



# Managing Your Retail Relationships: Store Recognitions



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# Welcome, from your Second Harvest Heartland Food Rescue Team!



# GoTo Meeting Reminders

- Questions are welcome as we go.
  - The chat box will be monitored throughout the session
  - Please feel free to use the chat panel to record questions as we go
  - You can raise your hand on the control panel.
- This call will be recorded and a link will be sent out, along with notes from the Power Point.



# Agenda

- Second Harvest Heartland Food Rescue Updates
- Managing Your Retail Relationship: Store Recognitions
  - What
  - Why
  - When
  - How
- Q&A



# Food Rescue Updates

- Quarterly Webinars
- Food Rescue Future



# Store Recognitions: Poll

Have you ever presented a formal recognition to a store that you partner with for food rescue?





# Store Recognitions: What?

Second Harvest Heartland and our Agency Partners  
Gratefully Acknowledge the Support of:



**TARGET**  
Minnesota

**xx,000 meals provided**

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Through the Second Harvest Heartland  
Food Rescue Program January 2017—December 2017



# Other Ways of Showing Appreciation

- Attend employee appreciation events or store meetings/huddles
- Invite store employees to visit your agency
- Personalized thank you's
- Table at the store
- The Paper Plate Project
- Social Media
- Utilize Food Rescue Thank You template



## THANK YOU!

We sincerely appreciate your participation in the Food Rescue program. Your donations provide nutritious meals for our neighbors who are facing food insecurity. We wanted to take this opportunity to say thank you for your donations!

Sincerely, \_\_\_\_\_





# A Sampling of Food Rescue Donors



LUNDS & BYERLYS



TARGET



# Store Recognitions: Why?

- Appreciation
- Relationship Building
- Increase in Donations
- Decrease in Donations
- Turnover



# Store Recognitions: When?

- Annually
- Holidays
- Change in Management



# Store Recognitions: When?

- Tips for Scheduling a Store Recognition:
  - During store meetings, team huddles
  - Low customer traffic time of day
  - Confirm the day before



# Role of Your Food Rescue Specialist

- Will assist with:
  - Scheduling
  - Compiling Statistics
  - Certificate
  - Presentation

**Store Recognitions: How?**

Contact your Food Rescue Specialist



**Matt Schlimme**  
Food Rescue Specialist  
651.357.8928  
mschlimme@2harvest.org

**Jean Jagodzinski**  
Food Rescue Specialist  
612.910.2141  
jjagodzinski@2harvest.org

**Karla Bauer**  
Food Rescue Specialist  
612.400.4227  
aharer@2harvest.org



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# Store Recognitions: How?

- Presentation of Certificate:
  - Talk about Agency
  - Focus on meals vs. pounds
  - Emphasize specifics about the store that you appreciate
  - Nudge on opportunities for improvement
  - Process overview
  - Story & Impact





# Store Recognition: How?

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- Keep in mind...
  - Your audience
  - Employees may have used the food shelf





# Resources

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## Related Links

» [How to Submit Monthly Statistics](#)

» [My Agencies](#)

[2harvest.org](http://2harvest.org)



## Food Rescue

[Edit Page](#)

Food rescue is the practice of safely capturing edible food that would otherwise go to waste and distributing it to those in need. Through this program, grocery stores are able to donate products— produce, dairy, deli, bakery, and meat – that no longer meet retail quality standards, yet are still fully nutritious and edible.

As a [Feeding America](#) network hunger relief organization, Second Harvest Heartland's innovative [Food Rescue program](#) makes partnerships possible with a variety of retailers, from local stores such as Lunds & Byerlys and Cub Foods, to national chains like Walmart and Target. Our program's focus on food safety, adequate training and reliable collections enable our retailers to incorporate the donation program into their daily operations, ensuring food will get to those in need.

Food Rescue Agency Partners (FRAP) collect over 60% of the nearly 40 million pounds of edible food rescued through Second Harvest Heartland.

Second Harvest Heartland operates 11 trucks in the metro area and regularly collects from more than 100 donors. Food collected by our fleet is dropped directly at Agency Partners or made available on [Agency Express](#). Click [here](#) to see a graphic of how food rescue flows through the system.

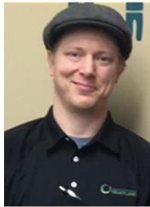
For questions or concerns, please [complete this form](#) or contact your [Food Rescue Specialist](#).



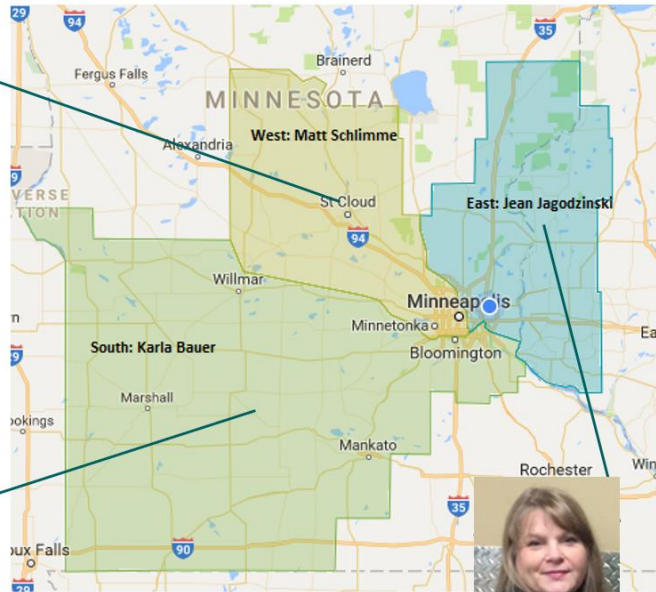
- [Store Recognition Webinar Survey](#)
- What topics would you like to see offered?
- How can we improve future webinars?



# Food Rescue Staff



**Matt Schlimme**  
Food Rescue Specialist  
651.357.8928  
mschlimme@2harvest.org



**Karla Bauer**  
Food Rescue Specialist  
612.400.4227  
aharer@2harvest.org



**Jean Jagodzinski**  
Food Rescue Specialist  
612.910.2141  
jjagodzinski@2harvest.org



**April Rog**  
Director of Food Rescue  
651.282.0876  
arog@2harvest.org



**Katie Bull**  
Food Rescue Program Manager  
651.282.0876  
arog@2harvest.org







Thank you!

Next call is May 2018



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