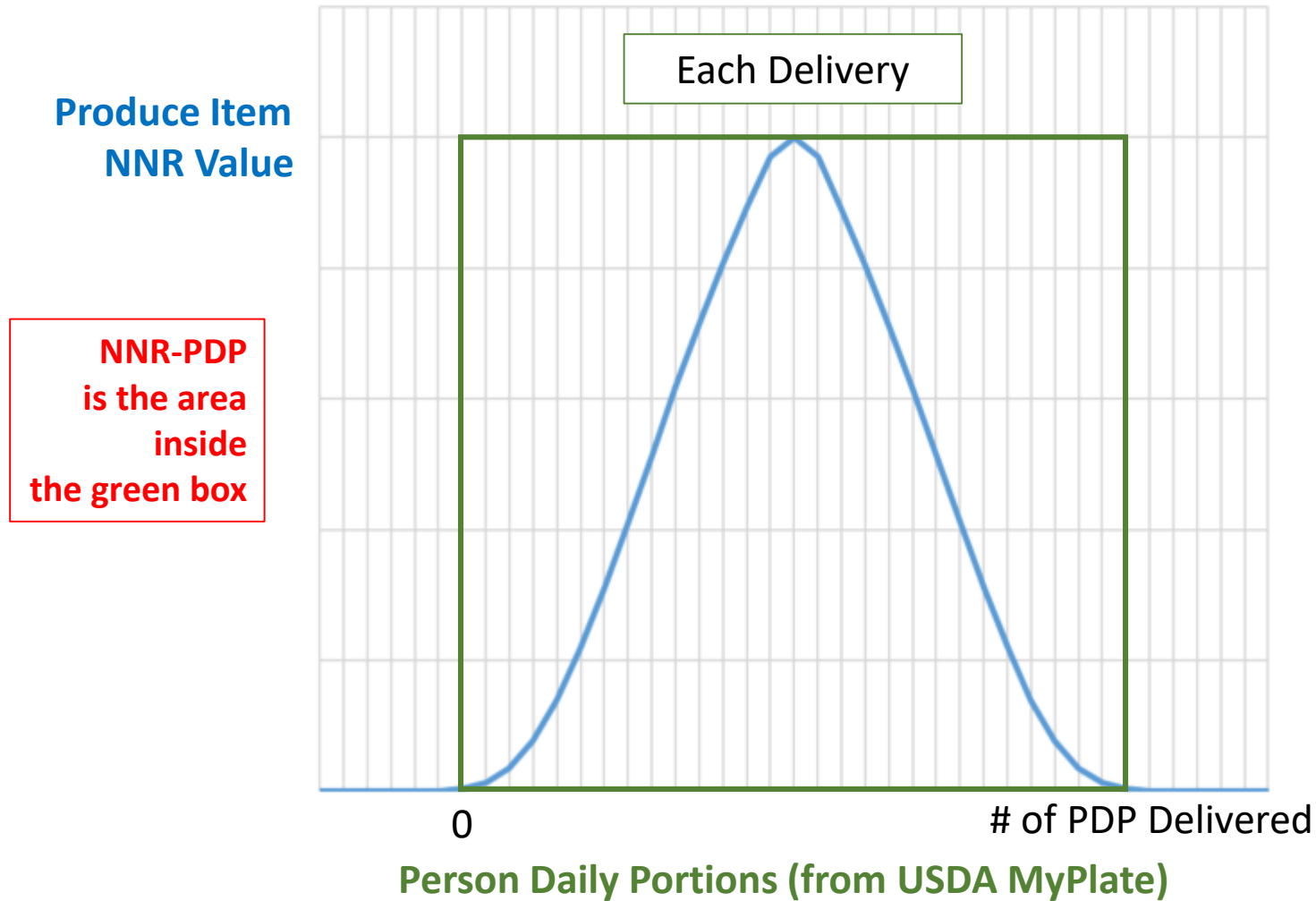
- Average Family Chosen
 - 2 older adults, 2 teenagers
- USDA MyPlate (cups):
 - Recommended daily servings (fruit & vegetables)
 - Vegetables: 2.25 Cups/day
 - Fruit: 1.75 Cups/day
- USDA AMS data to convert Cups to Lbs
- Result: Person Daily Portions per Lb (each produce item)
- Multiply by NNR score (each produce item)
 - New measure: PDP-NNR per Lb
- Divide by \$ Cost (each produce item)
 - New measure: PDP-NNR per Dollar

