

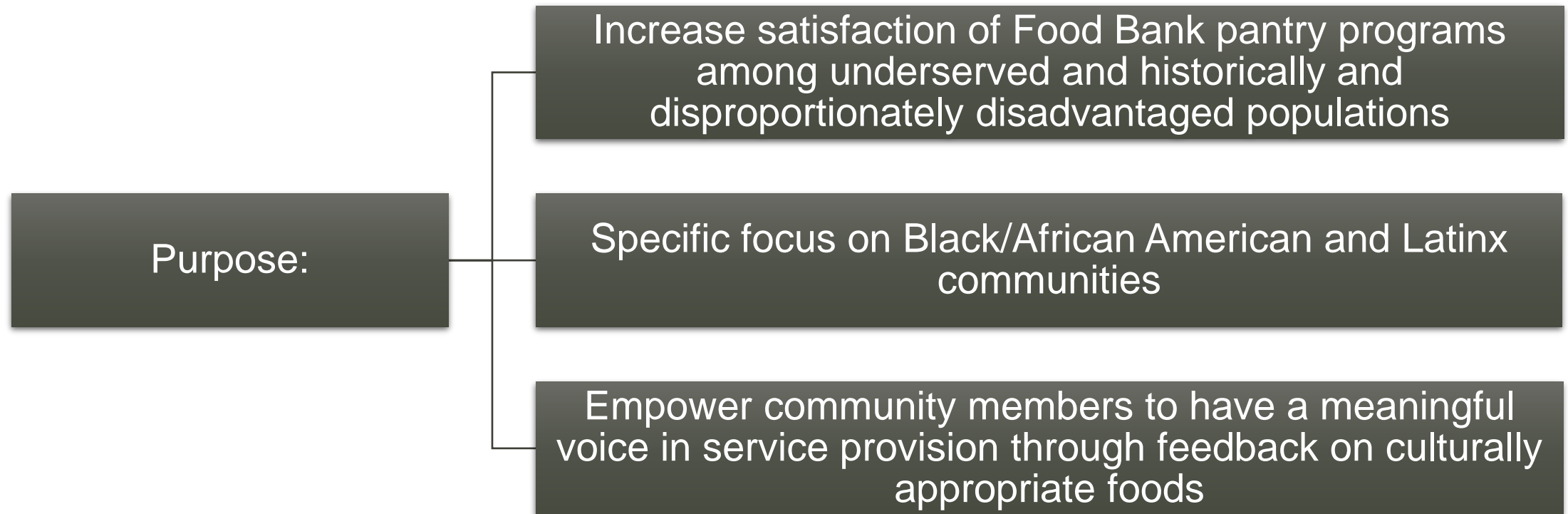


# Culturally Responsive Food Pilot

# Culturally Responsive Options (CROps) Pilot Project

# Pilot Project Overview

For 10 weeks between April and June of 2022, the Food Bank implemented a pilot project to distribute culturally appropriate add-on items at 2 Pop Up pantries in SF.



# Pop Up Pantry Locations

2 Pop Up Pantries were selected based on the high number of Latinx and African American participants they serve



Cesar Chavez Pop Up Pantry (The Mission District)

Rosa Parks Pop Up Pantry (Western Addition)

# How did we decide what food to distribute?

Research in the area of Culturally Appropriate Food indicates that foods that have the widest range of acceptability among different cultures and populations include ***raw ingredients, such as meat and produce, with no added seasoning or marinades.***

Relied on learnings from the Food Bank of the Rockies, which undertook an extensive effort to research and implement a culturally appropriate food project in their area.

They came up with a top foods across cultures list that we referenced.

Recommendations from San Francisco African American Faith-Based Coalition.

We also surveyed participants from the selected sites what products they would most like to see at their pantries.

