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Foundation For Essential Needs

Statewide Food Sourcing Data Insights

July - December 2025

Welcome

Presenters for Today:

- Kate Burggraff, Executive Director
- Katie Bull, Director of Programs
- Jenny Moore, Program Coordinator
- Andrea Gressman, FFEN Consultant

In the chat, please share:

- Name & Pronouns
- Organization & Role
- Share a great food donation you recently received, or a food drive idea you've implemented

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Foundation for Essential Needs (FFEN)

- Statewide nonprofit
- Free consultant for food shelves
  - Food sourcing and shopper data insights for impactful programming and budgeting
  - Onboarding and training for effective food shelf leadership and succession planning
  - Tailored project-based consultation

Thriving communities require strong and stable food shelves, able to respond effectively and efficiently to the unique needs of local neighbors

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Agenda

FFEN's Strategic Food Sourcing:

- Service overview and updates

July - December 2025 Data Set Description:

- Numbers, characteristics, geographic mix

July - December 2025 Insights:

- Food sourcing metrics and discussion

Sign up to see your Food Shelf Data!

- Consult process
- Next steps

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Strategic Food Sourcing Service

Why?

- Demand for food continues to increase
- Food sourcing environment is constantly evolving
- Increased uncertainty for nonprofits, hunger relief organizations - data can inform proactive approaches when possible
- Data-informed budget, sourcing and program decisions for increased impact and sustainability

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Meeting Shopper Needs

Most Important Foods:

- Fresh Produce, Protein, Dairy categories
- Based on the 2025 MN Food Shelf Shopper Survey and previous results

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Strategic Food Sourcing Service

Participating Food Shelves Receive:

- Site-specific Food Sourcing Report every 6 months
- Individual consultation to review site-specific metrics
- Food Sourcing Insights across:
  - Full data set
  - Program characteristics
  - Food sourcing regions
- Qualitative Themes Report following consultations

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July-Dec 2025: Context Setting

What do we know about this timeframe?

What was happening in our programs and the hunger relief sector?

Items of Note:

- **July**: HR 1 passes with changes to federal programs like SNAP, Medicaid; SNAP Ed funding eliminated
- **Sept - Nov**: Federal government shutdown; SNAP benefits uncertain
- **Dec**: Operation Metro Surge; Pivots in food distribution methods start

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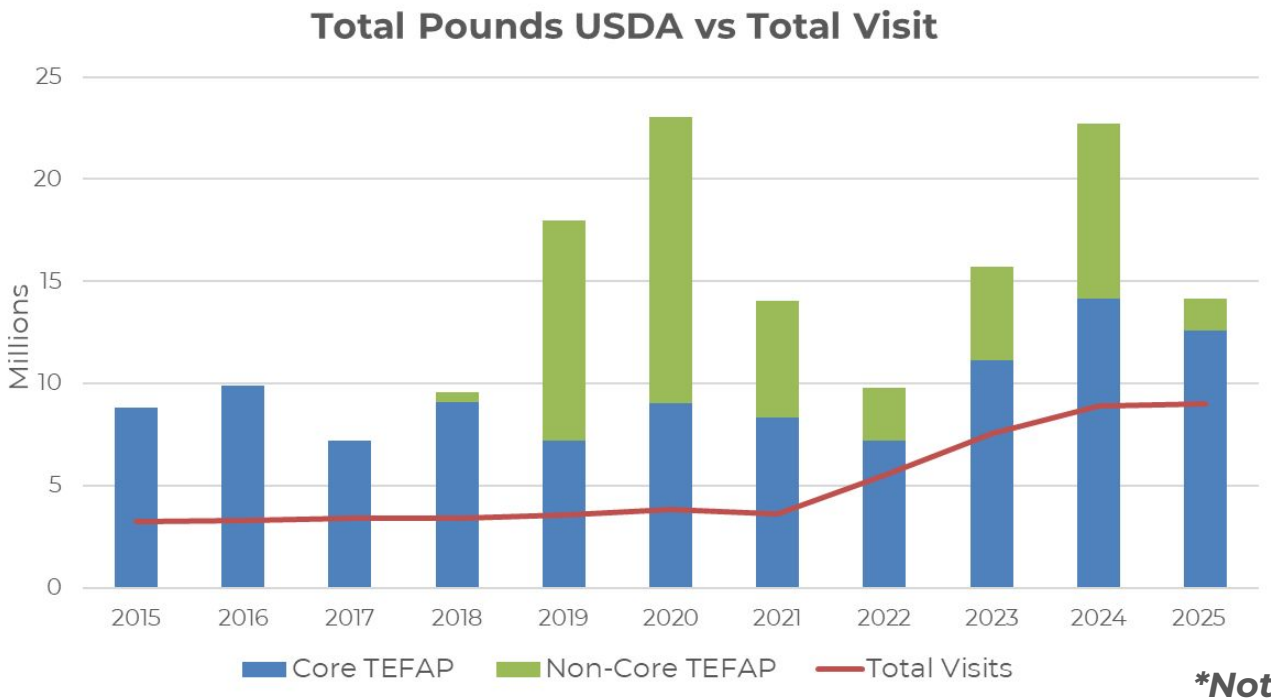
Minnesota: USDA Foods vs Visits



***Note - 2025 is preliminary data**

Data provided by MN DCYF-OEO:

- While USDA pounds have rebounded, visits have outpaced this growth
- USDA Pounds per individual visit has decreased from 6.0 in 2020 to 2.6 in 2024

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Food Sourcing Data Inputs

Food Shelf Service Statistics:

- Pounds distributed by the food shelf site reported in monthly statistics
- Total individual visits reported in monthly statistics

Food Sourced:

- Pounds and cost of food items received at the food shelf site as reported by food bank orders/deliveries
- Includes food rescue pounds reported to food banks
- Includes local purchasing pounds when provided by the food shelf

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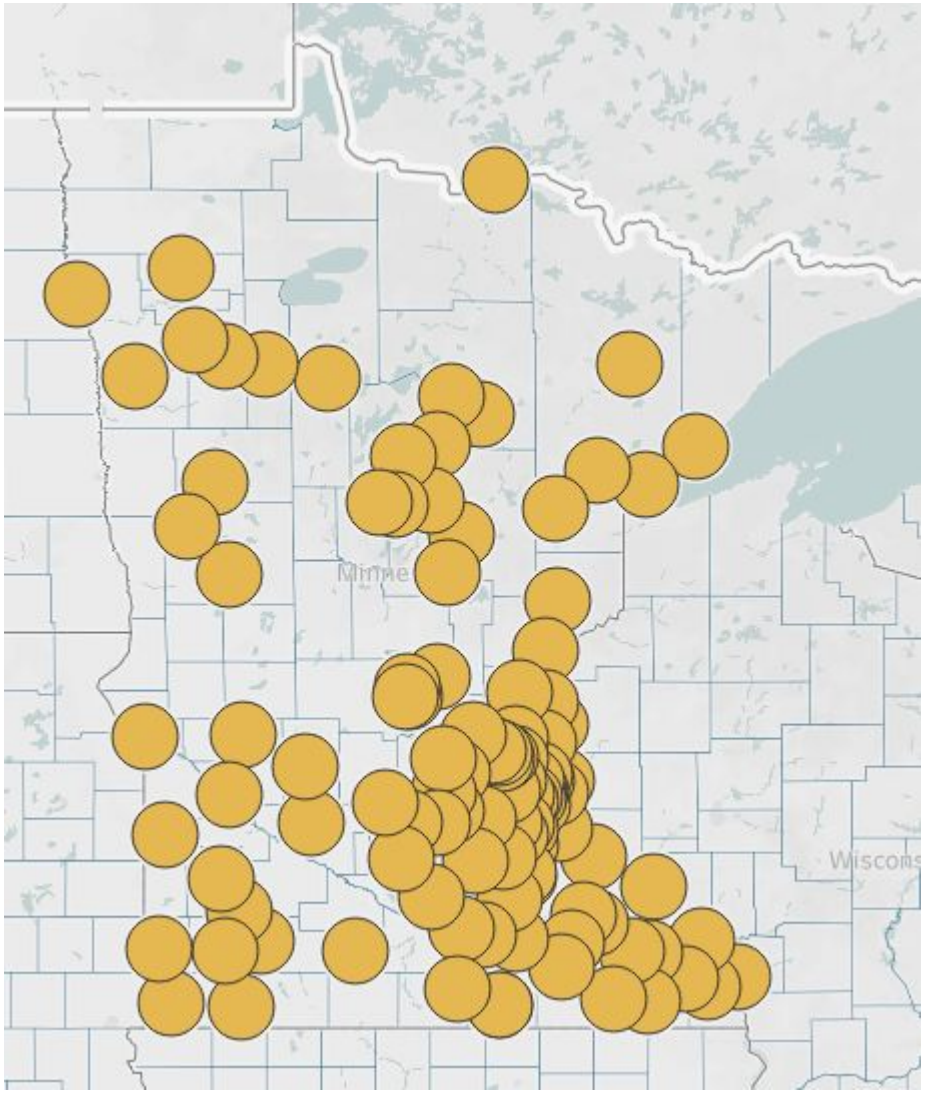
July-Dec 2025: Full Data Set



226 Food Shelf Sites:

- 214 Minnesota
- 10 Western WI
- 2 Eastern ND

Across 164 nonprofit organizations

30% Increase: total sites from prior round

- 42 new sites

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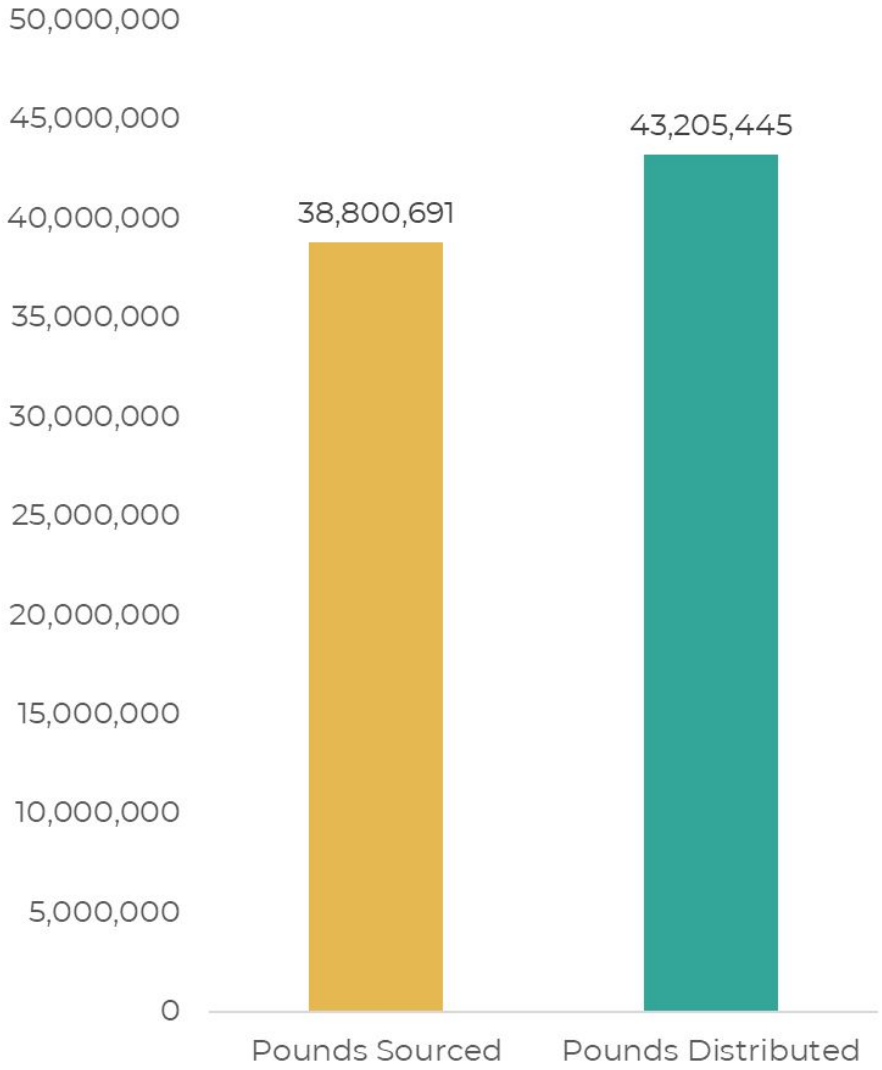
July-Dec 2025: Full Data Set



Participating sites:

- Provided 2,570,074 food shelf visits
- Leveraged $6,808,452 in community support to purchase food

