

Food Pantry "NUDGE" Marketing Tool Kit

This is a starter marketing tool kit to help you promote healthy foods available at your food pantry site. The goal of this marketing is to guide clients to select healthier options and/or foods they are not as familiar with. Included in this kit is colorful signage that can be displayed near foods on the line to help catch the attention of clients as they select their foods. Also included in this kit are devices to help you hang the signage as well as nutrition information to help you decide what signage to use. Every pantry is different so several options are available.

This is just a starter sample kit of marketing supplies. Try out the different options and decide what you like best and what works best for your food pantry site. All food pantry sites are different, so please let your UNH Extension contact know what you would like more of and we will bring more of what works best for your food pantry.

Please contact **UNH Cooperative Extension Field Specialist, Heidi Barker** at (603) 788-4961 or heidi.barker@unh.edu with requests for more or different materials and/or general questions. Thank you!

*Note: Has been adapted with permission from Washington State University.

Included in this Starter Tool Kit:

- **“Key Nutrients Found in Common Food Pantry Foods” cheat sheet**
 - Use this table to quickly identify key nutrients found in foods often available at the food pantry. Use this information to promote certain foods on the line using NUTRIENT SIGNS (also included) to bring attention to the specific food.
- **NUTRIENT SIGNS (21 different nutrient signs)**
 - Use NUTRIENT SIGNS to bring attention to key nutrients in foods. Use the “Key Nutrients Found in Common Food Pantry” table to identify key nutrients.
- **FOOD SIGNS (28 different food signs)**
 - Use FOOD SIGNS to bring attention to specific foods on the line. FOOD SIGNS are in English & Spanish and list the key nutrients in the food as well.
- **Sign Displaying Devices and tools: *(will adapt based on pantry needs)***
 - 14 binder rings (you can punch holes in the signs and hang them on racks)
 - 3 magnetic clips
 - 6 plastic clips (4 small, 2 large)
 - 10 zip ties (punch holes in the signs and use tie to racks, etc using zip ties)
 - 1 horizontal brochure/recipe holder (can stand or be hung)
 - 5 plastic standing sign holders (5”x7”)
- **Samples of a variety of recipes, cooking tips, etc**
 - Review the samples and request what you would like more of