



2025: Survey Kick-off Webinar

BROUGHT TO YOU IN COLLABORATION BY:



AGENDA



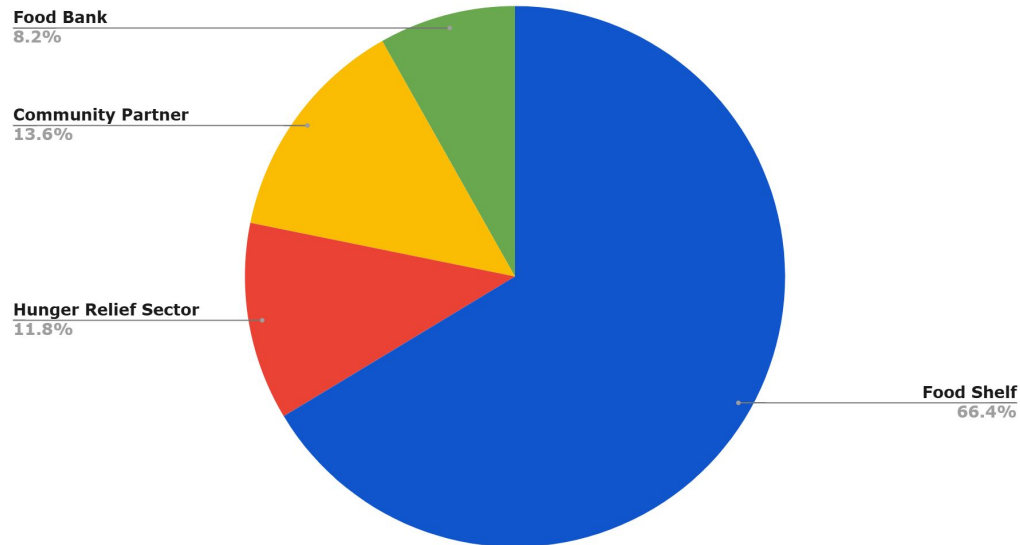
- Welcome!
- Minnesota Food Shelf Survey - Background & Overview
- 2025 Minnesota Food Shelf Survey - Timeline
 - Food Shelf Manager Survey
 - Food Shelf Shopper Survey
- The Impact of the Minnesota Food Shelf Survey
 - Panel Discussion
- Q&A, Next steps

Session recording and slides will be shared out in a follow-up email.

WELCOME!



- Thanks for joining us!
- Please share your name and org in the chat.



*110 Registered
Representing:*

MN FOOD SHELF SURVEY BACKGROUND



- First Survey in 2017
- Thanks to SuperShelf for initial funding and vision for this effort!
- VISION: Listening to those most impacted by food insecurity can help food shelves better serve their community
- [2017 MN Food Shelf Client Survey Results Report](#)



MN FOOD SHELF SURVEY BACKGROUND



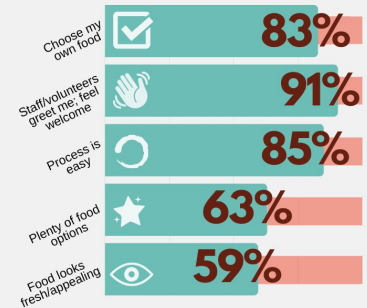
- 2019 Client Survey
 - Asked about Top Experiences for the first time

- [2019 MN Food Shelf Client Survey Results Report](#)

TOP 5 EXPERIENCES CLIENTS VALUE



PERCENTAGE OF CLIENTS THAT SAID THESE EXPERIENCES ALWAYS OCCURRED EACH VISIT



MN FOOD SHELF SURVEY BACKGROUND



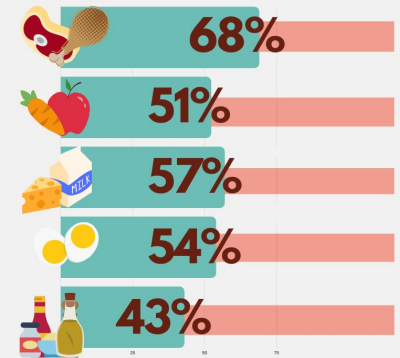
- 2019 Client Survey
 - Asked about Top Foods availability