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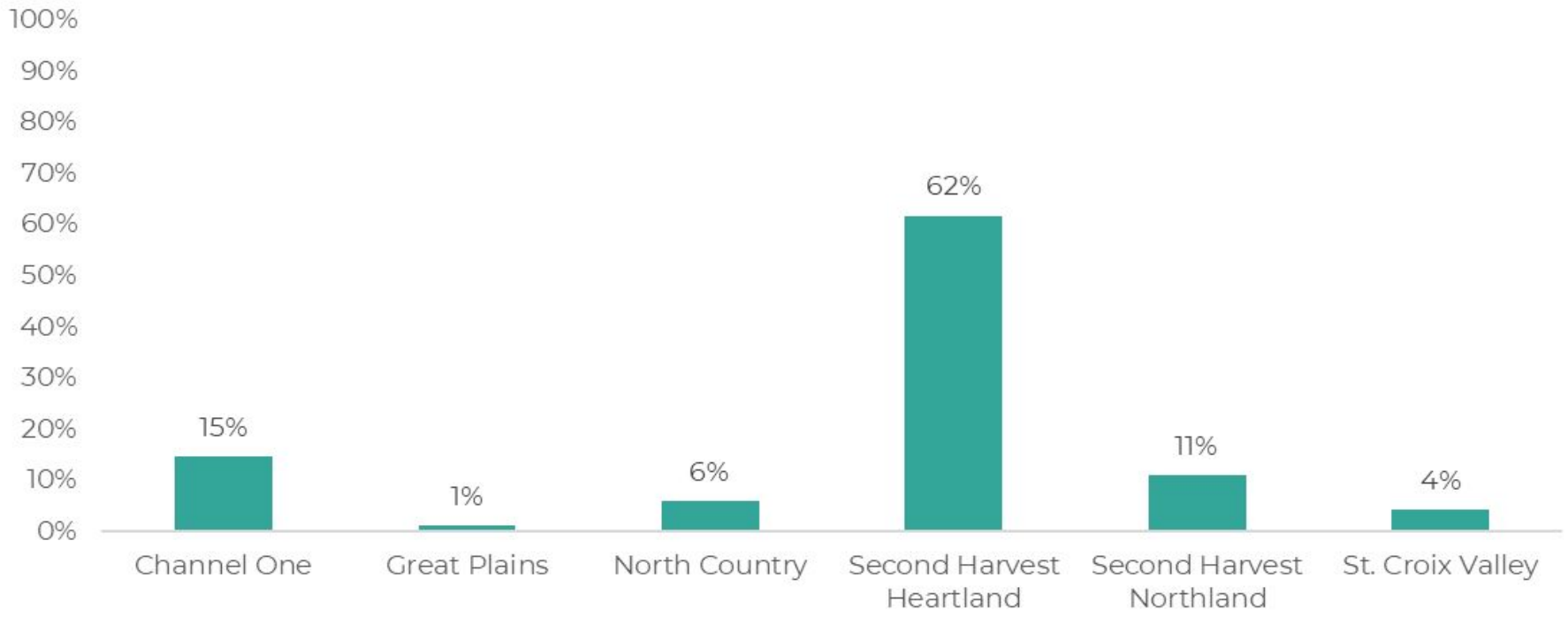
July-Dec 2025: Full Data Set



Regional Breakdown:

- 23% of sites also partnered with The Food Group
- Doubled participation in North County region
- MN & WI food banks received regional report

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Program Characteristics

Questions about programming:

- 166 food shelf sites responding (74% of dataset)

What we know about participating sites:

- About half offer monthly shopping; other half offer more frequent visits
- Over 80% offer full shopper choice
- Nearly ¾ of sites are open multiple days a week
- ¾ of sites have a budget for food purchases

July - Dec 2025: Full Program Characteristics Report

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Statewide Food Sourcing Data Insights

July - December 2025

Strategic Food Sourcing Metrics

Meeting Shopper Needs

Most Important Foods: Fresh produce, protein, dairy

- Percent of pounds sourced
- Pounds sourced per individual visit

Stewarding Donor Dollars: Financial sustainability

- Cost per individual visit
- TEFAP: Pounds sourced per individual visit

Strategic Food Sourcing Report Metrics
Food Categories

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Data Reminders

Individual vs Household Metrics

- Metric can be compared across food shelves
- Household sizes can vary by food shelf

Data Set Variability

- Size of data set is in parenthesis for each graph

Data Update Process

- The prior round of data is updated each round as new food shelf data can be included, providing a more robust picture

Pounds per Individual Visit

- Uses all individual visits (not individuals) in monthly services stats

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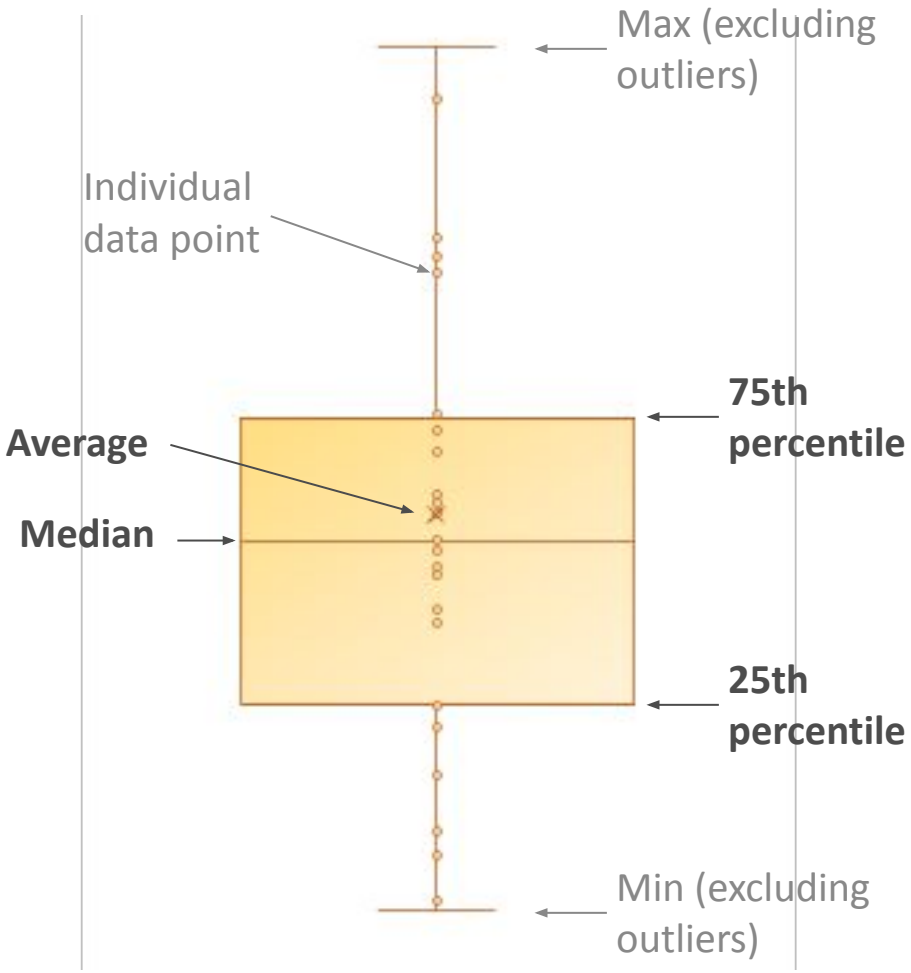
Intro to Box & Whiskers Chart



Why?

- Condenses a large data set
- Highlights the range of data
- Shows quartiles and outliers

Average (Mean): Found by adding all numbers and then dividing by the amount of numbers in the set

Median: The middle value in a set of numbers ordered from smallest to largest; 50% of the numbers are below, 50% above

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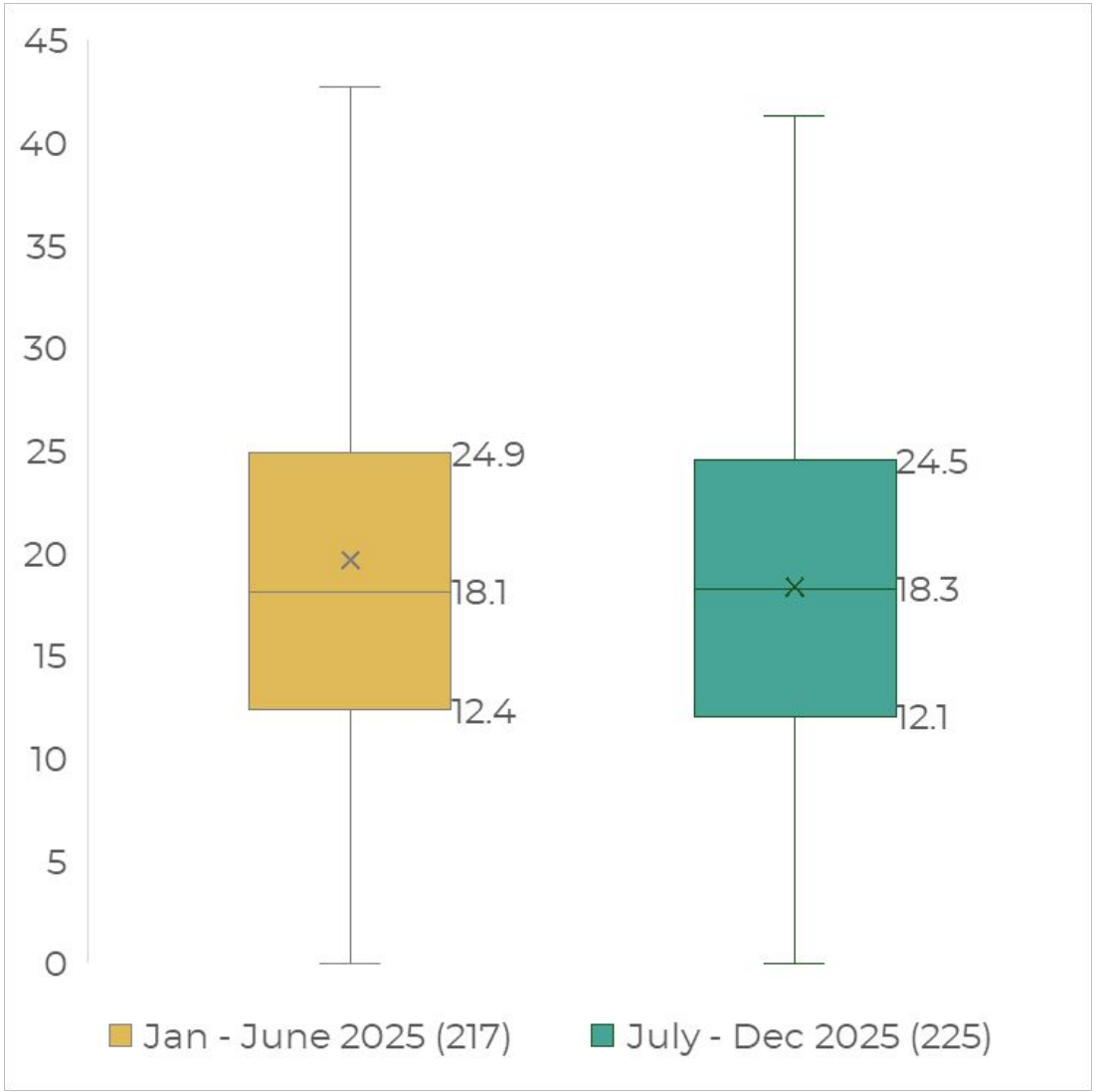
Pounds Dist per Individual Visit



Pounds Distributed per Individual Visit: Total pounds distributed divided by total individual visits

Insights:

- Maintained relatively stable despite changes in system
- Continues a longer, slow trend down since 2022 in FFEN's data set

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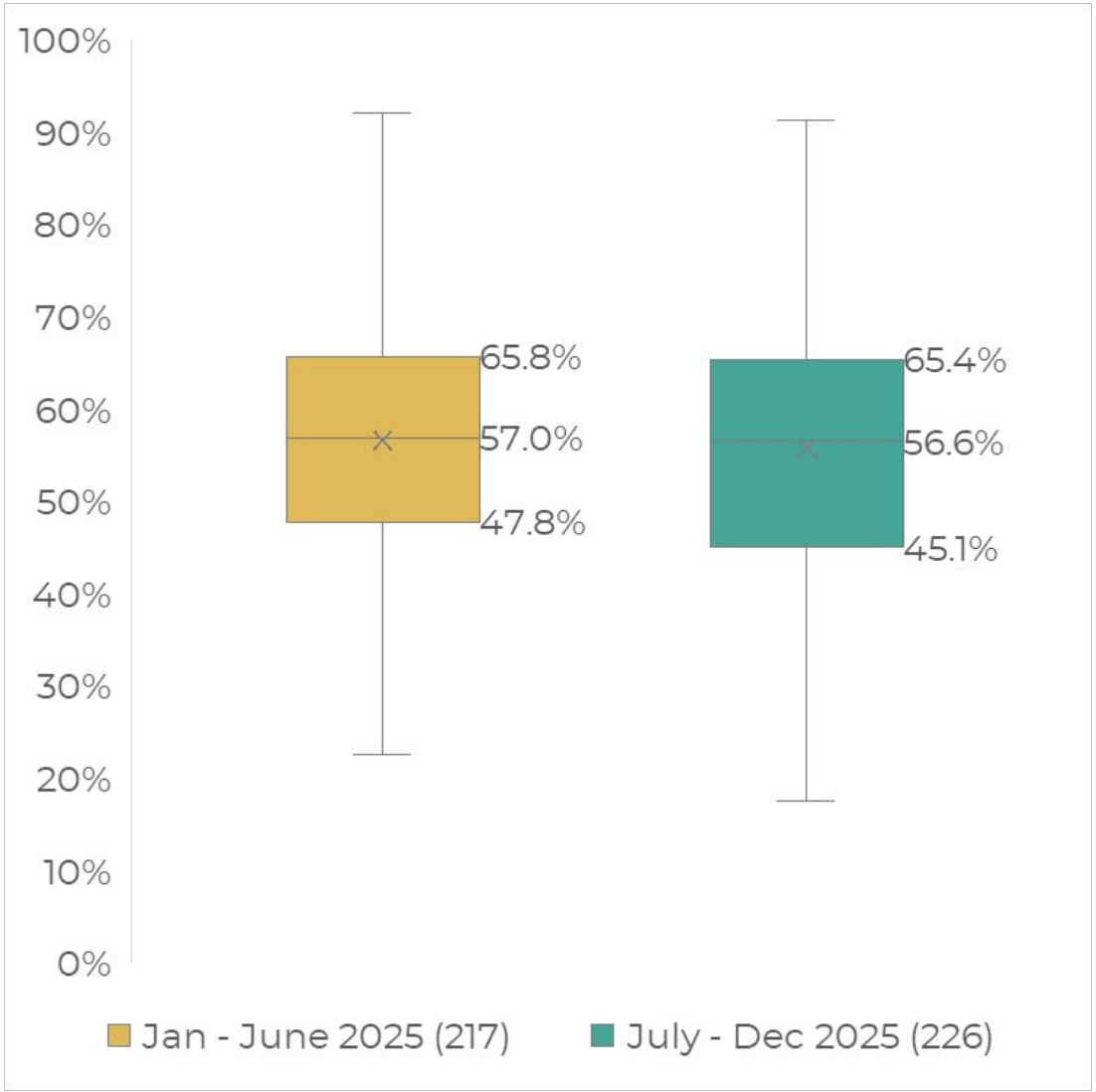
Most Important Foods: Percent



Percent of Total Pounds Sourced: Total pounds of fresh produce, protein, and dairy divided by total food pounds sourced

Insights:

- Very slight decrease over past time frame
- Percent continues to exceed minimum recommendation by FFEN.