Measuring Value

Person Daily Portion – NNR Product

PDP – NNR Product: 1-number approximation of nutritional value of an amount of produce delivered

- NNR – Naturally Nutrient Rich Score (Adam Drewnowski et al, <http://ajcn.nutrition.org/content/82/4/721.abstract>)
- PDP – Person Daily Portions calculated from USDA MyPlate Recommendations



Examples:

1 lbs of Spinach:

- NNR Score = 22.80
- MyPlate PDP = 2.25 Cups
- Cups/Lb = 7.54
- Cost = \$2.70/lb

NNR-PDP per Lb: $22.80 \times 7.54 / 2.25 = 76.67$

NNR-PDP per \$: $76.67 / 2.70 = 28.40$

1 lbs of Corn on the Cob:

- NNR Score = 5.33
- MyPlate PDP = 2.25 Cups
- Cups/Lb = 1.54
- Cost = \$0.70/lb (0.50/Ear)

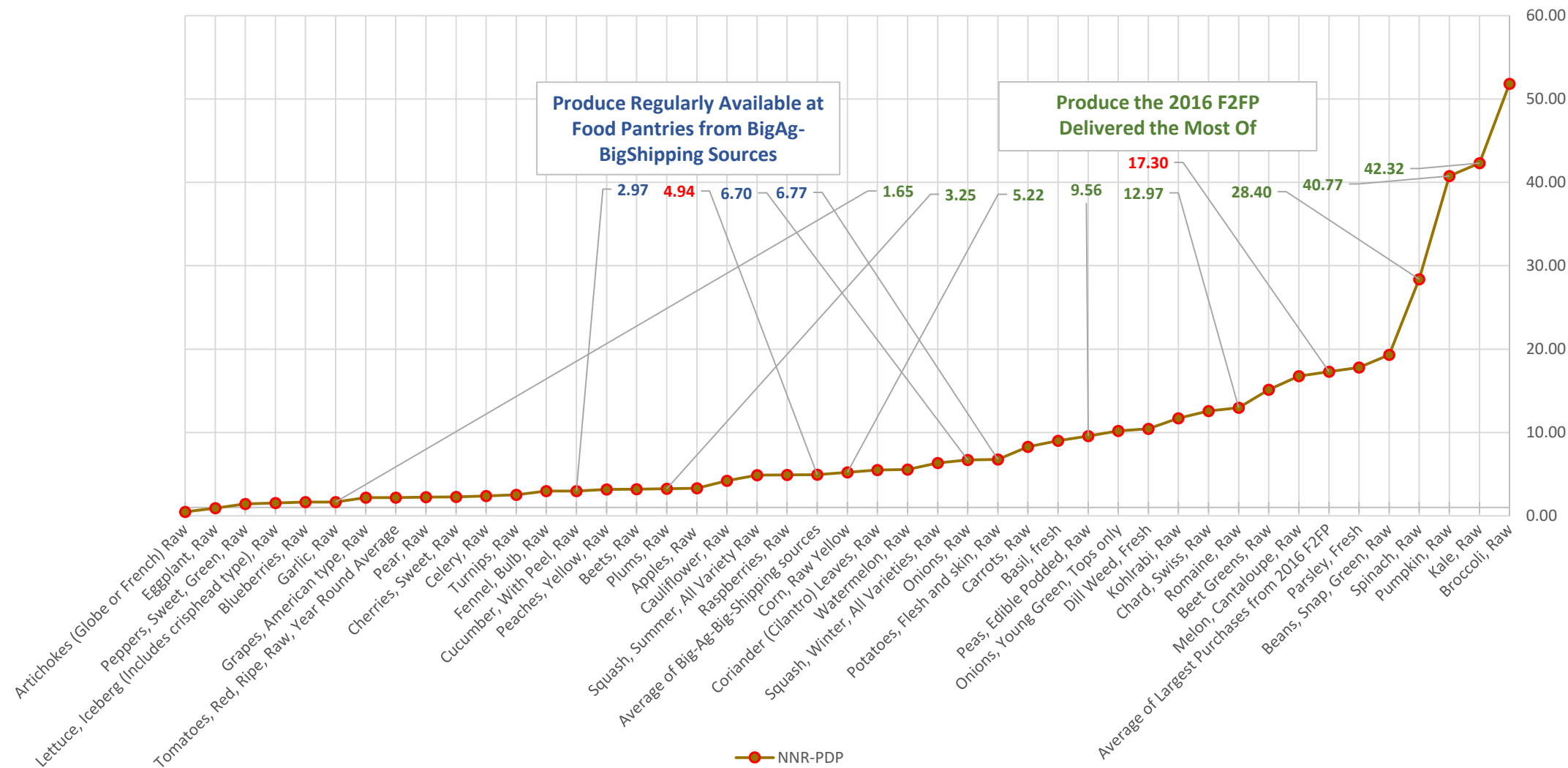
NNR-PDP per Lb: $5.33 \times 1.54 / 2.25 = 3.65$

