

# ACDA ANNUAL CONFERENCE

**Coming Together to Nourish the Nation**



**April 21 - 24, 2024**  
**Marriott St. Louis Grand**  
**St. Louis, Missouri**

# Innovations in CSFP: Digitization, Delivery, and Choice

Household & Community Feeding

# Today's Speakers



Camille Peters  
*Southeast Missouri  
Food Bank; National  
CSFP Association*



Marian Peele  
*Capital Area Food Bank*



Christi Mallasch  
*Food Bank of Central &  
Eastern North Carolina*



Taylor Day  
*Second Harvest  
Heartland*

# CSFP & Digitization

# Capital Area Food Bank



- Established 1980
- Distributed 61 million meals in 2023
- Region: Washington, DC, Northern Virginia and Suburban Maryland
- New NOVA Branch opening in 2024
- Advocacy Dept, Data & Analytics & Compliance
- 440 Shopping Partners
- Direct Distributions
  - Community Marketplace
  - Family Markets
  - Joyful Food Markets
  - School Food Pantries
  - Mobile Markets
  - Senior Hunger Strategies
    - CSFP
      - Caseload: DC 5,570 & MD 1,300
      - 2024: CSFP implementation in VA
      - Senior Brown Bag 3,529

# Senior Food Insecurity in Greater Washington Metropolitan Area

Washington, DC ranks 3<sup>rd</sup> in the nation in Senior Food Insecurity in 2021