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Cost per Individual Visit

Cost per Individual Visit: Total food costs divided by total number of individual visits

- Includes food bank costs and the cost of locally purchased food submitted to FFEN

Insights:

- Fairly large increase - under $3 in previous timeframes
- Food is more expensive

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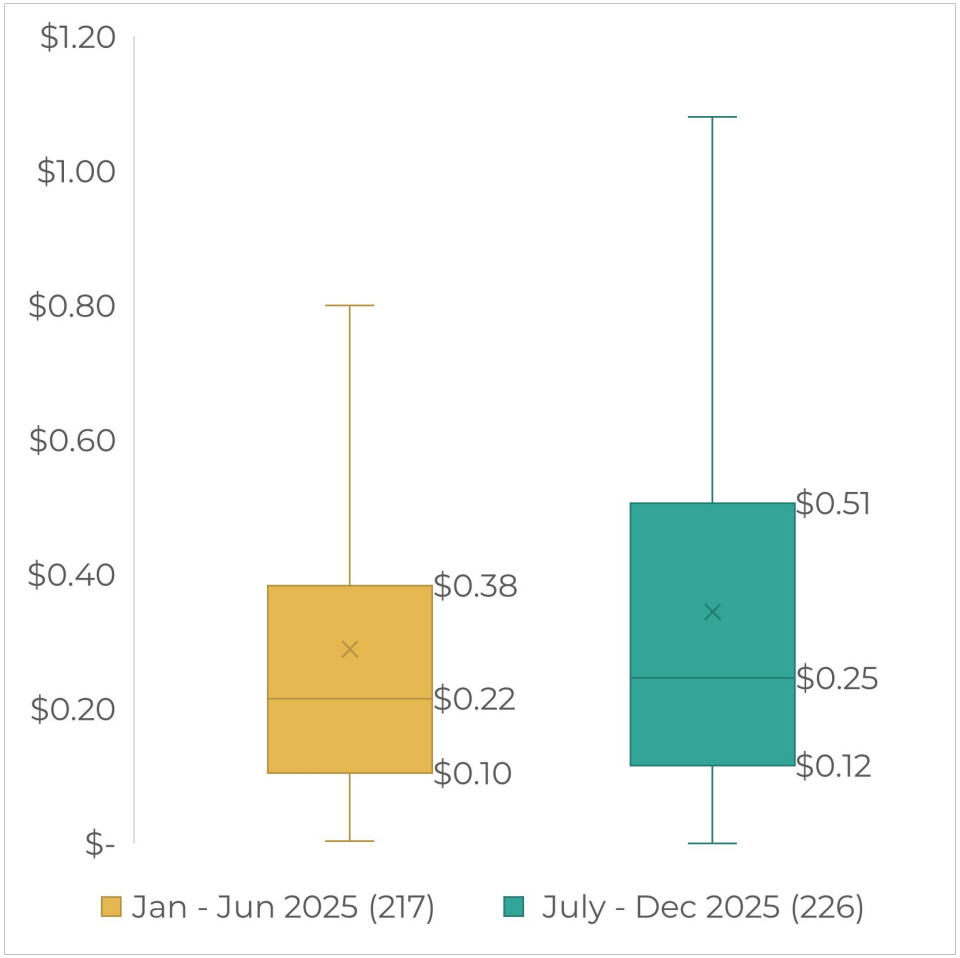
Cost per Pound Sourced



Cost per Pound Sourced: Total food costs and delivery costs divided by total pounds sourced

- Includes food bank costs and the cost of locally purchased food submitted to FFEN

Insights:

- Increase since 2024
- Goal is to understand increased food cost

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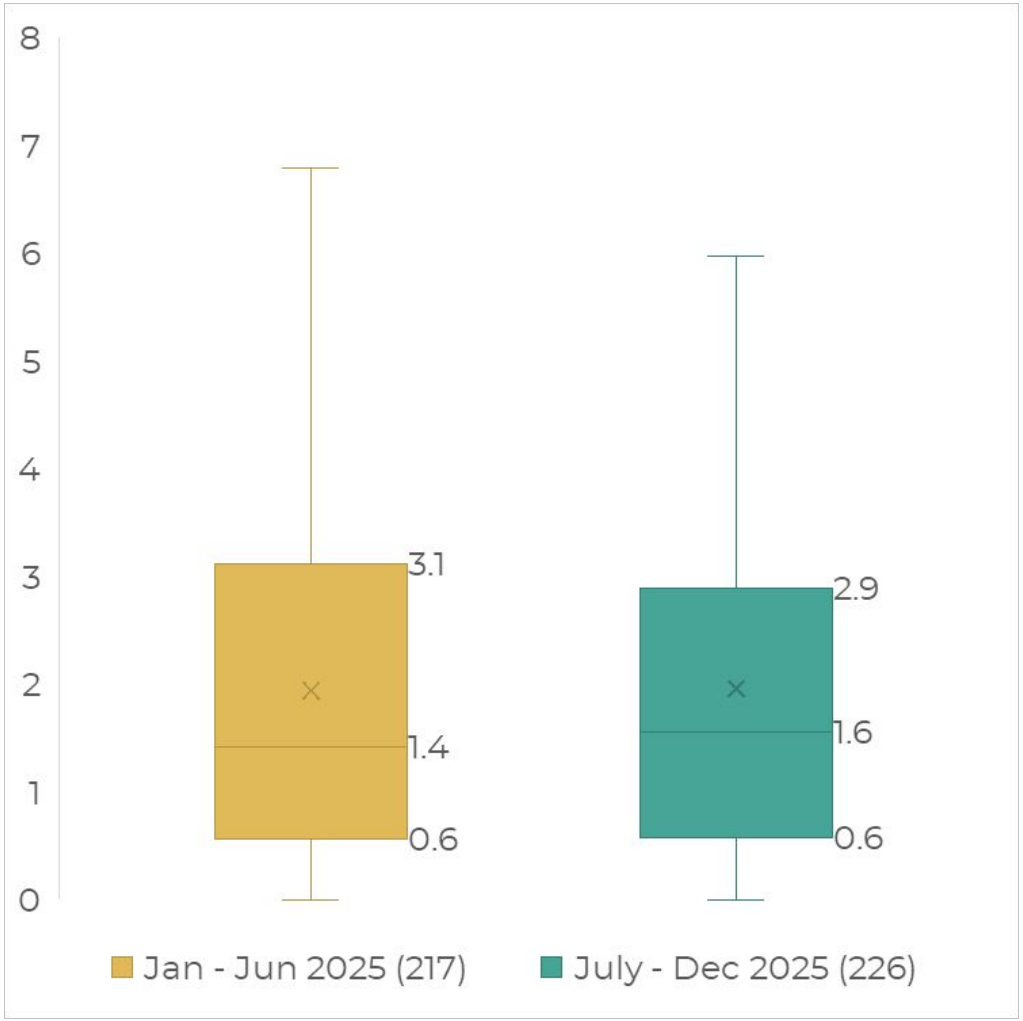
TEFAP lbs per Individual Visit



TEFAP Pounds Sourced per Individual Visit: Total pounds sourced by food stream divided by total number of individual visits

Insights:

- Wide range in TEFAP sourcing across the food shelf sites in the data set
- Decline could point to visits outpacing TEFAP poundage available

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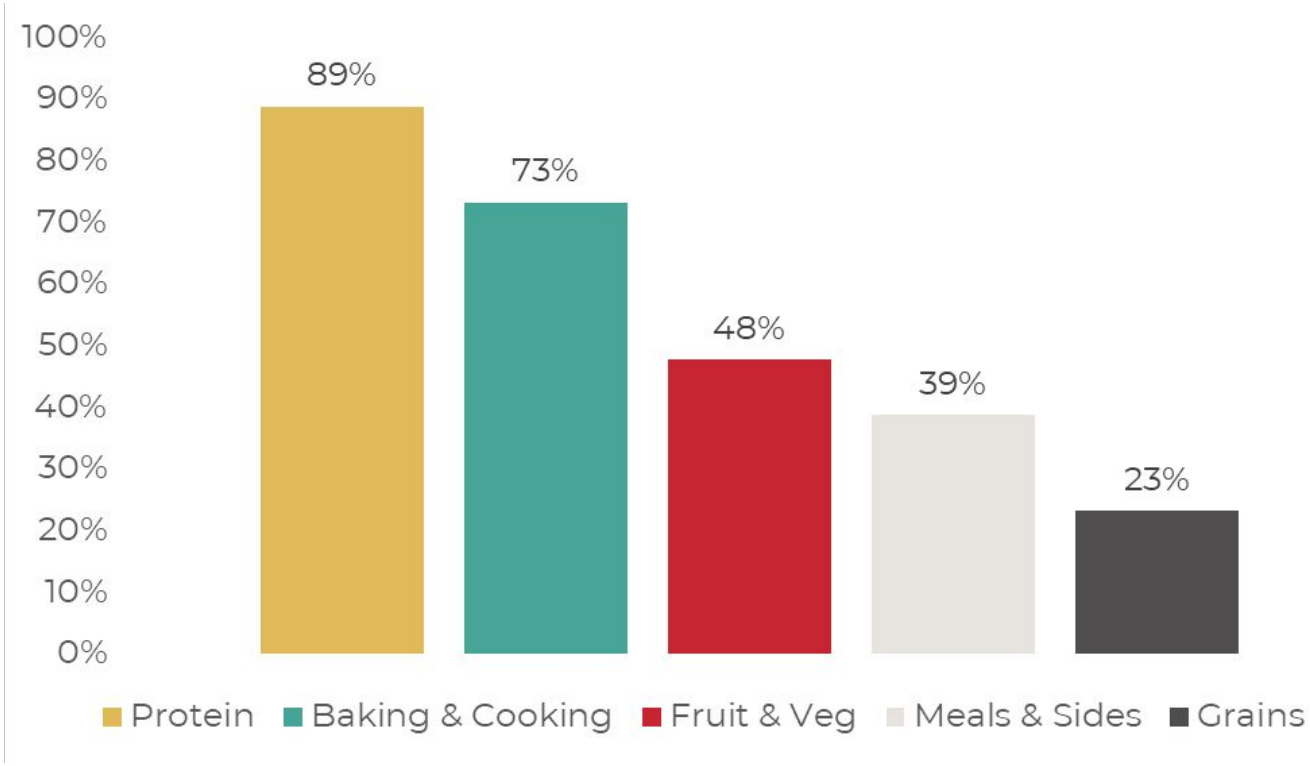
Top 3 Spends by Food Category



Percent of Sites with each food category in Top 3 Spends:

- Protein, Baking & Cooking high value for shoppers and can include expensive food items
- For the other three categories: Could there be other strategies to source these food items?