NNR-PDP per \$: $3.65 / 0.70 = 5.22$

Regional Food Systems Infrastructure

Measuring Performance: Nutritional Value per Dollar

NNR-PDP per Dollar for Produce Delivered through 2016 F2FP Program

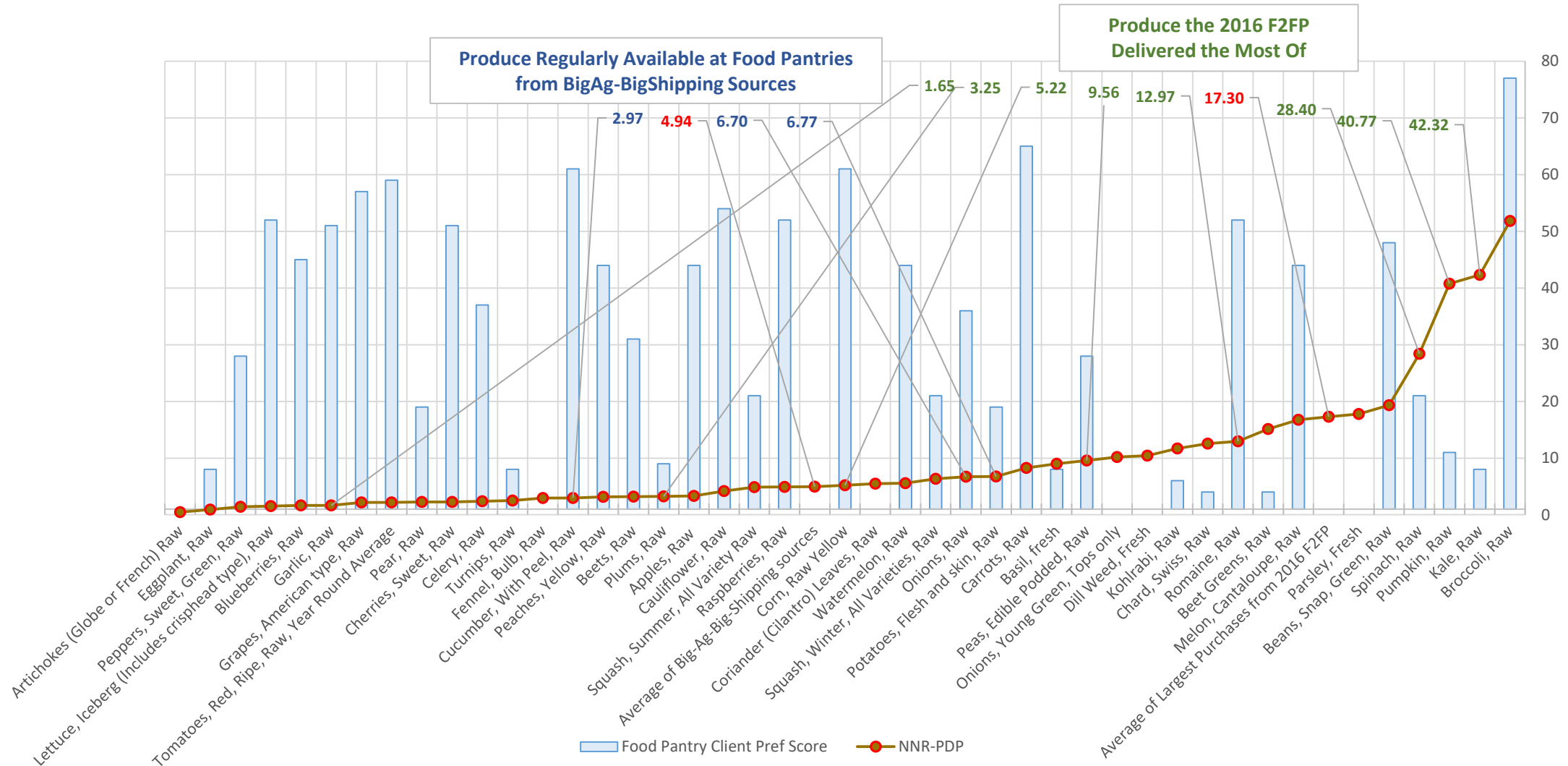


Regional Food Systems Infrastructure

Measuring Performance: Factoring in Food Pantry Client Preference

NNR – Naturally Nutrient Rich Score (Adam Drewnowski et al, <http://ajcn.nutrition.org/content/82/4/721.abstract>)