Washington – Arlington – Alexandria, DC-VA-MD-WV at 5.2% Food Insecurity

Link2Feed

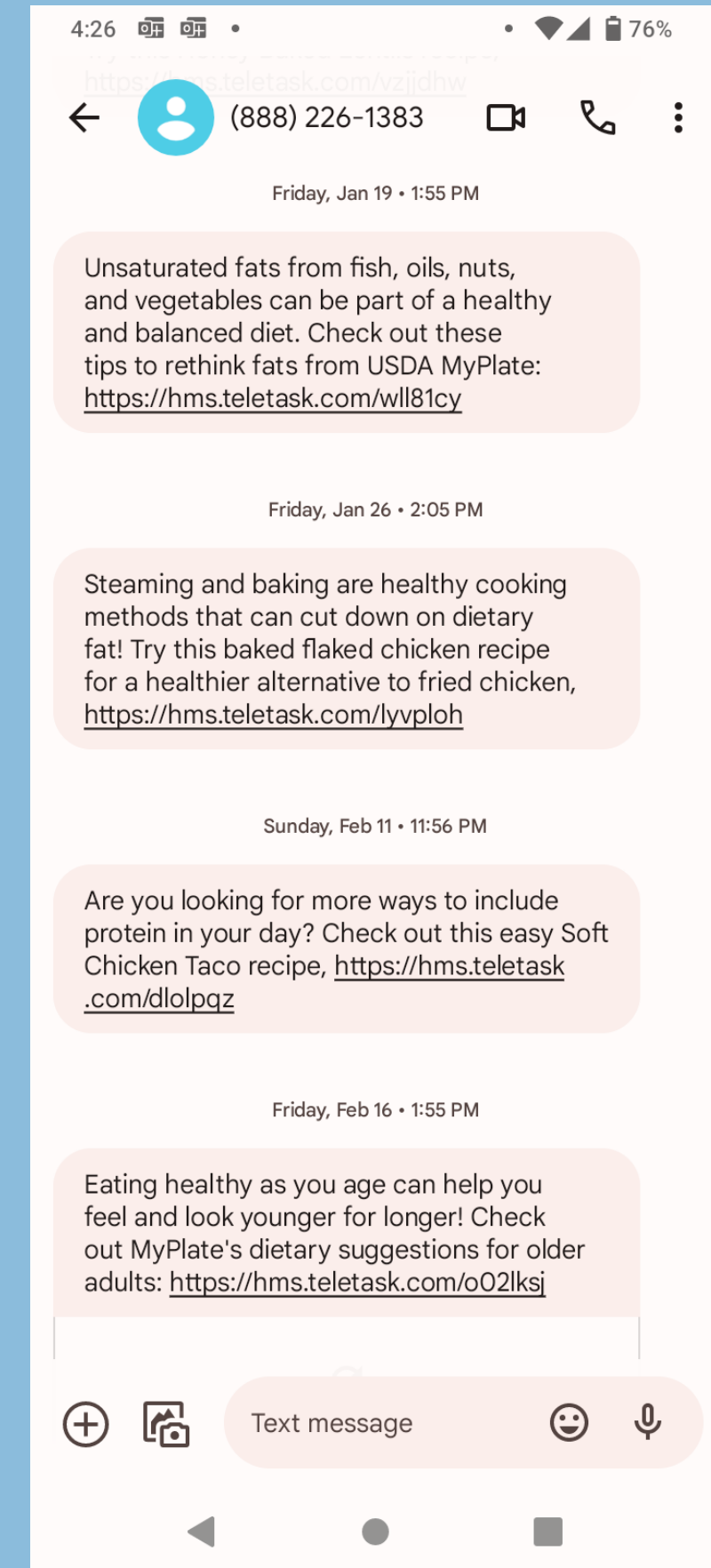
ORACLE®  
NETSUITE

# Digital Tool Strategies

- Program Reminders
- Homebound delivery announcements
- Fresh produce announcements



| Year | # of Participants | Total Redeemed | % Redeemed of Federal Funds |
|------|-------------------|----------------|-----------------------------|
| 2022 | 5,315             | \$168,170      | 91.2%                       |
| 2023 | 6,113             | \$176,751.23   | 101.75%                     |