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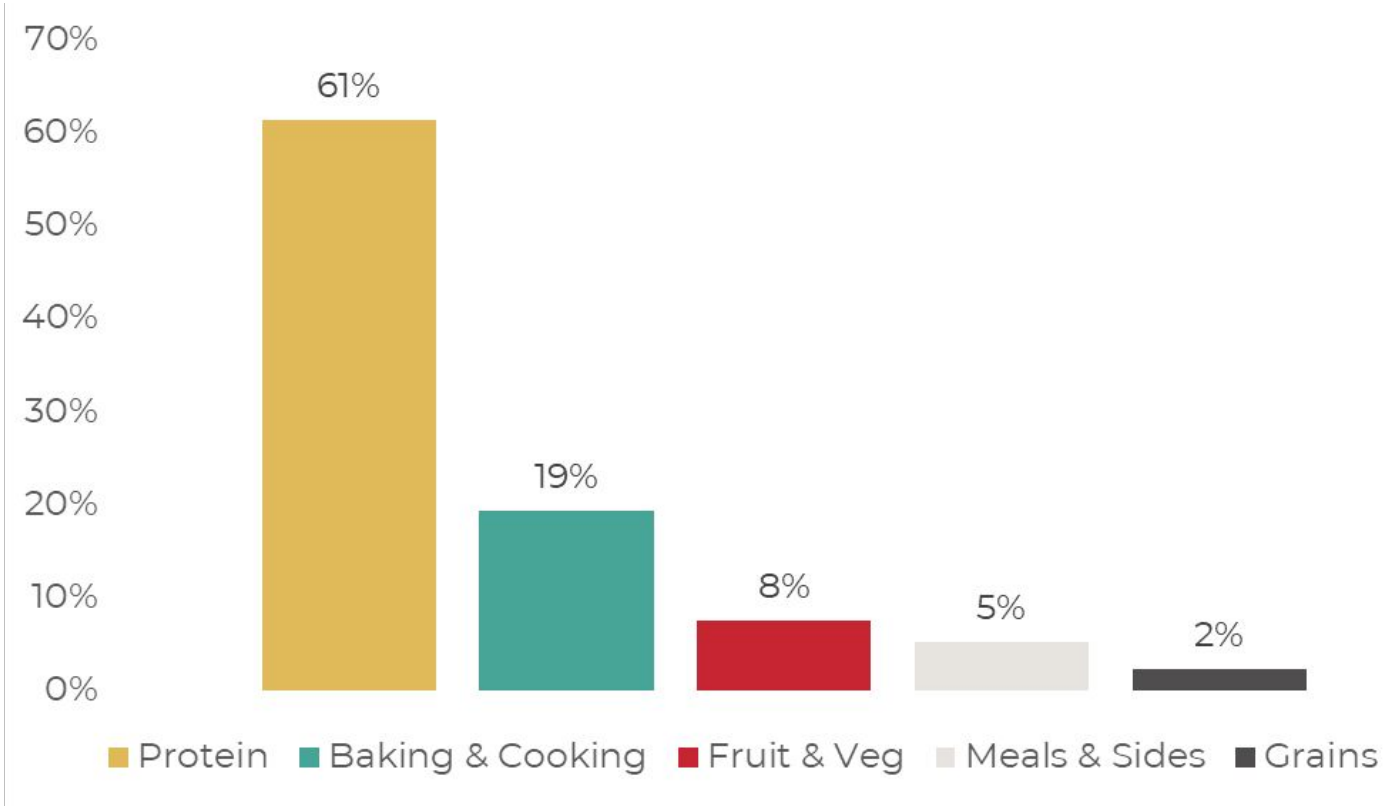
Top Spend by Food Category



Observations and Questions:

- Most sites have protein as their highest spend
- High value category for shoppers and can be costly to source (meat, eggs, peanut butter)

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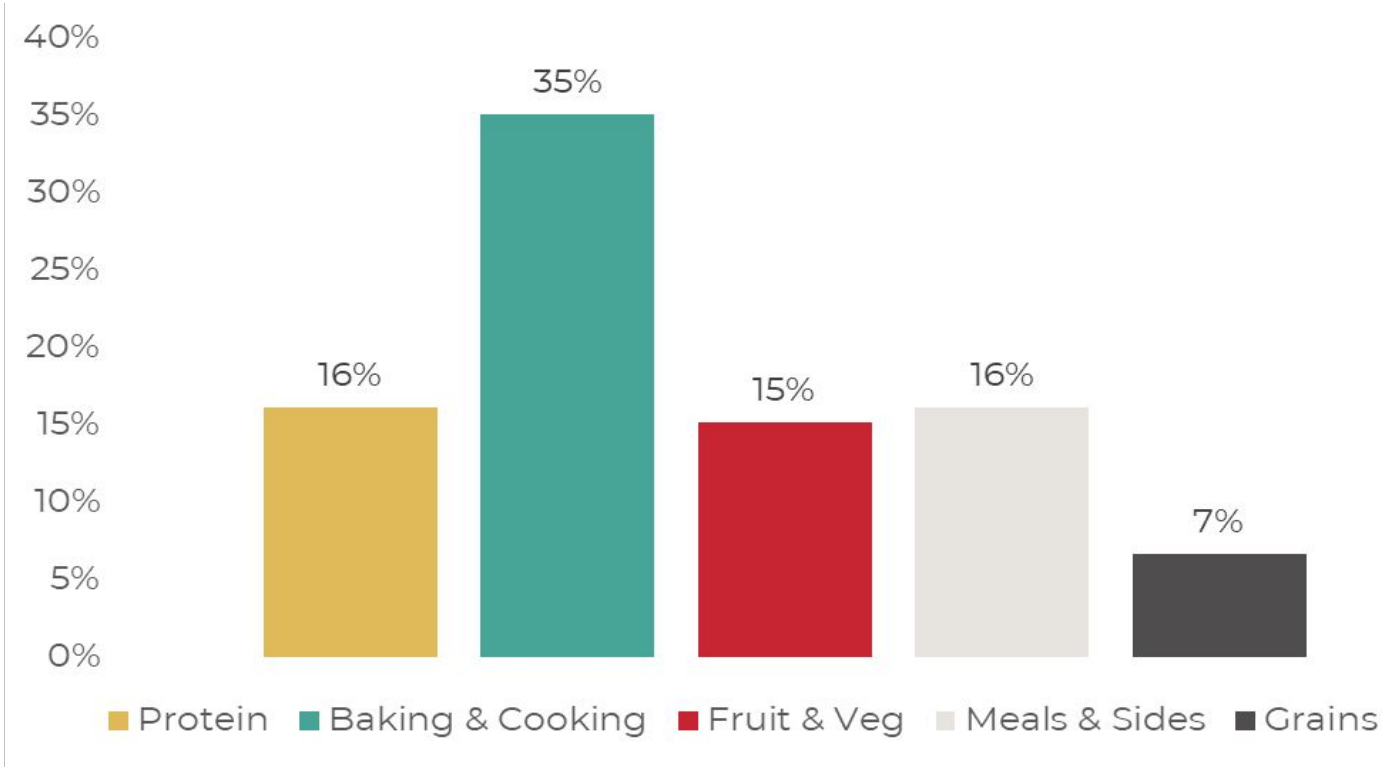
Second Spend by Food Category



Observations and Questions:

- While a third of sites have Baking & Cooking as their second spend, more variation exists
- Additional categories could point to an opportunity for further evaluation of sourcing priorities or strategy

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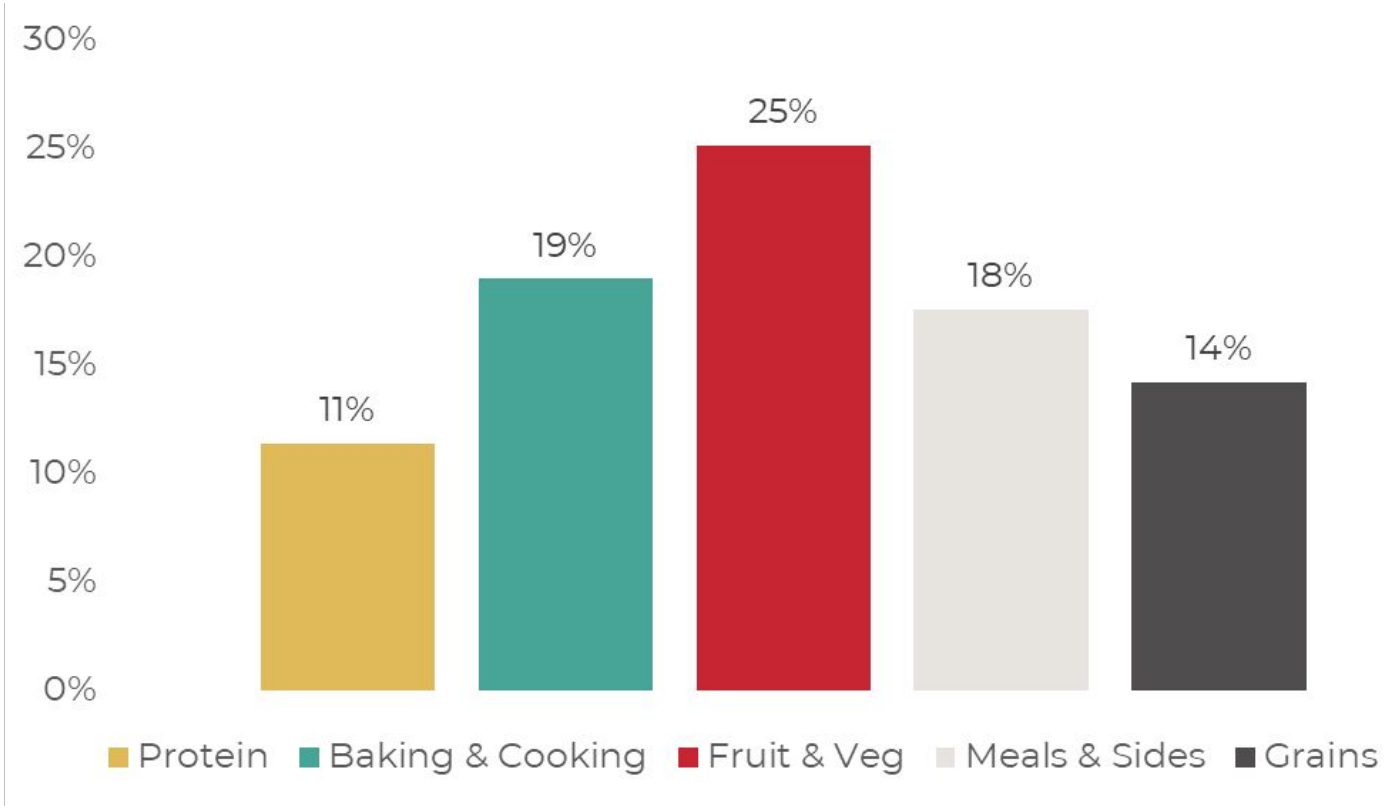
Third Spend by Food Category



Observations and Questions:

- Increased variation for third spend across sites
- Could there be other strategies to source these food categories?

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Making Meaning from your Data

Peer group data available this round:

- **By service size:** Average households served monthly
- **By visit frequency:** How often people are able to shop
- **By food rescue percentage:** Portion of total food sourcing from food rescue stream

Peer Group Data not available this round:

- **By distribution method:** Over 80% full shopper choice; other methods don't have enough data points
- **By hours of operation:** Minimal differences
- **By food bank delivery frequency:** More valuable for individual consultations

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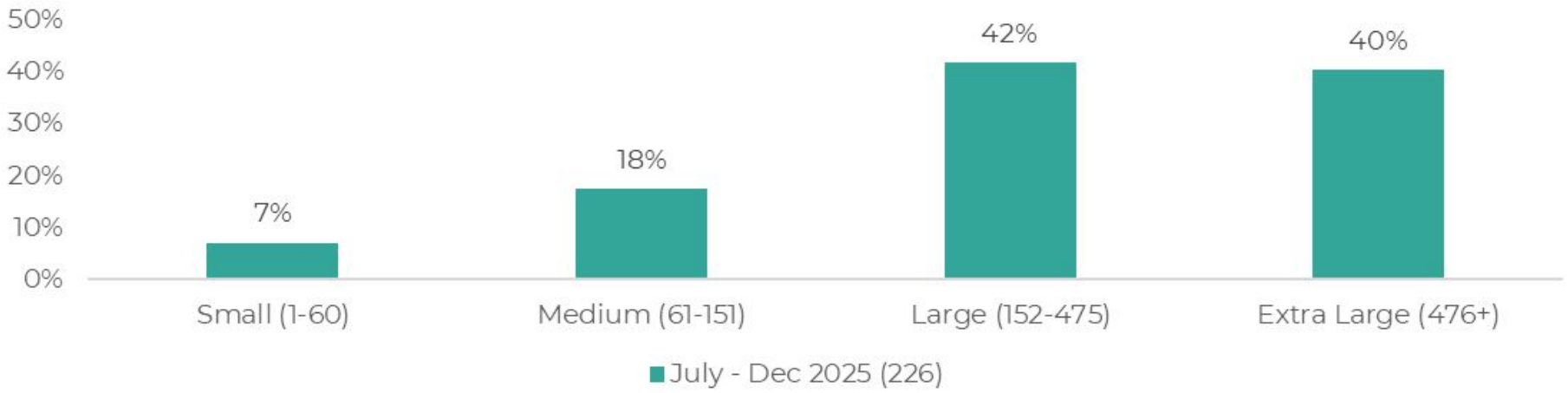
Peer Group by Service Size



Average Number of Households Served per Month:

- Utilized MN Food Shelf Survey sampling segments

Service Size Breakdown:

- **15 Small** (1-60 HH/month)
- **37 Medium** (61-151 HH/month)
- **88 Large** (152-475 HH/month)
- **85 Extra Large** (476+ HH/month)