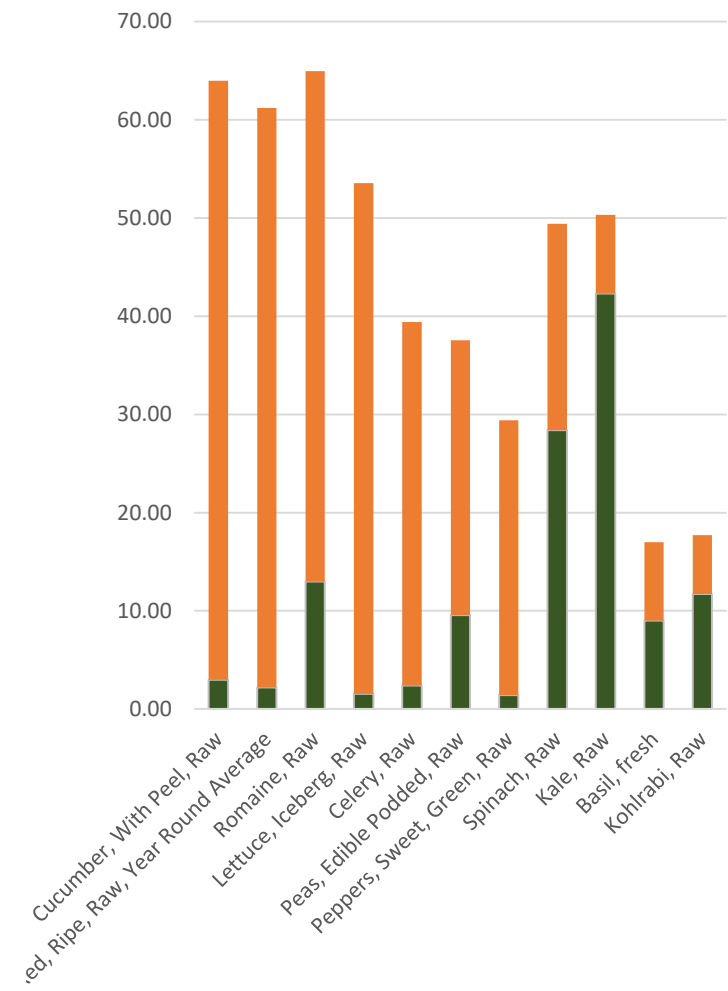
NNR - PDP per Dollar for Produce Delivered (2016) plotted with Food Pantry Client Preference Survey Results (2015)



