

Promote Fruits and Vegetables at Your Pantry



Photos: Aid in Milan, Active Faith, SOS Community Services

- **Talk with the CFP Team at Food Gatherers.** Is your Profile set up so that your program receives a good variety and amount of free produce for your pantry guests? We have tons of produce to share with the community! Apples, citrus, leafy greens, beets, carrots, squash ... you name it. A simple profile tweak might make a big difference to what and how much produce you can offer your guests.
- **Place fruits and vegetables front and center.** Most guests take more food at the start of shopping, when bags or carts are empty. When you display fruits and vegetables at the front of the pantry distribution, guests are likely to take more.
- **Showcase fruits and vegetables at eye level.** Shoppers like to see the products they are choosing. Fruits and vegetables are always more appealing when they are presented at eye level and within arm's reach. Display produce on a table or on shelves. Try stacking pallets or crates to raise produce high off the floor. Tilt or angle containers so shoppers can see what is available.
- **Use baskets, bowls and crates to display fruits and vegetables.** Fun containers make fresh produce and other healthy items much more appealing to shoppers.
- **Think big and bountiful.** Shoppers take more of an item when it looks like there is enough for others. If a shelf or crate appears mostly empty, shoppers are more likely to pass on its contents. Refill containers of fruits and vegetables so pantry guests know there is a lot available. Combine multiple containers of the same product into one, or transfer products to smaller baskets when inventory runs low.
- **Normalize taking a lot.** Encourage families to take a lot of fresh fruits and vegetables for their household. Signs that say, "Fill 2 bags of Produce today" or "As many as you want!" can nudge shoppers to take more.
- **Share recipes or hang Food Gatherers' Produce Identification Cards** to prompt creative ways to cook and enjoy fruits and vegetables. Visit foodgatherers.org or talk with the CFP team for more information.