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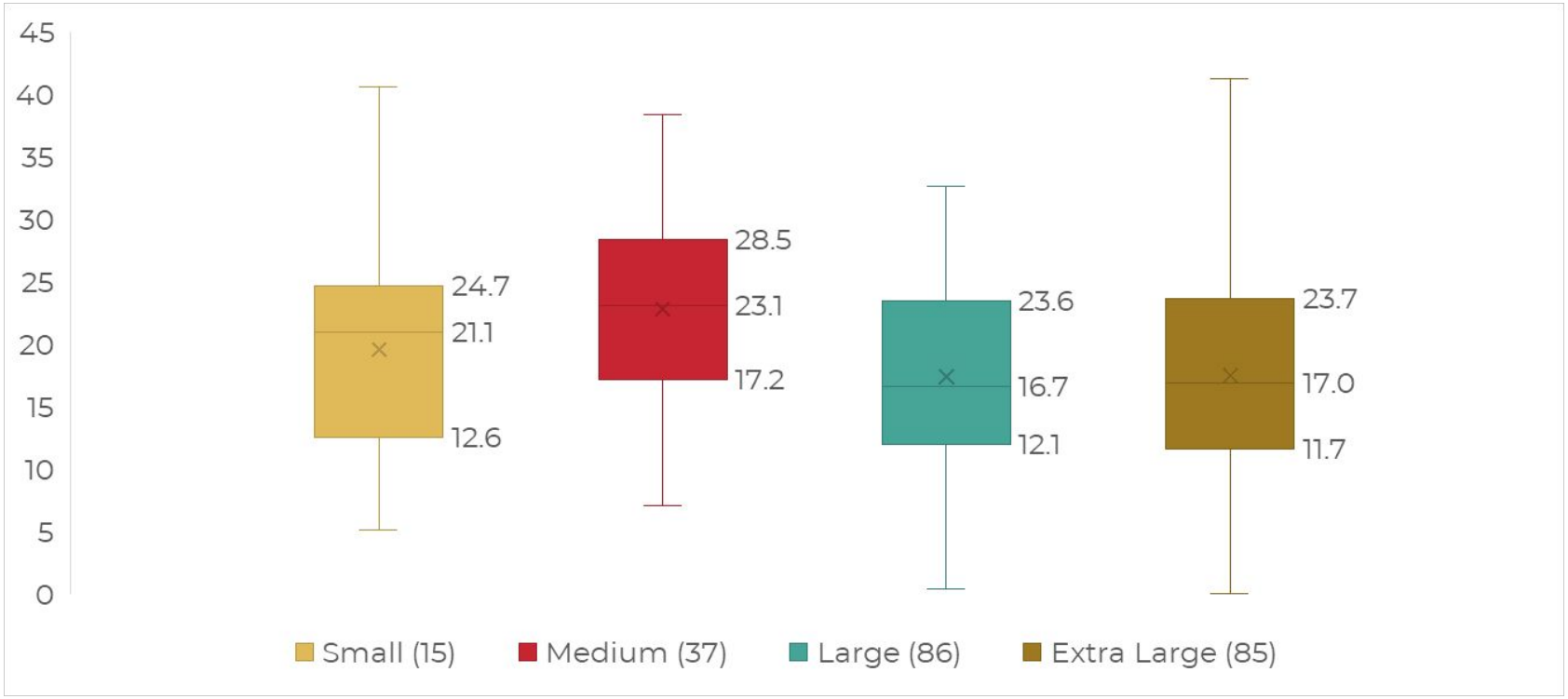
Pounds Dist per Individual Visit



Observations and Questions:

- Variation in median with small and medium sites distributing slightly more per individual than large and extra large.
- What might be contributing to this?

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Cost per Individual Visit

Observations and Questions:

- Cost per individual also trends down for larger programs, but at a much sharper rate
- Is this because more pounds are distributed at smaller sites?

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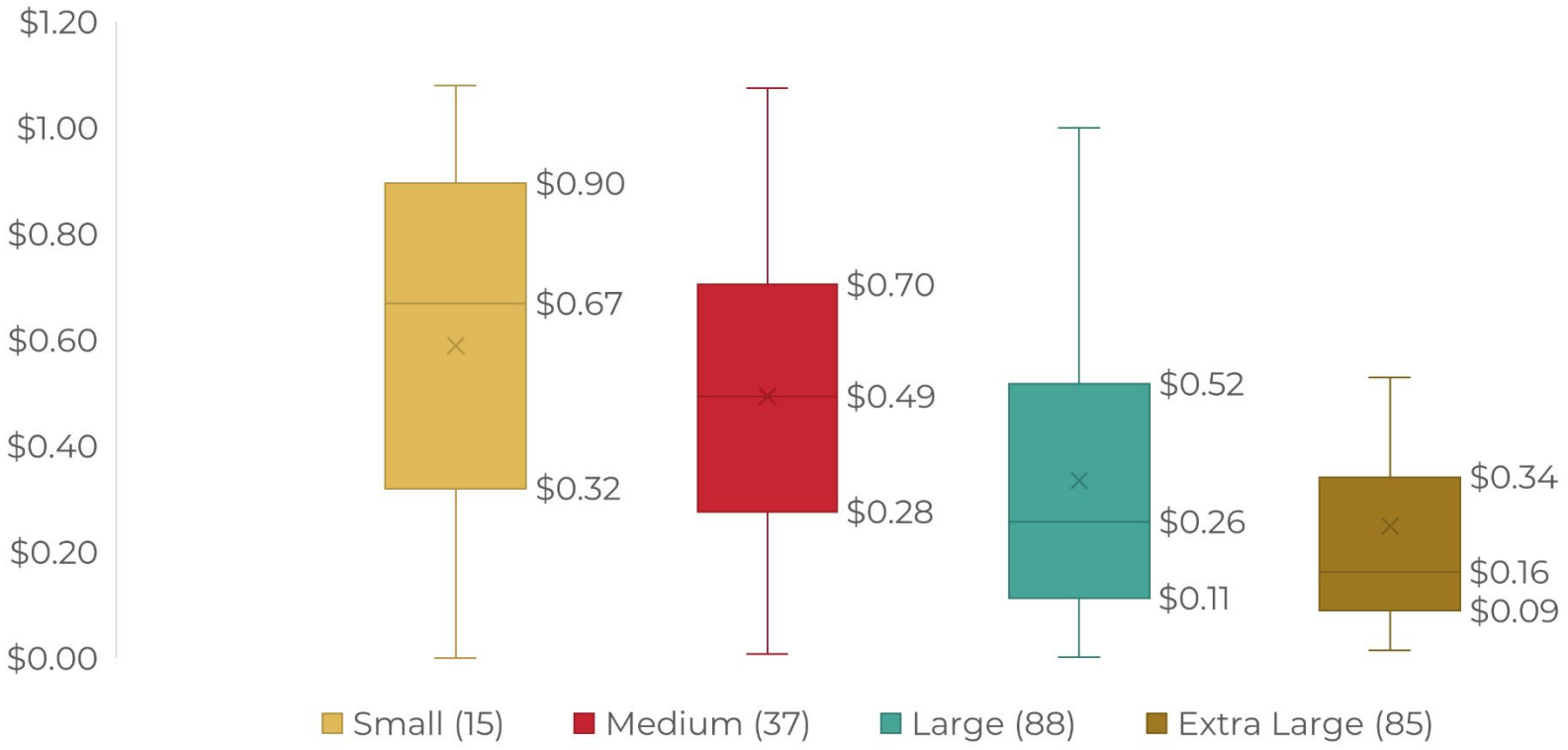
Cost per Pound Sourced



Observations and Questions:

- Cost per pound also trends down as sites get larger
- How is this reflected at your site?

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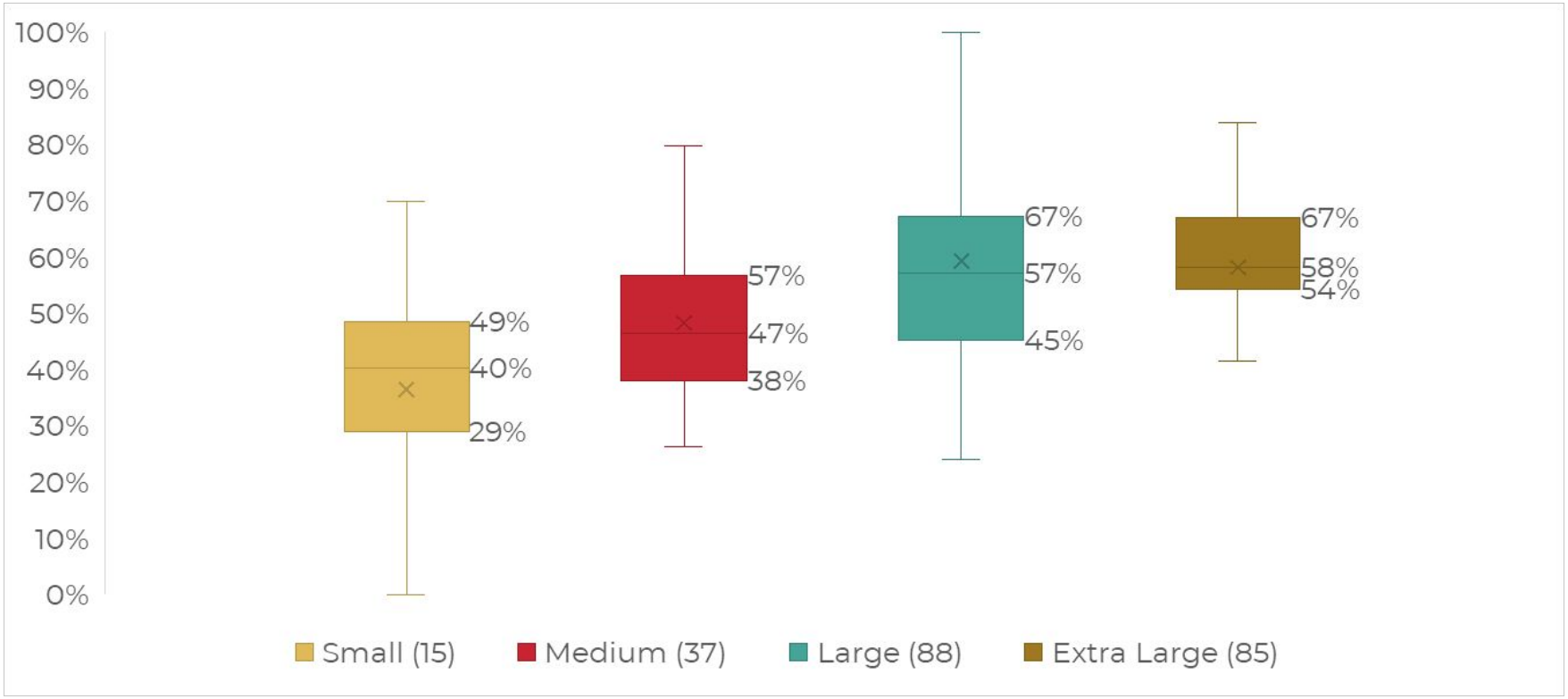
Most Important Foods: Percent



Observations and Questions:

- % of Most Important Foods trends up as food shelf service size increases
- What might be contributing to this?

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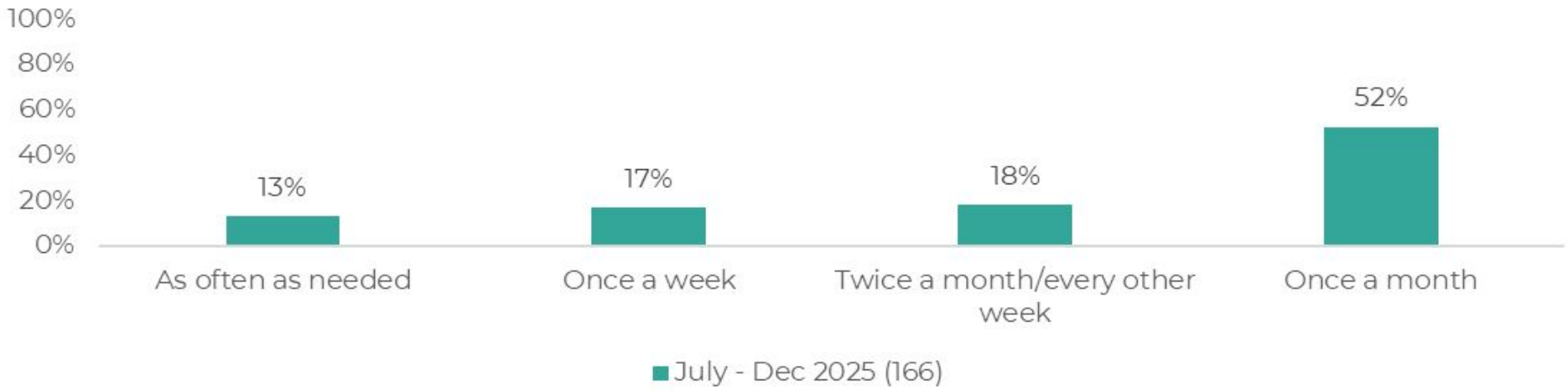
Peer Group by Visit Frequency

How frequently do you advertise that shoppers can visit the food program?