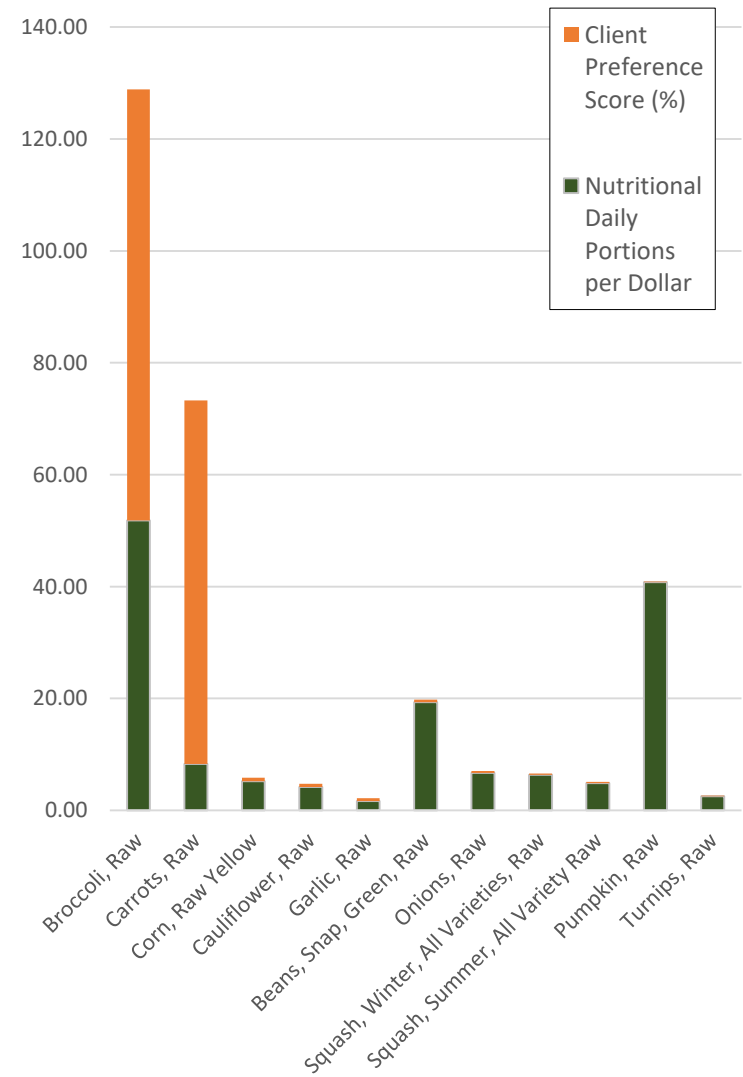
Regional Food Systems Infrastructure

Nutritional Daily Portion Dollar Value for Top 10 Preferred Produce Items in each Usage Group

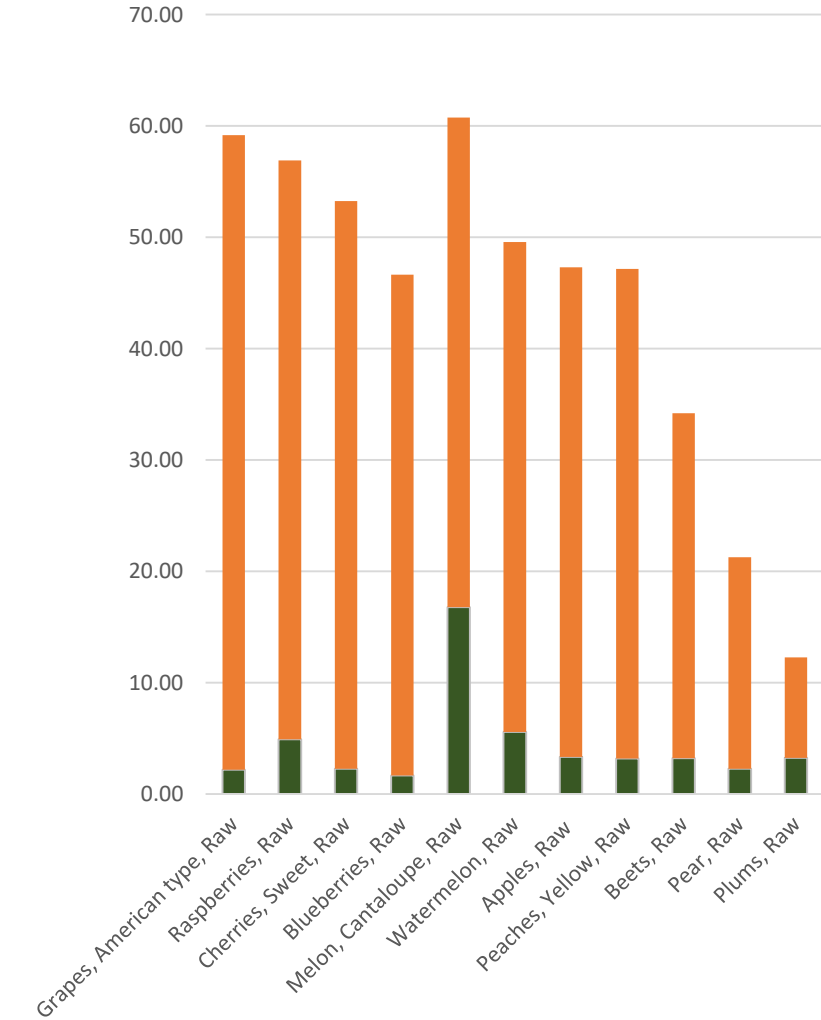
Salad Vegetables



Cooking Vegetables



Fruits and Berries



Outline

- Farm to Food Pantry Program
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-  • **2016 F2FP Pricelist**
- 2017 F2FP Pricelist
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2016 F2FP Pricelist