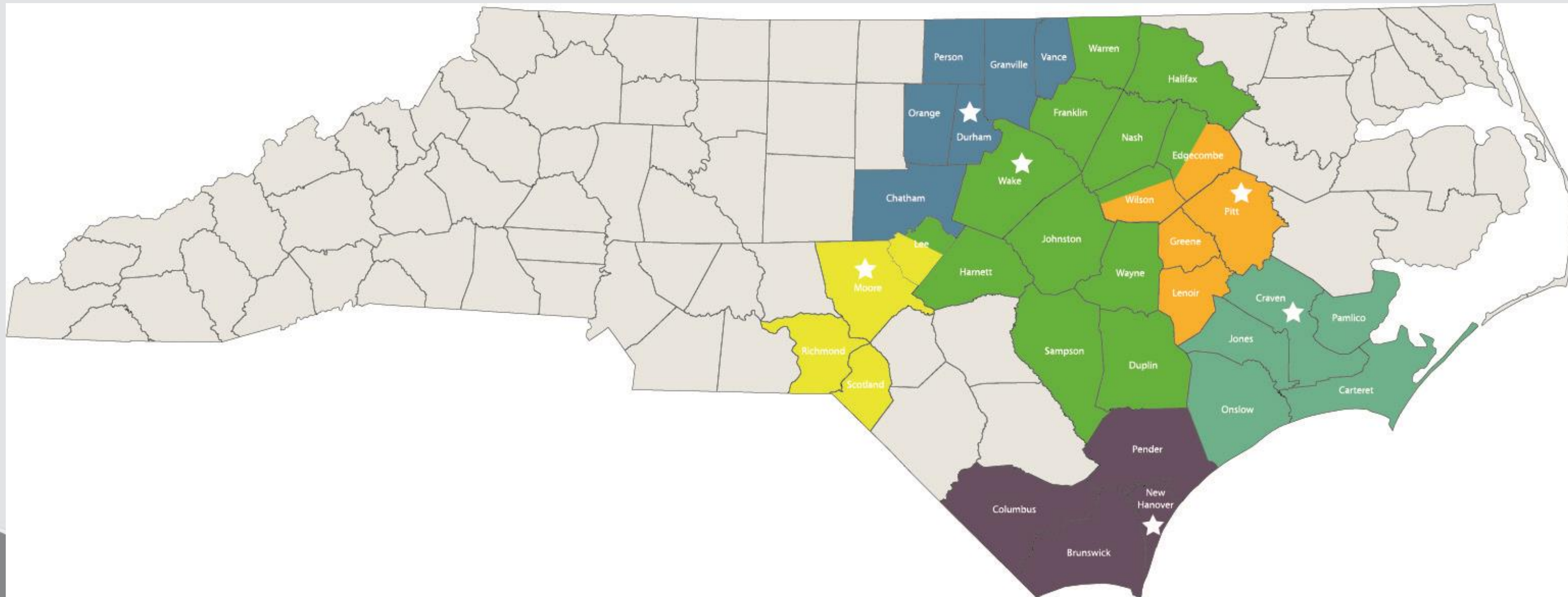


# CSFP Home Delivery

Serving Senior At Home

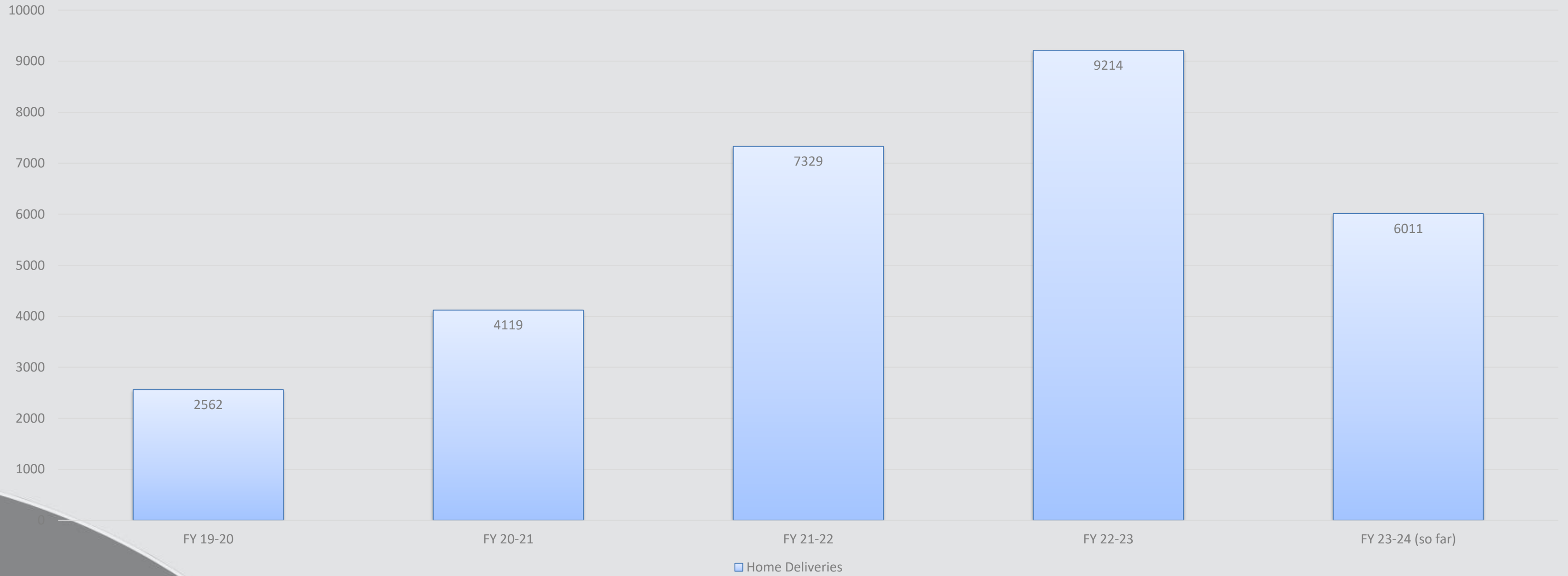
# Setting the Stage

FBCENC serves 34 counties in North Carolina through 6 branches in Raleigh, Durham, Greenville, New Bern, Sandhills, and Wilmington.



