

# Are You Making a Food Bank Donation Today: The Rural Grocer's Connection to Addressing Hunger, a Model from Kiowa, Kansas



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National Rural Grocery Summit



BlueCross BlueShield  
**Kansas**



PATHWAYS to a  
**HEALTHY  
KANSAS**

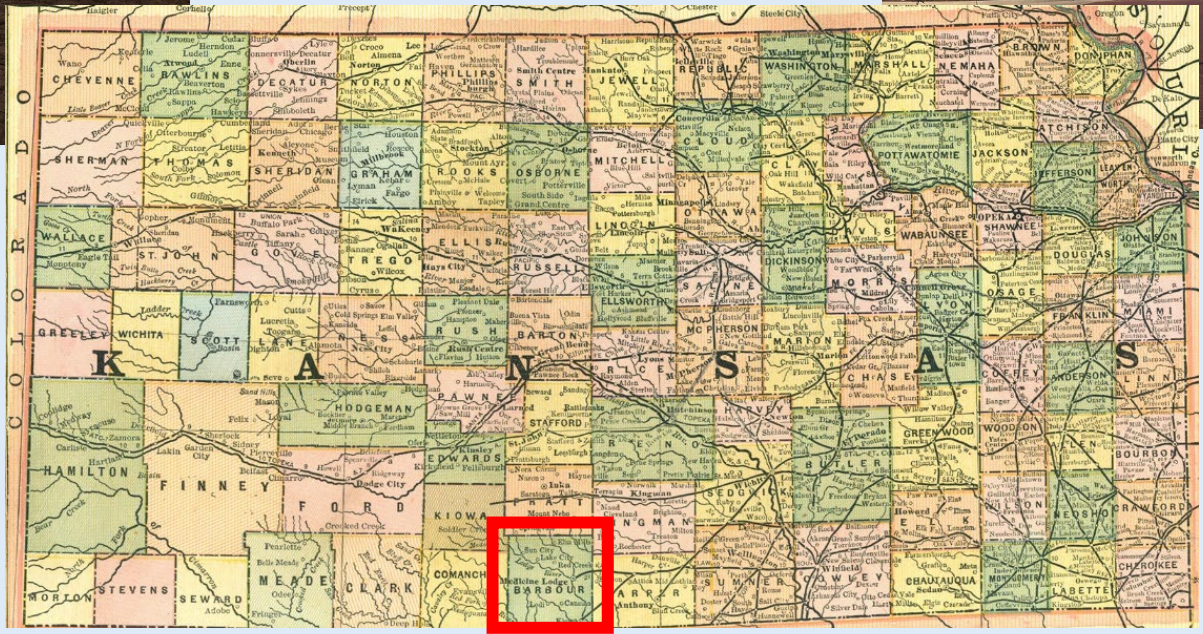
Blue Cross and Blue Shield of Kansas is an independent licensee of the Blue Cross Blue Shield Association.

- Community grant program
- Long-lasting, community-wide health and well-being
- Funding 24 communities across Kansas

Addressing three key areas:

- Physical activity
- Increased nutrition
- Tobacco cessation

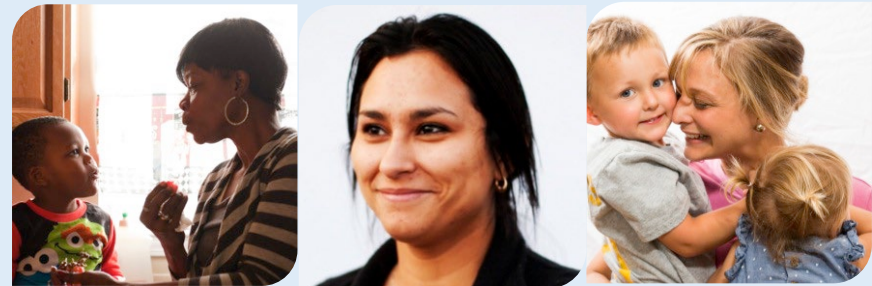
For more information, visit: <https://www.bcbsks.com/blue-health-initiatives/pathways>



# The Charitable Food System

**1** National office  
+  
**200** Regional Food banks  
+  
**61K** Food pantries & meal programs  
=

**40M**  
SERVED



# SWAP™ Supporting Wellness At Pantries



## GREEN

Choose often;  
low in saturated fat,  
sodium and added sugars;  
supports health

## YELLOW

Choose sometimes;  
medium levels of saturated  
fat, sodium or added sugars;  
can contribute to good health

## RED

Choose rarely;  
high levels of saturated fat,  
sodium or added sugars;  
think of as treats;  
limited health benefits