166 responses (74% of dataset)

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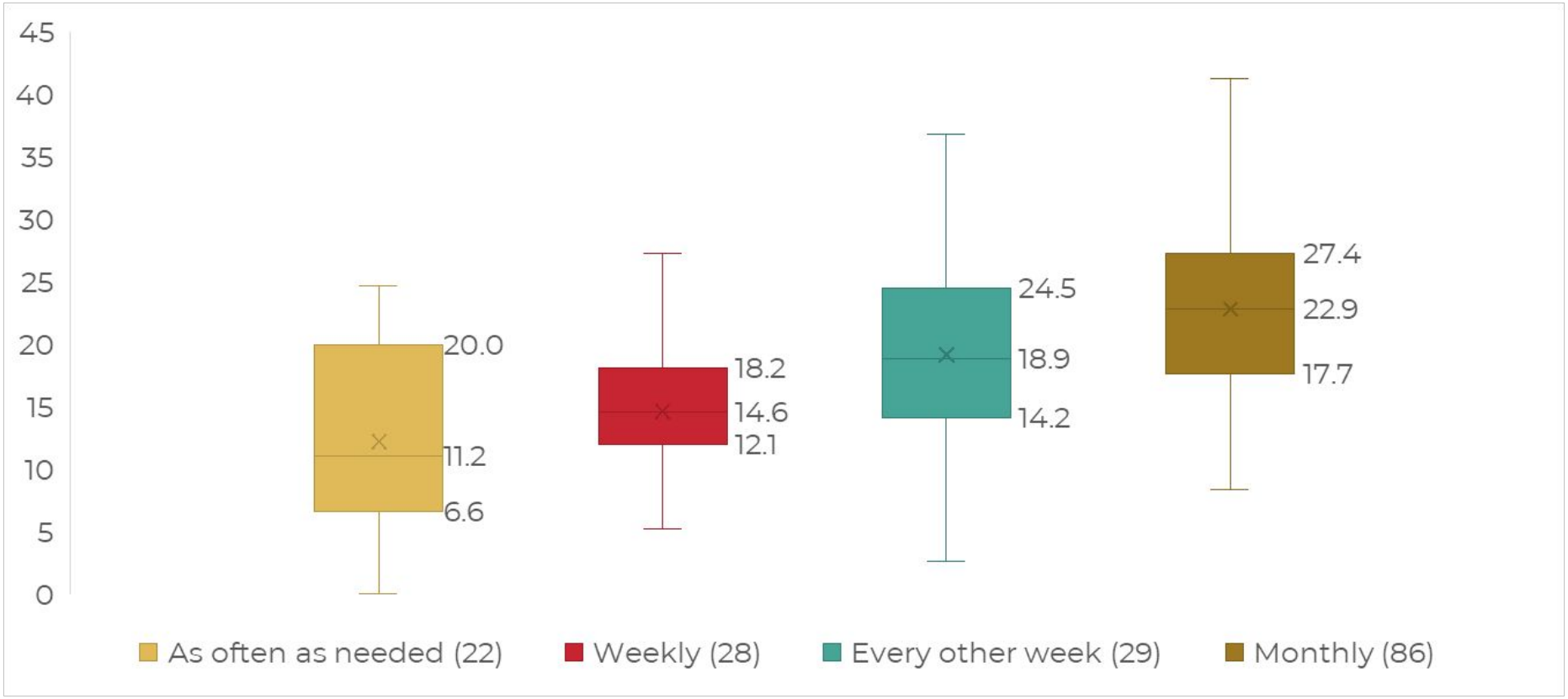
Pounds Dist per Individual Visit



Observations and Questions:

- Lbs distributed trends up as visit frequency decreases

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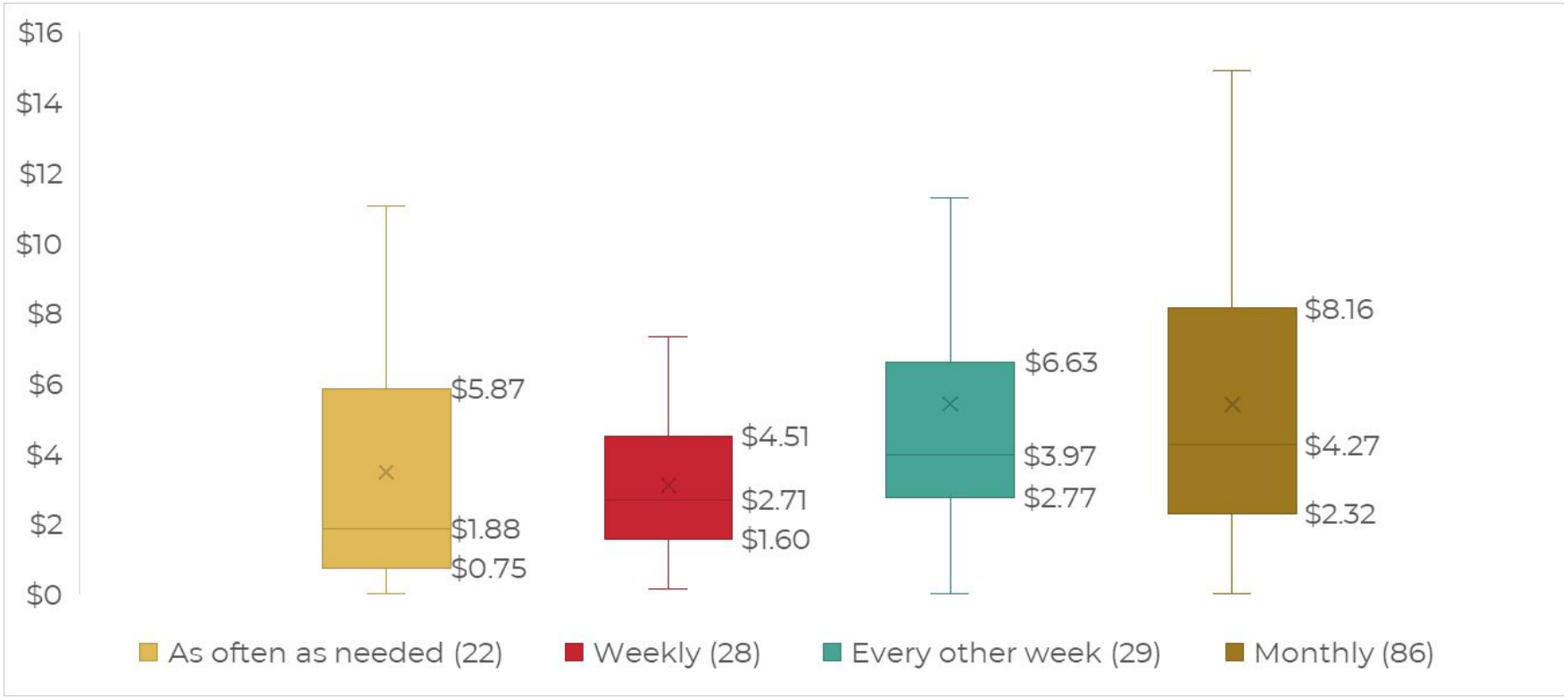
Cost per Individual Visit



Observations and Questions:

- Alongside pounds increasing, cost also increases as visit frequency increases

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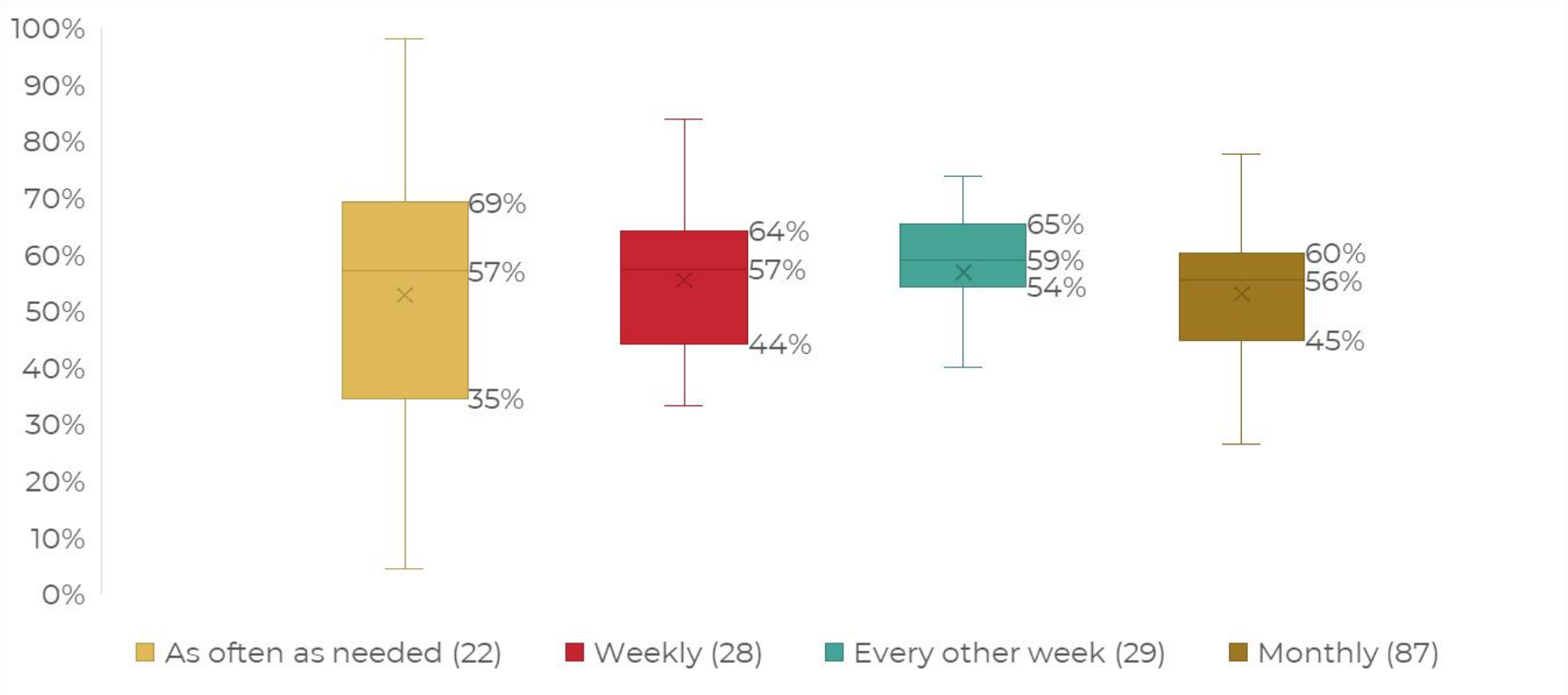
Most Important Foods: Percent



Observations and Questions:

- "As often as needed" shows the widest range in their data sets pointing to more variability

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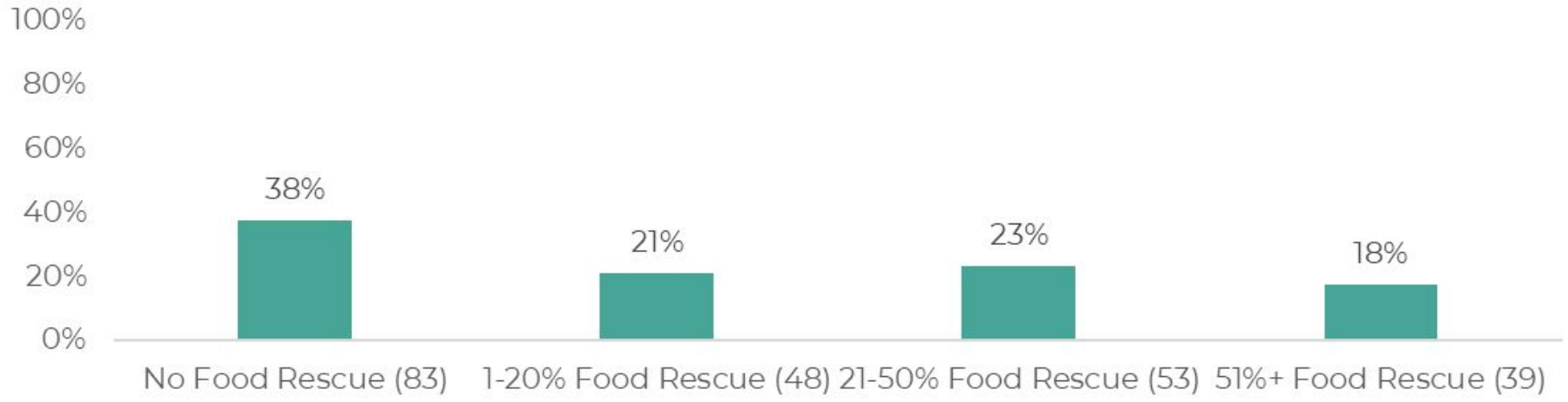
Peer Group by Food Rescue %



226 Data Sets

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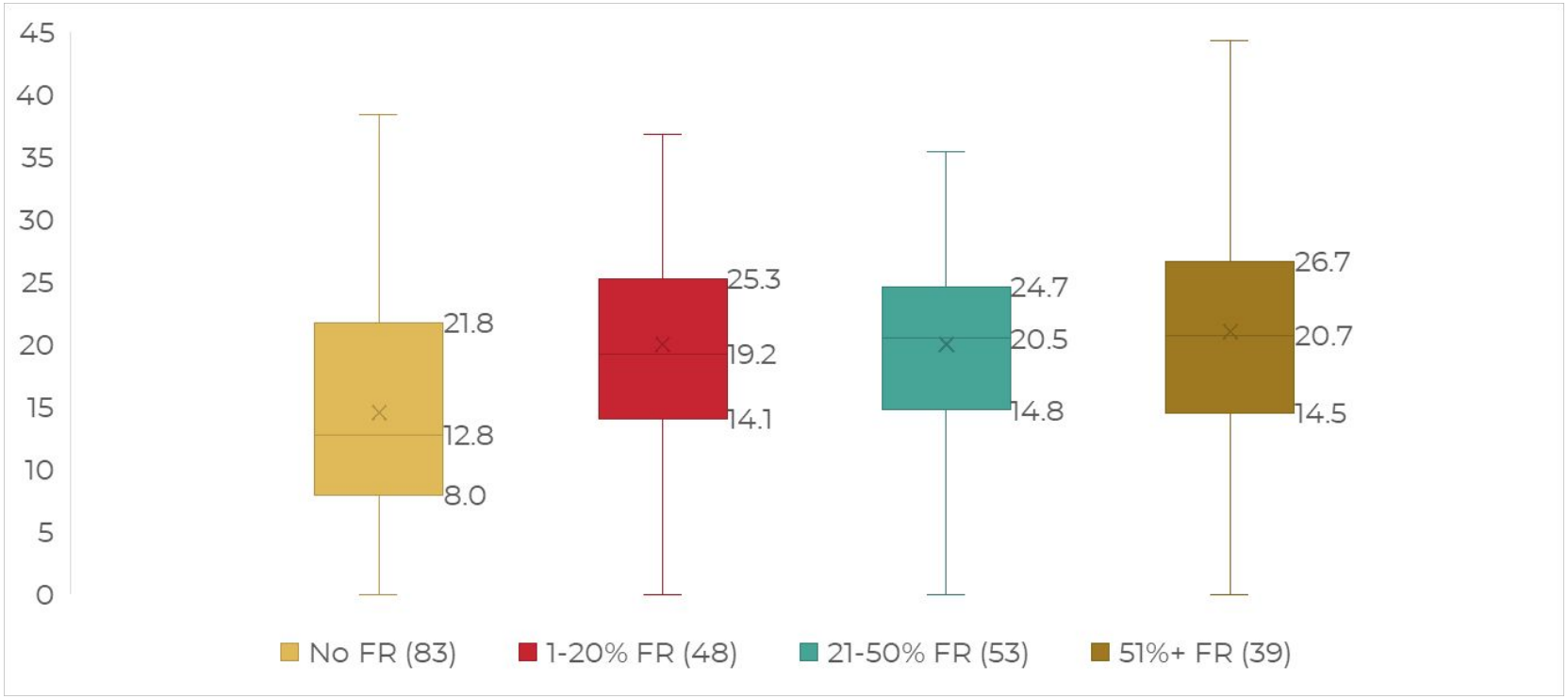
Pounds Dist per Individual Visit



Observations and Questions:

- Slight trend up as food rescue pounds increase
- Is it easier to have an “abundance mindset” about how food is distributed?