- New! Included a survey for food shelf managers
- [2019 MN Food Shelf Mgr Survey Results Report](#)

TOP 5 FOODS CLIENTS WANT AT EACH VISIT



PERCENTAGE OF CLIENTS THAT SAID THESE ITEMS WERE ALWAYS AVAILABLE EACH VISIT

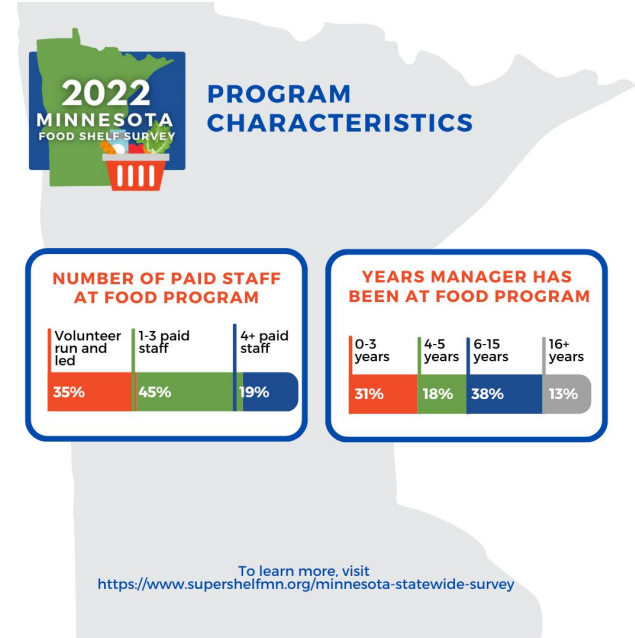


MN FOOD SHELF SURVEY BACKGROUND



- 2022 Survey
 - Kept most important foods and experience questions from previous years
 - Asked COVID-specific questions
 - Added more food shelf manager questions
 - Moved surveys online when possible

- [2022 MN Food Shelf Client Survey Results Report](#)
- [2022 MN Food Shelf Mgr Survey Results Report](#)



2025 MN FOOD SHELF SURVEY

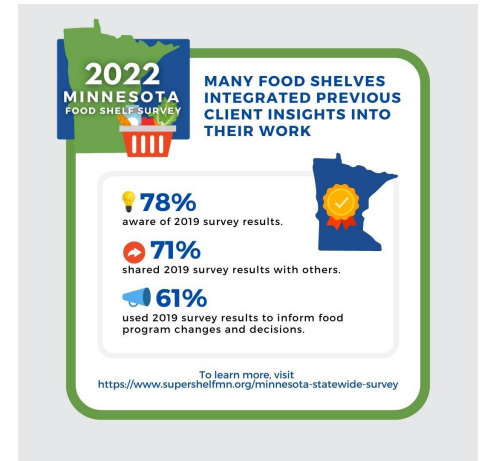


Focus on Continuous Improvement in 2024:

- Focus Groups with Food Shelf Managers
- Focus Groups with Food Shelf Shoppers
- Met with Researchers utilizing the data
- Convened an Advisory Council for 2024-2025

Goals:

- Survey questions more actionable
- Improve ease of survey for increased participation