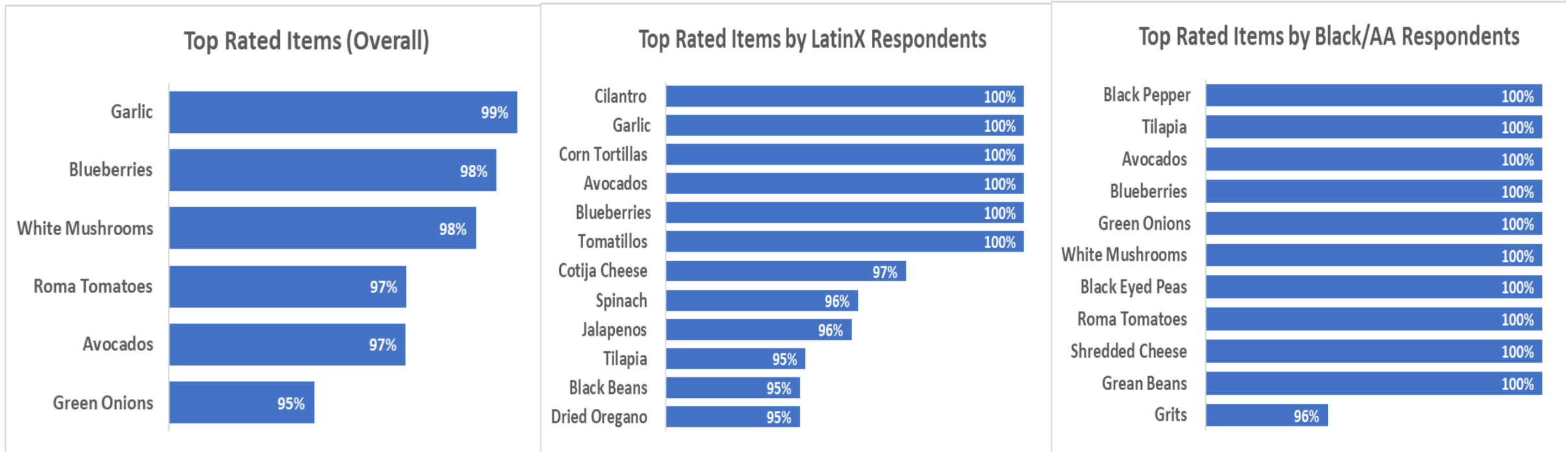
# Products distributed

Avocado	Dried Black Beans	Jalapenos
Black Eyed Peas	Dried Oregano	Mozzarella
Black Pepper	Flour	Mushroom
Blueberries	Flour Tortillas	Plantains
Bouillon	Garlic	Roma Tomatoes
Brussel Sprouts	Grapes	Shredded Cheese
Cilantro	Green Beans	Spinach
Collard Greens	Green Onions	Tilapia
Corn Tortilla	Grits	Tomatillos
Cotija Cheese	Ground Beef	White Mushrooms



# Product Ratings

In the afternoon, following each food distribution, a text message or email was sent to the participants to request feedback on the pilot add-on items. Overall product reception was great.



# Onsite Product Feedback & Reception

"I would've never thought that the food bank would give out mushrooms or avocados. I feel very lucky right now."

"Yay avocados! It's so expensive in the store. I am happy that I can get this here."

"Wow tomatillos! I'm going to make salsa verde tonight!"

"I'm excited to come back next week for more good items!"



## Additional Highlights:

- Requests for more fish
- Participants requested more green beans
- Building relationships. Staff connected with participants on recipes and cooking techniques
- Signs of appreciation:
  - Jumping for joy, shaking hands with distribution crew.



# Project Objectives and Measures of Success

## Increased attendance among target populations

- Attendance increased during the pilot by up to 14% for Latinx and 11% for African American participants.

## Develop Feedback loops on food preferences

- On average, 17% of the target population responded to the surveys to provide feedback on the items distributed (8 out of 50 Black/African Americans from Rosa Parks and 34/ 215 LatinX attendees from Cesar Chavez).

# What did we learn?



People really liked receiving food that they weren't accustomed to getting at their pantries; most products got over a 90% positive rating.



Folks don't necessarily want to provide their feedback through surveys all the time and got survey fatigue toward the end of the pilot; They did show a lot of enthusiasm at the distributions upon receiving the products.



Distributing these highly favored products helped build relationships between pantry staff and participants.



We learned about the products that participants liked and didn't like, and we now have a good list of products to work from that has been incorporated into this year's budget.



This menu is very costly, and it will take time and resources for us to scale this initiative to more of our pantries.

# Feedback and Questions?