Based on Farmers Market Retail Prices

1. Farmers Market peak season retail
2. Discount retail price by 50%
3. Scale by our Client Preference Survey results
 - (Max 20% uplift)
4. Cut price in half for high-availability produce:
 - Apples
 - Onions (mature bulbs)
 - Cucumbers (slicing type)
5. Add in an estimated cost of packaging per Lb.
6. Round up to the nearest \$0.10

2017 F2FP Pricelist

Based on Farmers Market Retail Prices

Example: Asparagus



- FM Retail: \$3.00/Lb
- Base Wholesale: \$1.50/Lb
- Client Preference Survey ranking: 64% of max 77%
 - Survey Rank normalized to 100% : $64\% \times (100/77) = 83\%$
 - 20% maximum Preference Uplift
 - $83\% \times 20\% \times \$1.50 = \$0.25$ per Lb Preference Uplift
- Estimated Packaging Cost: \$0.05/Lb
- Total Price: $\$1.50 + \$0.25 + \$0.05 = \1.80
- Rounded up to the closest \$0.10
- Final Weighted Wholesale Price: \$1.80/Lb

2017 F2FP Pricelist

Based on Farmers Market Retail Prices

Example: Onions (mature bulbs)



- FM Retail: \$1.27/Lb
- 50% High-Availability price cut
- Base Wholesale: $\$1.27 \times 50\% \times 50\% = \$0.32/\text{Lb}$
- Client Preference Survey ranking: 36% of max 77%
 - Survey Rank normalized to 100% : $36\% \times (100/77) = 47\%$
 - 20% maximum Preference Uplift
 - $47\% \times 20\% \times \$0.32 = \$0.03$ per Lb Preference Uplift
- Estimated Packaging Cost: \$0.05/Lb
- Total Price: $\$0.32 + \$0.03 + \$0.05 = \0.40
- Rounded up to the closest \$0.10
- Final Weighted Wholesale Price: \$0.40/Lb

F2FP Contract Pricing

**2016
Price List**

1	 NEWhunger coalition	2016 Farm to Food Pantry Program Contract Pricelist			
2		Updated 6/6/16			
3	Produce Item	Usage Category	Package Type	Price per Lb	Client Pref.
4	Apples	Fruit and Berries	Loose in Banana Boxes	\$0.60	57%
5	Apricots	Fruit and Berries	Baskets or Flats	\$1.00	22%
6	Artichoke	Cooking Vegetable	Bagged or Loose in Banana Boxes	\$6.10	0%
7	Asparagus	Cooking Vegetable	Bagged or Loose in Banana Boxes	\$1.80	83%
8	Basil	Salad Vegetable	Bagged or Loose in Banana Boxes	\$5.20	10%
9	Bean, edible seed, dry	Cooking Vegetable	Bagged or Loose in Banana Boxes	\$5.10	0%
10	Bean, edible seed, fresh	Cooking Vegetable	Bagged	\$4.10	0%
11	Bean, snap	Cooking Vegetable	Bagged or Loose in Banana Boxes	\$2.20	62%
12	Beet, greens (for mixed greens)	Cooking Vegetable	Bagged or Loose in Banana Boxes	\$2.10	5%
13	Beet, red with tops	Cooking Vegetable	Bagged or Loose in Banana Boxes	\$1.00	40%
14	Beet, white, yellow, with tops	Cooking Vegetable	Bagged or Loose in Banana Boxes	\$1.20	40%
15	Beet, bulk, no tops	Cooking Vegetable	Bagged or Loose in Banana Boxes	\$0.80	40%
16	Blueberries	Fruit and Berries	Baskets or Flats	\$3.10	58%
17	Broccoli	Cooking Vegetable	Bagged or Loose in Banana Boxes	\$2.50	100%
18	Broccoli Raab	Cooking Vegetable	Bagged or Loose in Banana Boxes	\$2.10	8%

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2017 F2FP Pricelist

Based on Farmers Market Retail Prices

1. Farmers Market peak season retail
2. Discount retail price by 50%
3. Scale by our Client Preference Survey results
 - (Max 10% uplift)
4. Scale by our Nutritional Value
 - (Max 10% uplift)
5. Cut price in half for high-availability produce:
 - Apples
 - Onions (mature bulbs)
 - Cucumbers (slicing type)
 - Potatoes (baker type)
6. Add in an estimated cost of packaging per Lb.