# Innovation from Necessity

Home Deliveries

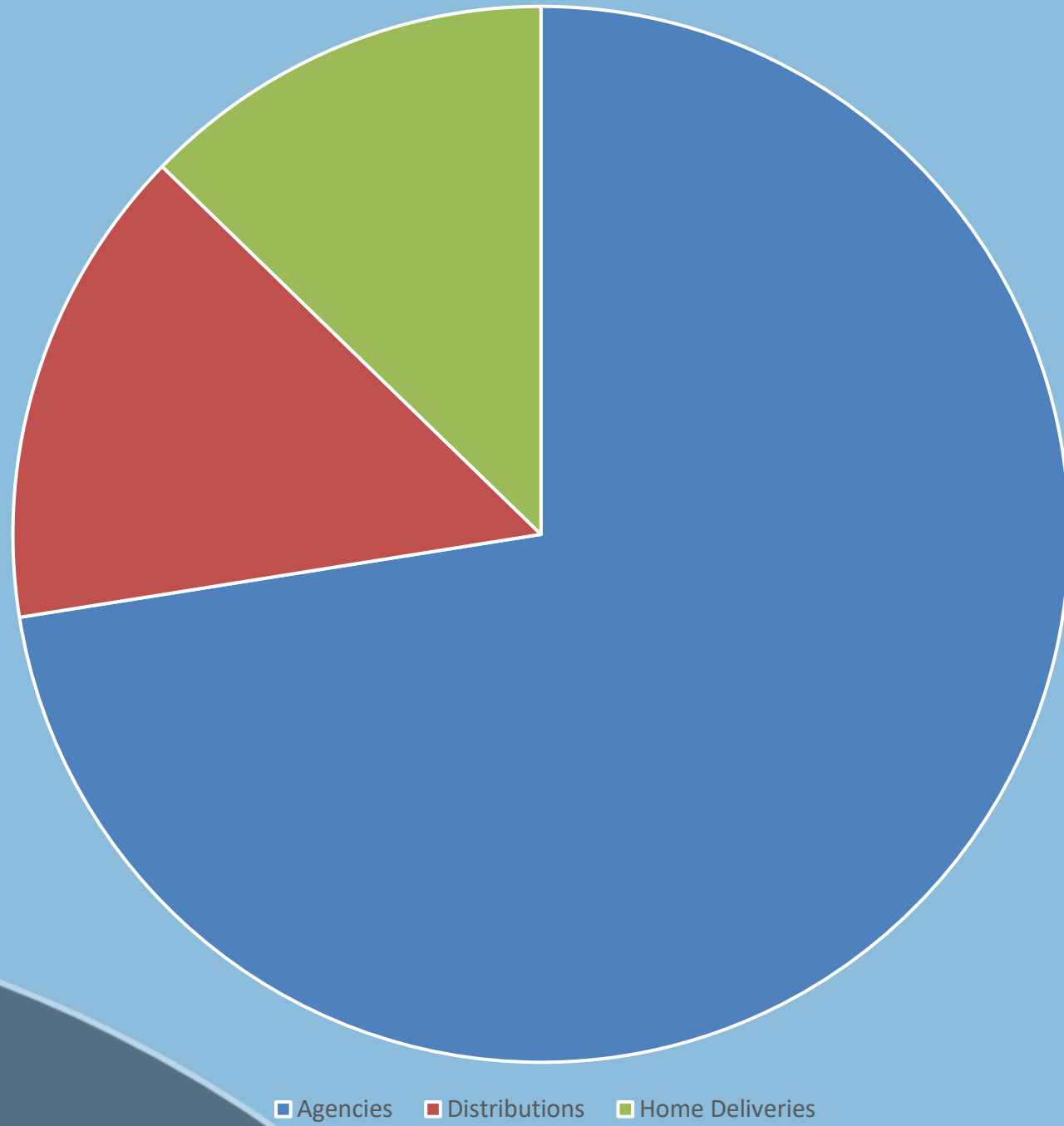


# Enter DoorDash

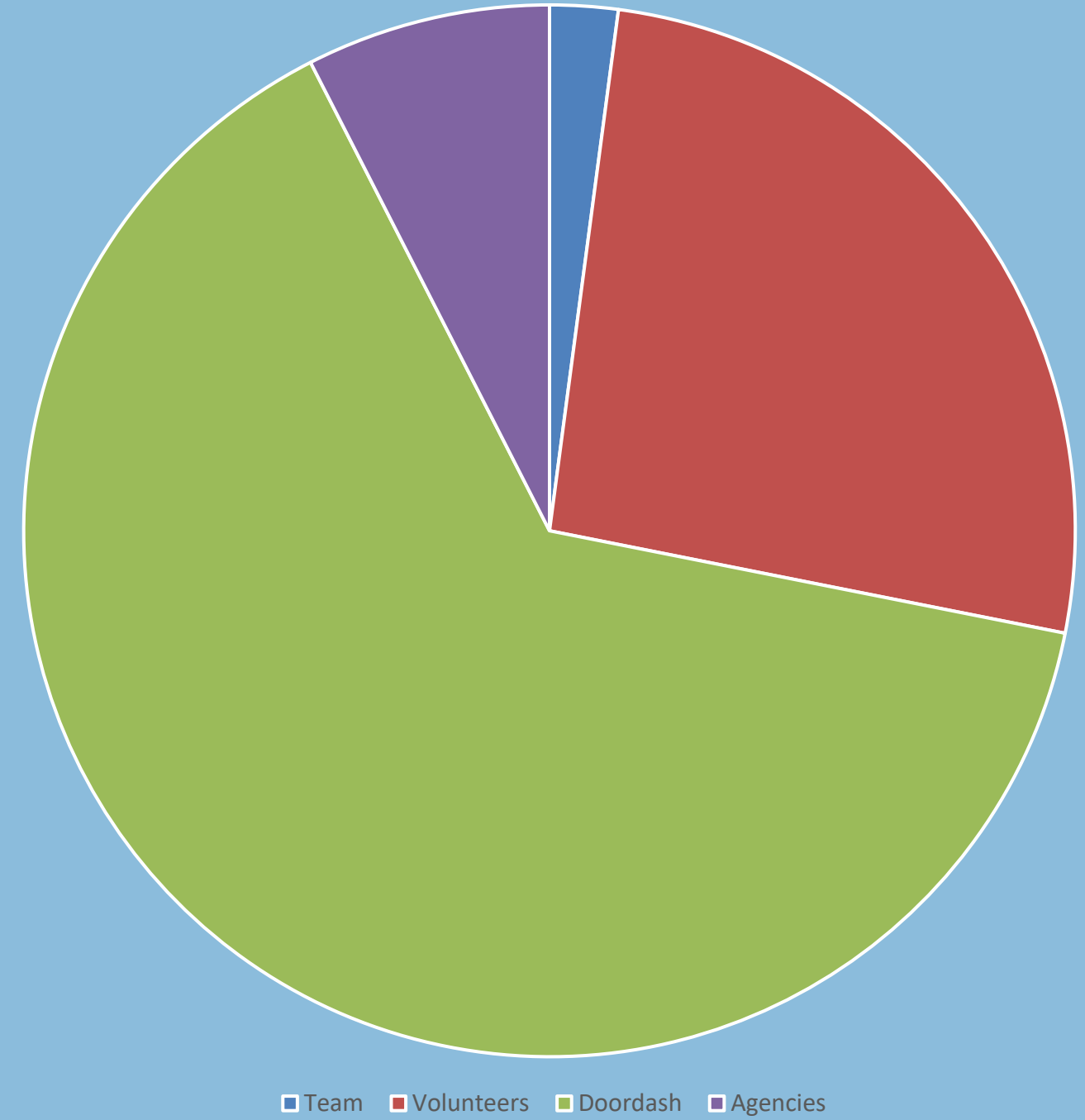


# A Closer Look At Distribution

Caseload



Home Delivery Breakdown



# Challenges with CSFP and Delivery

- Managing expectations of dashers, volunteers, and clients
- Nature of our service area
- Transportation to Pick Up Locations
- Compliance Questions
- Compensation



# Benefits of Home Delivery

- Introduces client choice in the method of food distribution to seniors
- Reaches clients who couldn't otherwise access services
- Helps meet caseload
- Invests in our local community
- Allows us to be strategic planners