Food Category	Choose Often			Choose Sometimes			Choose Rarely		
	Saturated Fat	Sodium	Added Sugars*	Saturated Fat	Sodium	Added Sugars*	Saturated Fat	Sodium	Added Sugars*
Fruits and Vegetables	≤2g	≤230mg	0g (≤12g for Total Sugars)	100% juice and plain dried fruit are yellow.			≥2.5g	≥480mg	≥12g (≥24g for Total Sugars)
				≥2.5g	231-479mg	1-11g (13-23g for Total Sugars)			
Grains	First ingredient must be whole grain AND meet following thresholds:								
	≤2g	≤230mg	≤6g	≥2.5g	231-479mg	7-11g	≥2.5g	≥480mg	≥12g
Protein	≤2g	≤230mg	≤6g	2.5-4.5g	231-479mg	7-11g	≥5g	≥480mg	≥12g
Dairy	≤3g	≤230mg	0g (≤12g for Total Sugars)	3.5-6g	231-479mg	1-11g (13-23g for Total Sugars)	≥6.5g	≥480mg	≥12g (≥24g for Total Sugars)
Non-Dairy Alternatives	≤2g	≤230mg	≤6g	≥2.5g	231-479mg	7-11g	≥2.5g	≥480mg	≥12g
Beverages	0g	0mg	0g	0g	1-140mg	1-11g	≥1g	≥141mg	≥12g
Mixed Dishes	≤3g	≤480mg	≤6g	3.5-6g	481-599mg	7-11g	≥6.5g	≥600mg	≥12g
Processed and Packaged Snacks	None			If a grain is the first ingredient, it must be a whole grain AND meet following thresholds:			≥2.5g	≥141mg	≥7g
				0-2g	0-140mg	0-6g			
Desserts	None			None			All desserts are red		
Condiments and Cooking Staples	Unranked. Examples include salad dressing, sauces (except tomato sauce), jelly, syrup, oils, flour, sugars.								
Misc. Products	Unranked. Examples include baby food, nutritional supplements, protein powders.								



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## **Food Pantry/Hunger Relief Package**

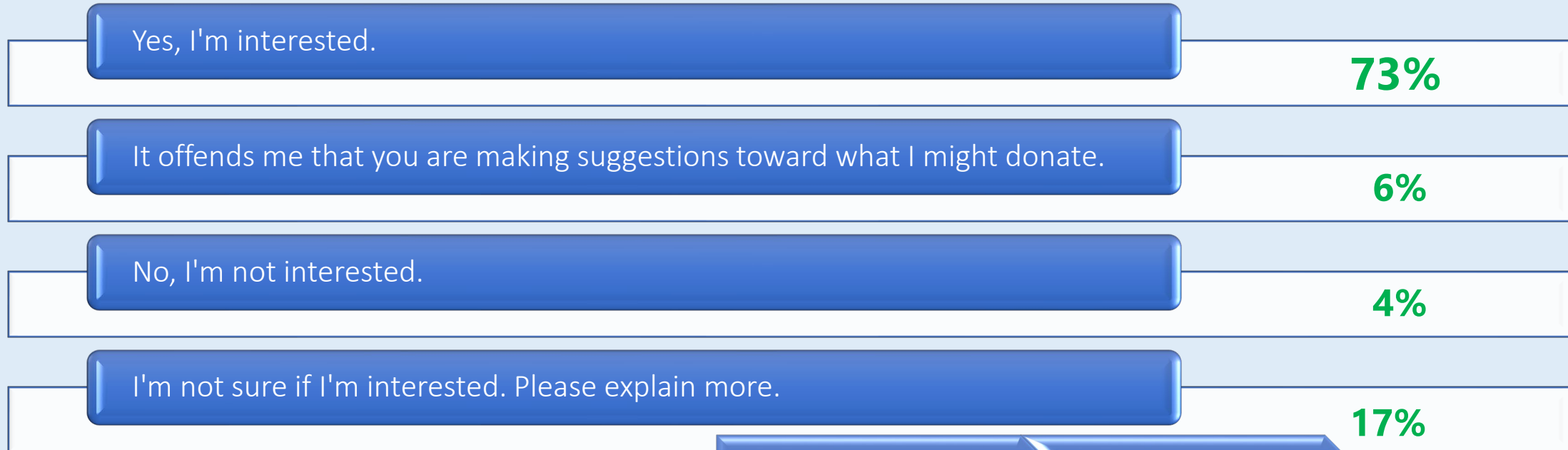
1. Commit to using SWAP and the HER Nutrition Guidelines
2. Assess pantry inventory
3. Conduct client survey on food needs and preferences
4. Develop a policy and goals to improve access to healthy, nutritious foods





# DONOR SURVEY

How interested would you be in intentionally donating healthier items to the food bank?



Please explain more. 50% Donate food they have on hand or at home.

# The RURAL GROCER is a VITAL LINK

Are you making a FOOD BANK DONATION today?

This is a  
**PREFERRED**  
item



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## DONOR AWARENESS CAMPAIGN

- **ENCOURAGE** local shoppers to donate to the local food pantry.
- **GUIDE** their donation related shopping habits to meet SWAP standard for nutrition.
- **PROMPT** their food pantry purchases to be made at the locally owned grocery.
- **INCREASE** the nutritional quality of food distributed at your local food pantry.