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Cost per Individual Visit

Observations and Questions:

- Cost declines as food rescue % increases
- How is this reflected at your site?

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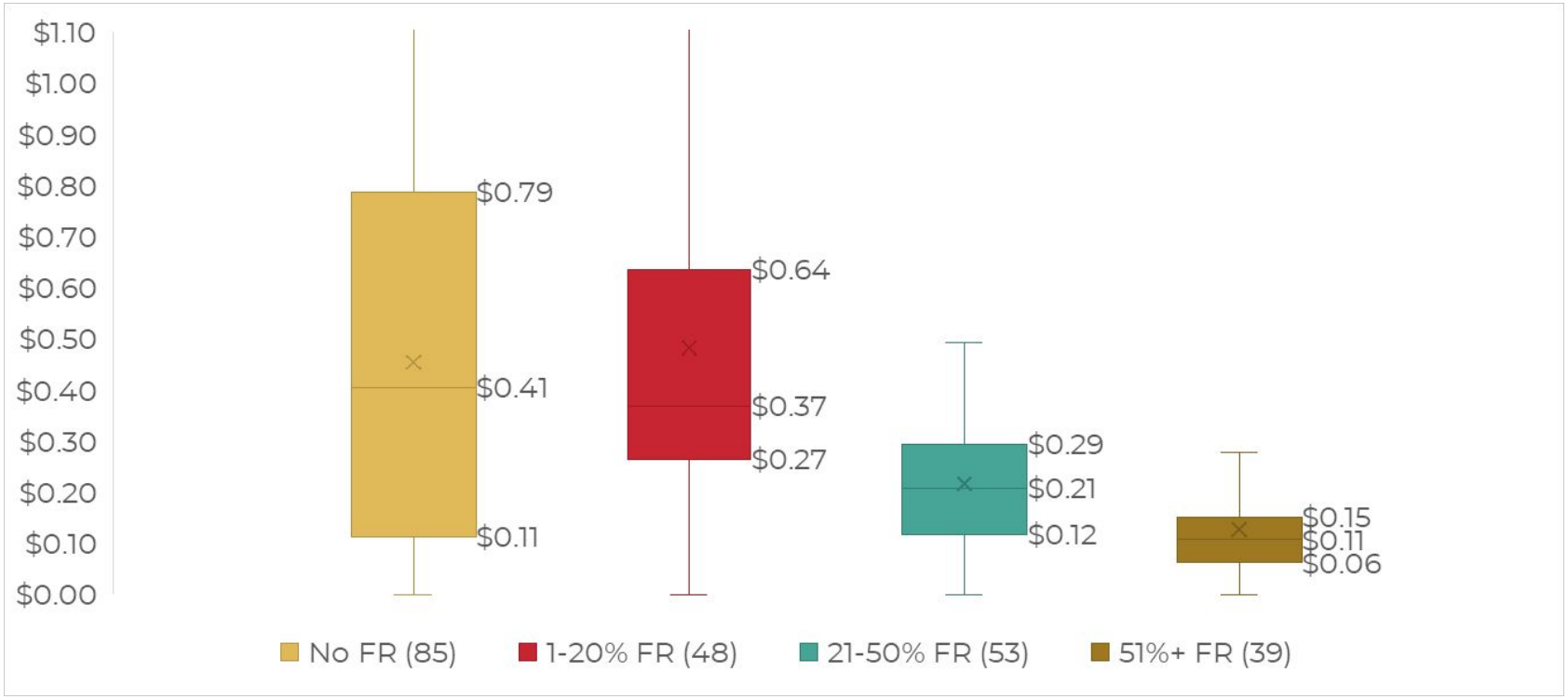
Cost Per Pound Sourced



Observations and Questions:

- Trends down as percentage of food rescue increases

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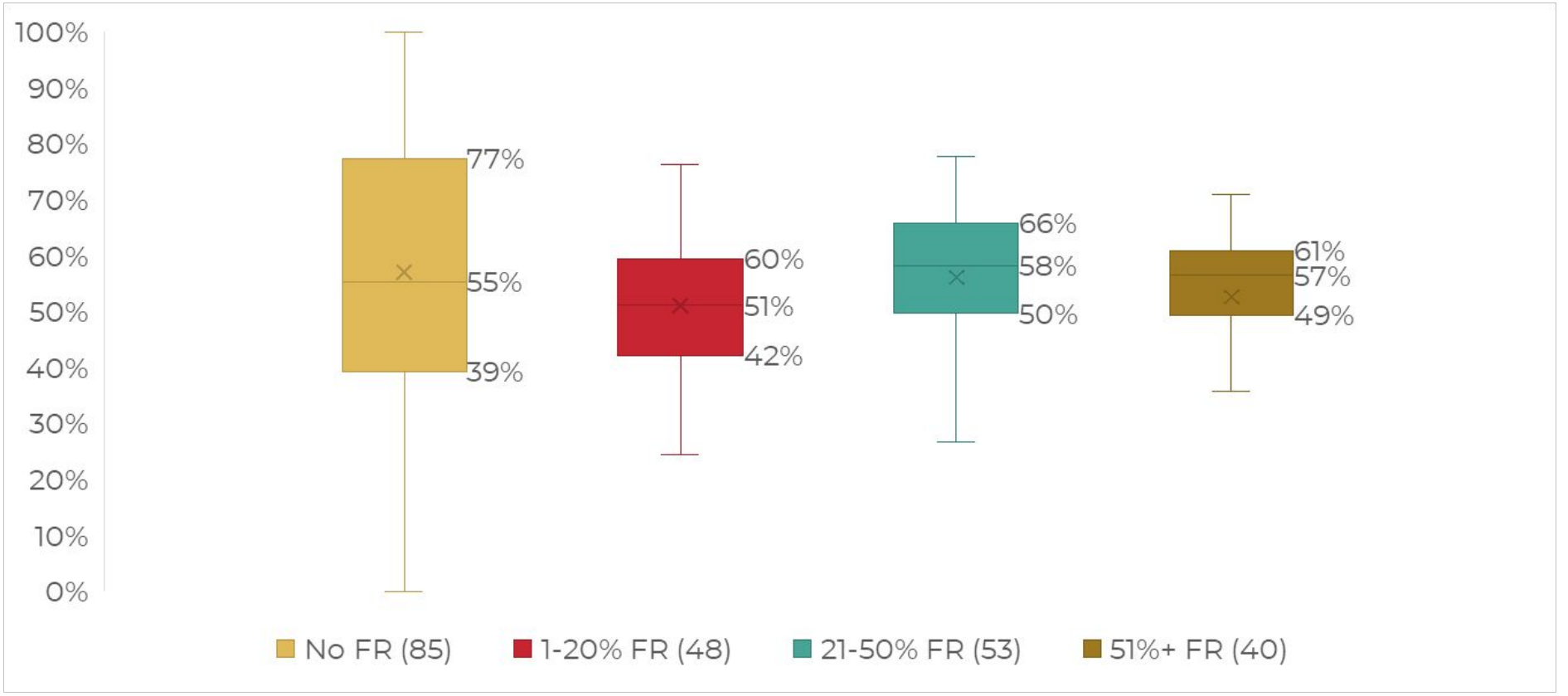
Most Important Foods: Percent



Observations and Questions:

- No clear trend in medians
- Why might this be?

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Food for Thought: Food Budgets

Food shelf sites without approved budget for food purchases:

- Higher median cost per individual that those with budgets:
  - $4.28 vs $3.39 (26% more)
- Lower percentage of most important foods median
  - 48% vs 57% (16% less)

A budget is an important roadmap for sustainability and impact!

Sustain & Nourish: Project Budgets for Nonprofits:

- Tuesday, May 26th, 11:30am
- Register Now!

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Your Thoughts

Poll:

- How informative was this webinar content?

In the chat:

- What did you find most valuable in this session and plan to bring back to your organization?

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Next Steps: Your Food Shelf Data!

Next Steps: July-Dec 2025 Data Insights Webinar

- Recording and slides will be emailed out
- Links at: https://ffen.org/strategic-food-sourcing/

Get your Food Shelf Data:

- Sign up for a Consult: March 18 - April 30
- Individual consultations provide your data alongside these insights and regional metrics
- Be entered to win one of two $500 prizes!

Prioritizing Foods for Greater Impact:

- Tuesday, May 12th, 11:30am
- Register Now!

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Thank you!

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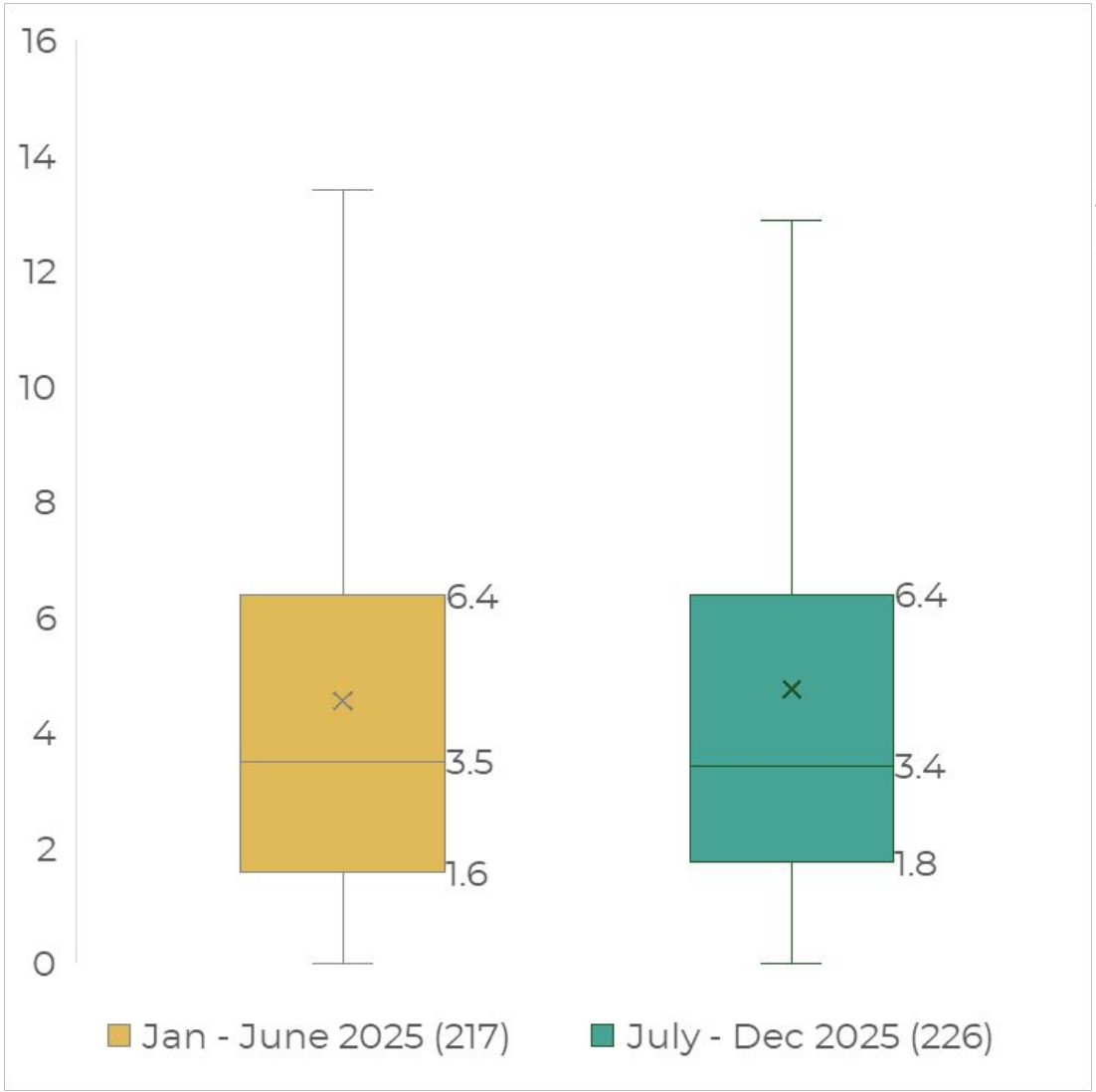
Appendix