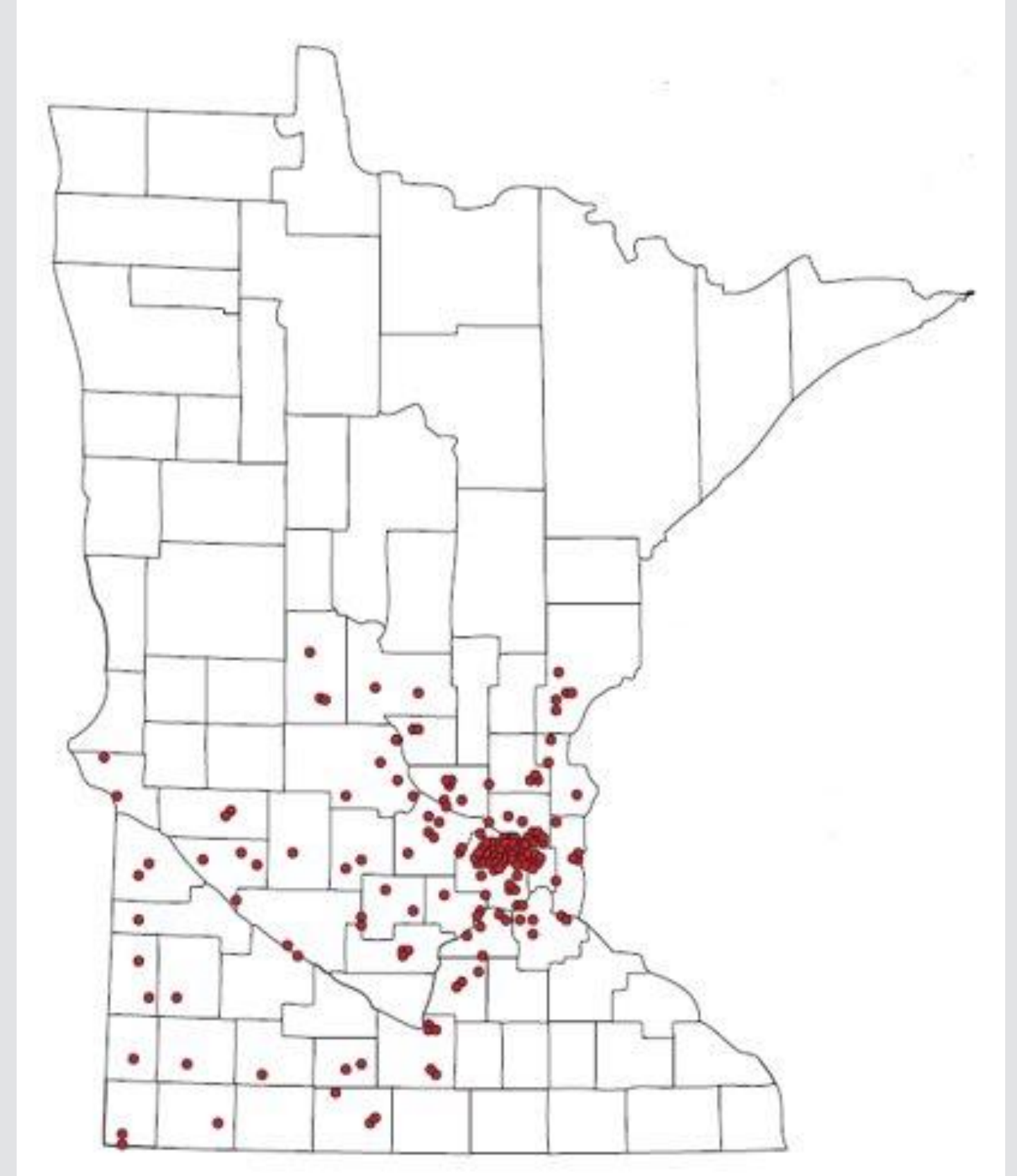


# CSFP & Client Choice



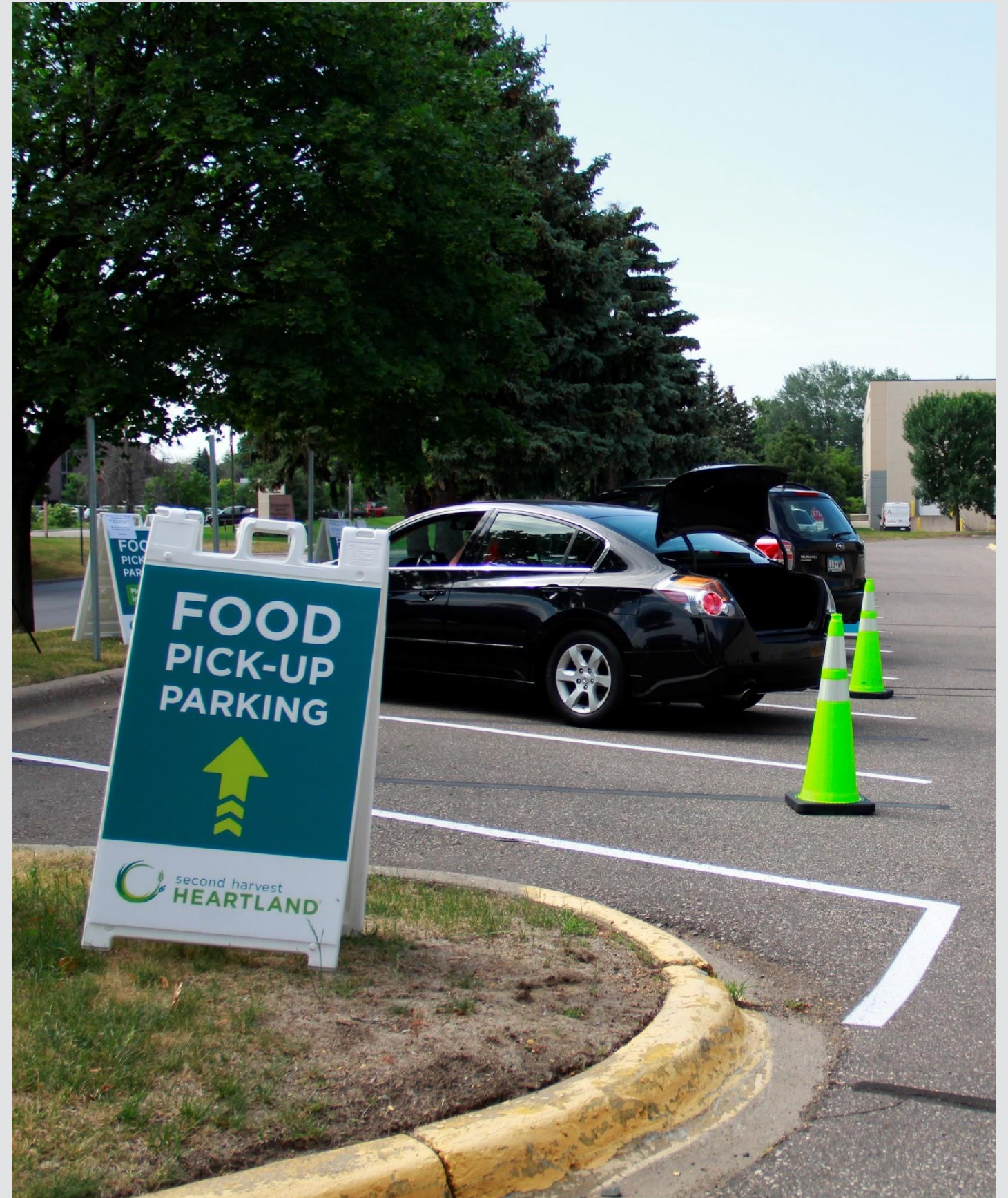
# CSFP at Second Harvest Heartland

- 230 Distribution Sites across the Twin Cities Metro and Greater Minnesota
- Serve around 5,000 program participants monthly
- Five additional partners work with CSFP in Minnesota



# Second Harvest Heartland – Brooklyn Park

- Curbside pickup distribution for CSFP
- No appointment needed
- Fresh items distributed alongside the CSFP items and cheese
- Home delivery and client choice options available