2025 MN FOOD SHELF SURVEY TIMELINE



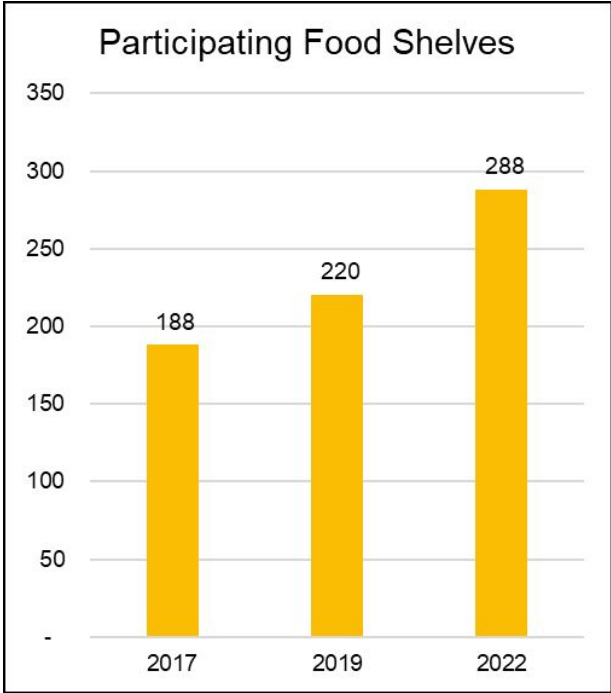
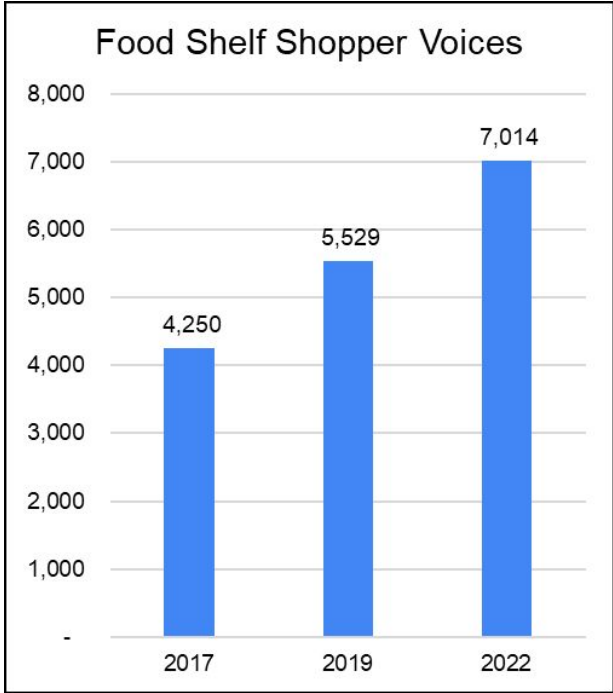
- **Food Shelf Manager Survey**

- Each food shelf site will receive an email with a unique link
- Email will be sent out Monday, February 24th
- Survey responses due by Friday, March 14th
- Results Distributed (Tentative): July-August 2025

- **Food Shelf Shopper Survey**

- Mid-April: Shopper survey materials distributed to each food shelf site
- Survey responses can be submitted through June 2025
- Results Distributed (Tentative): October-December 2025
 - Statewide & Site-Specific Reports

IMPACT OF THE MN FOOD SHELF SURVEY



IMPACT OF THE MN FOOD SHELF SURVEY



PANELISTS:

- Marna Canterbury, Vice President, Community Health & Partnerships, HealthPartners
- Angie Cruzen, Executive Director, Gather and Grow Food Shelf
- Zach Roberts, Operations Manager, Community Pathways
- Courteney Roessler, Food Programs Supervisor, MN Dept of Children, Youth, and Families - Office of Economic Opportunity

Moderated by:

Susie West, Health & Nutrition Educator, University of Minnesota Extension

ANOTHER WAY TO TELL YOUR STORY



Hunger Day on the Hill 2025

- Join us to help put ending hunger at the top of the legislators' to-do list.
- Your opportunity to meet with lawmakers, share your story, and advocate for policies that ensure all Minnesotans have access to the food they need.
- Tuesday, March 11th, 10am to 4pm
- [RSVP today to be part of the movement!](#)



THANK YOU FOR JOINING US!



- For more information:
 - <https://www.supershelfmn.org/minnesota-statewide-survey>
 - Watch for emails from The Food Group and/or your regional food bank
 - Email info@ffen.org for specific questions, support

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