2017 F2FP Pricelist

Based on Farmers Market Retail Prices

Example: Asparagus



- FM Retail: \$3.00/Lb
- Base Wholesale: \$1.50/Lb
- Client Preference Survey ranking: 64% of max 77%
 - Survey Rank above normal (1 Std. Deviation): 2.07% – 43.9%
 - 10% maximum Preference Uplift
 - Nutritional Value normal (1 Std. Deviation): 0 – 54.2 NDP/Lb
 - 10% maximum Preference Uplift
 - 50% + 10% + 0% = 60% of Farmers Market Retail
- Estimated Packaging Cost: \$0.05/Lb
- Total Price: $\$1.50 \times 60\% + \$0.05 = \$1.85$
- Final Weighted Wholesale Price: \$1.85/Lb

2017 F2FP Pricelist

Based on Farmers Market Retail Prices

Example: Onions (bulb storage & sweet)

- FM Retail: \$1.27/Lb
- Base Wholesale: $\$1.27 \times 50\% \times 50\% = \$0.32/\text{Lb}$
- Client Preference Survey ranking: 36% of max 77%
 - Survey Rank normal (1 Std. Deviation): 2.07% – 43.9%
 - 0% maximum Preference Uplift
 - Nutritional Value normal (1 Std. Deviation): 0 – 54.2 NDP/Lb
 - 0% maximum Preference Uplift
 - $50\% + 0\% + 0\% = 50\%$ of Farmers Market Retail
- Estimated Packaging Cost: \$0.05/Lb
- Total Price: $\$1.27 \times 50\% \times 50\% + \$0.05 = \$0.37$
- Final Weighted Wholesale Price: \$0.37/Lb



F2FP Contract Pricing

**2017
Price List**



2017 Farm to Food Pantry Program Contract Pricelist

		Updated 5/9/2017				
	Produce Item	Usage Category	Package Type	Price per Lb	NDP per Lb	Client Pref.
1	Apples, Raw, with skin	Fruit and Berries	Loose in Banana Boxes	\$0.42	3.59	44%
2	Apricots, raw	Fruit and Berries	Baskets or Flats	\$0.85	6.74	17%
3	Artichokes (Globe or French) Raw	Cooking Vegetable	Bagged or Loose in Banana Boxes	\$4.80	2.95	0%
4	Asparagus, Raw	Cooking Vegetable	Bagged or Loose in Banana Boxes	\$1.80	3.52	64%
5	Basil, fresh	Salad Vegetable	Bagged or Loose in Banana Boxes	\$5.00	7.69	8%
6	Beet Greens, Raw	Cooking Vegetable	Bagged or Loose in Banana Boxes	\$2.00	20.65	4%
7	Beet, bulk, no tops	Cooking Vegetable	Bagged or Loose in Banana Boxes	\$0.63	0.00	31%
8	Beet, all colors, with tops	Cooking Vegetable	Bagged or Loose in Banana Boxes	\$1.00	11.62	31%
9	Beets, Raw	Cooking Vegetable	Bagged or Loose in Banana Boxes	\$0.88	2.60	31%
10	Pepper, bell type, green, big	Salad Vegetable	Bagged or Loose in Banana Boxes	\$4.00	6.22	28%
11	Pepper, bell type, green, midsize	Salad Vegetable	Bagged or Loose in Banana Boxes	\$3.00	6.22	28%
12	Blueberries, Raw	Fruit and Berries	Baskets or Flats	\$3.00	12.03	45%
13	Broccoli, Raw	Cooking Vegetable	Bagged or Loose in Banana Boxes	\$2.40	7.37	77%
14	Broccoli raab, raw	Cooking Vegetable	Bagged or Loose in Banana Boxes	\$2.00	15.36	6%
15	Brussel sprouts, raw	Cooking Vegetable	Bagged or Loose in Banana Boxes	\$2.00	17.16	30%
16	Cabbage, head type, green or red	Salad Vegetable	Bagged or Loose in Banana Boxes	\$0.66	6.33	35%
17	Cabbage, leaf type	Salad Vegetable	Bagged or Loose in Banana Boxes	\$0.80	6.33	35%
18	Melon, Cantaloupe, Raw	Fruit and Berries	Loose in Banana Boxes	\$0.54	18.35	44%

**This
program
connects
Farmers...**



**With
Families.**

Contact Information

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