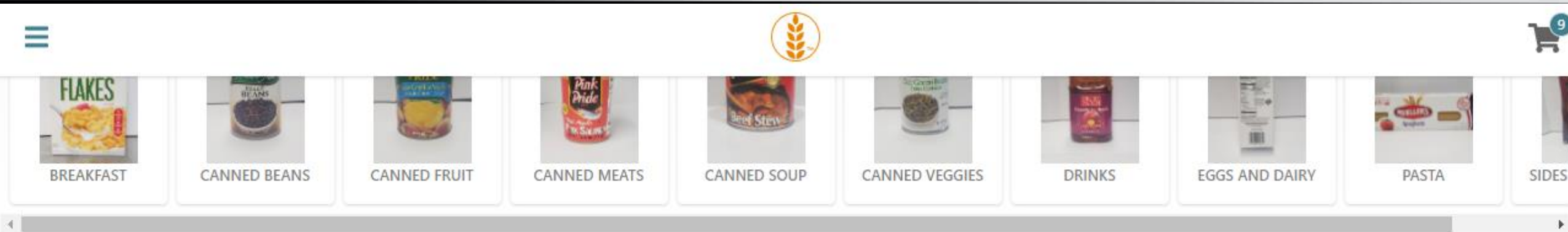


# Why CSFP Client Choice?

- Increase CSFP Participation
- Serve different populations within the older adult community
- Greater ability to include fresh or culturally connected items alongside CSFP items



# OrderAhead and CSFP Pilot



## Do I Qualify?

The Nutrition Assistance Program for Seniors (NAPS) is for adults over the age of 60, who live in Minnesota and meet certain income requirements. If you are not already a NAPS participant, please call 651-484-8241 (toll-free at 800-365-0270) or email [naps@2harvest.org](mailto:naps@2harvest.org).

## How It Works

1. Choose a pick up location and time.
2. Shop what is in stock that week.
3. Register and get a confirmation.
4. Pick up your free groceries!

While you are able to choose which items you want in your NAPS box, there are still limits on how many items you will be able to choose per category. For each category, you may choose:

- Cereal: 2 items
- Fruits and Juices: 4 items
- Vegetables: 6 items
- Meat, Poultry, or Fish: 3 items
- Plant Based Proteins: 3 items
- Milk: 2 items
- Pasta and Rice: 2 items

Please call 612-456-8364 with any questions on categories.



## About Us



second harvest  
**HEARTLAND**<sup>®</sup>

Food Changes Everything.<sup>®</sup>

At Second Harvest Heartland, we work to end hunger together. As one of the nation's largest, most



# Shop

## Second Harvest Heartland

9/26/2023 9am - 9:29am

[Change Pickup Site](#)

Breakfast Canned Beans Canned Fruit Canned Meats Canned Soup Canned Veggies Eggs and Dairy Pasta Spreads

### Breakfast

#### Corn Flakes



Corn Flakes Cereal  
16 Ounce Cardboard Box

Add to Cart

#### Corn Rice Biscuits



Corn Rice Biscuits  
16 Ounce Cardboard Box

Add to Cart

#### Cereal Crispy Rice



**(17.63 oz)**  
Cereal Crispy Rice in Plastic Pouch  
17.63 Ounce Plastic  
Pouches/Bags

Add to Cart

#### Honey Bunches Cereal



Honey Bunches Cereal  
1.1 Pound Cardboard Box

Add to Cart

#### Honey Bunches of Oats with Almonds



Honey Bunches of Oats with Alm...  
14.5 Ounce Cardboard Box

Add to Cart

#### Cereal - Frosted Mini Wheats



Cereal - Frosted Mini Wheats  
1 Item Cardboard Box

Add to Cart

# Pros and Cons of CSFP Choice Models

## Pro's

- Increased dignity for participants
- Prevents over-abundance & food waste
- Possibility for increased participation with new populations
- Choosing the food they want stretches food budget

## Considerations

- Higher level of inventory management and ordering outside of pre-packed box model
- Pick-up times can take longer based on distribution size
- Online ordering systems can require technical knowledge and training

# QUESTIONS?

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