Produce lbs per Individual Visit



Produce Pounds Sourced per Individual Visit: Total pounds sourced by food category divided by total number of individual visits

Insights:

- Maintained relatively stable despite increased service numbers

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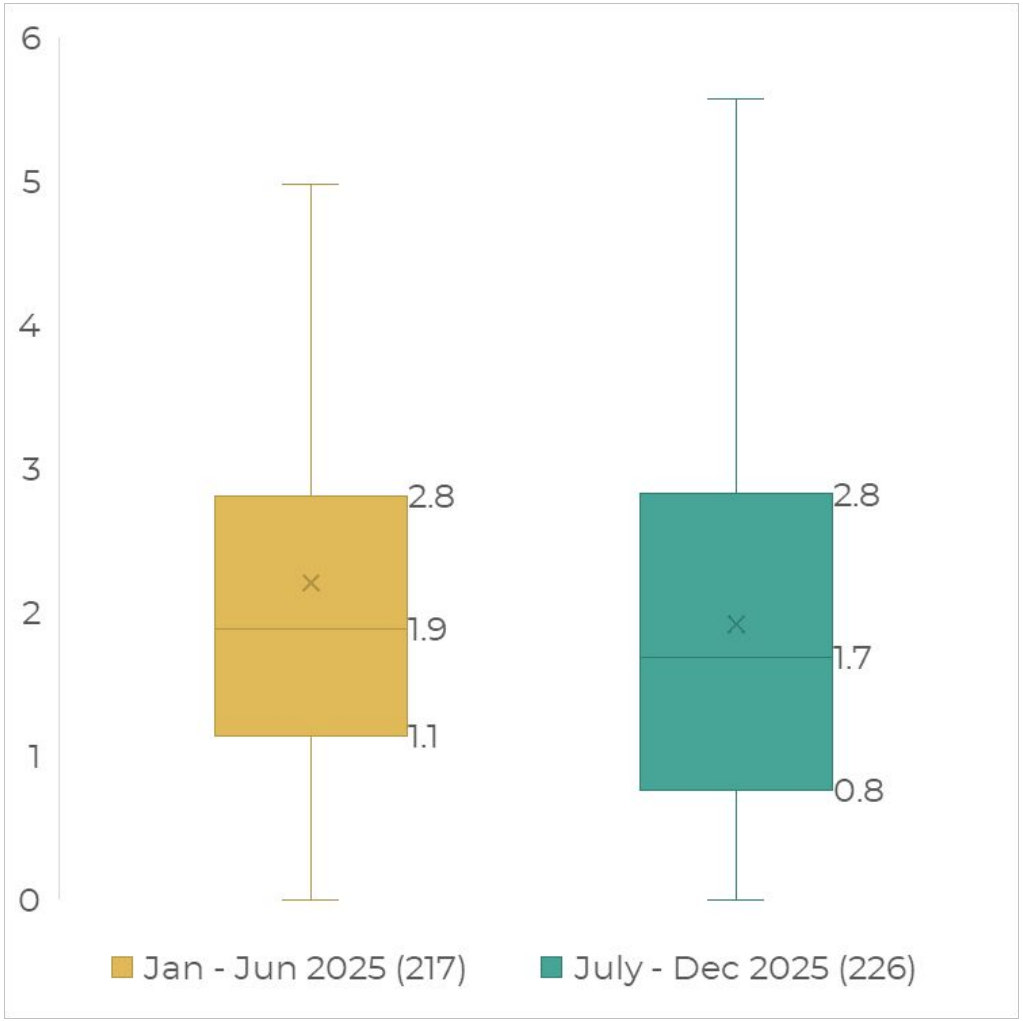
Dairy lbs per Individual Visit



Dairy Pounds Sourced per Individual Visit: Total pounds sourced by food category divided by total number of individual visits

Insights:

- Maintained relatively stable despite increased service numbers

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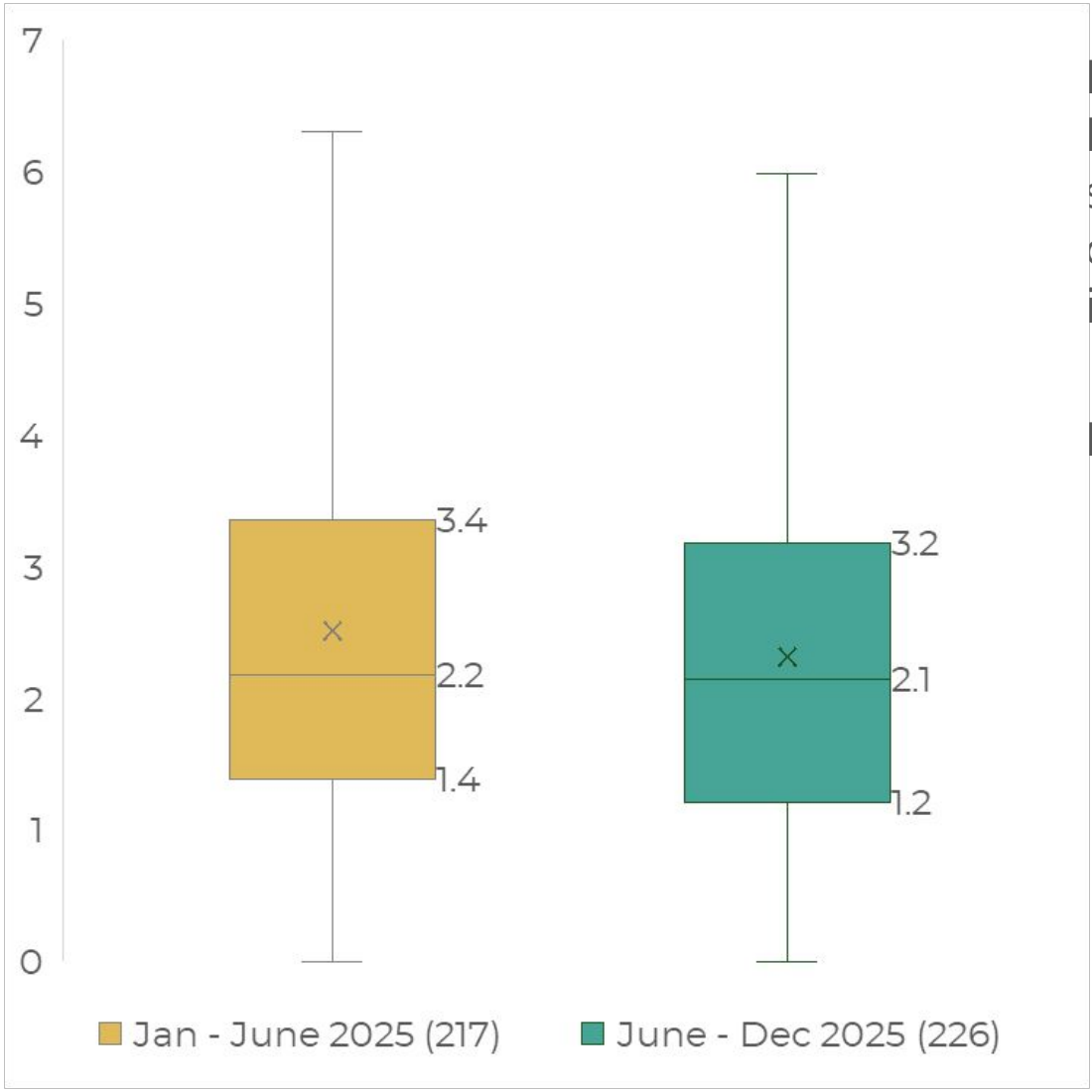
Protein lbs per Individual Visit



Protein Pounds Sourced per Individual Visit: Total pounds sourced by food category divided by total number of individual visits

Insights:

- Maintained relatively stable despite increased service numbers

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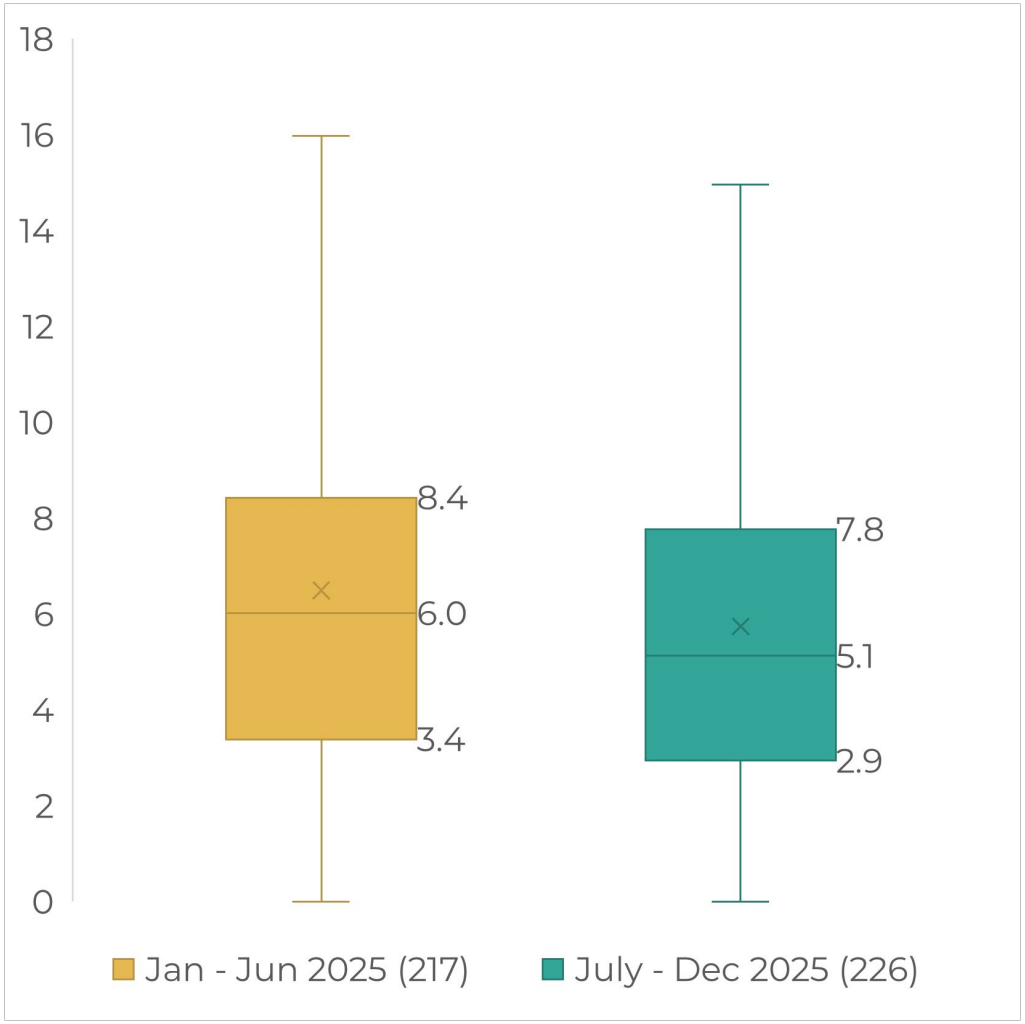
Purchased lbs per Individual Visit



Purchased Pounds Sourced per Individual Visit: Total pounds sourced by food stream divided by total number of individual visits

Insights:

- Slight decrease; influenced by increased visit numbers?

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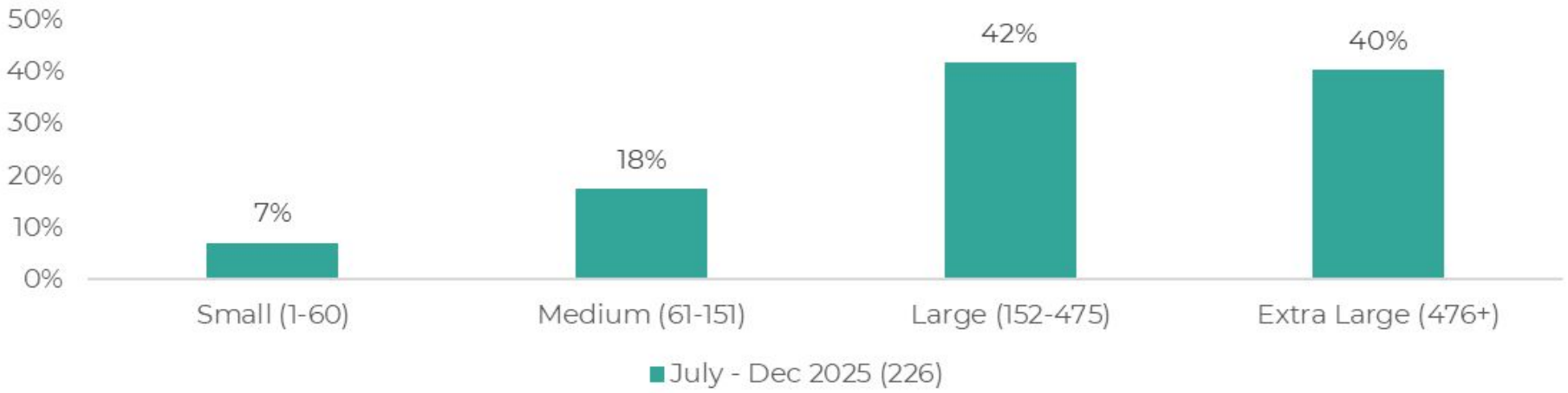
Peer Group by Service Size



Average Number of Households Served per Month:

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Service Size Breakdown:

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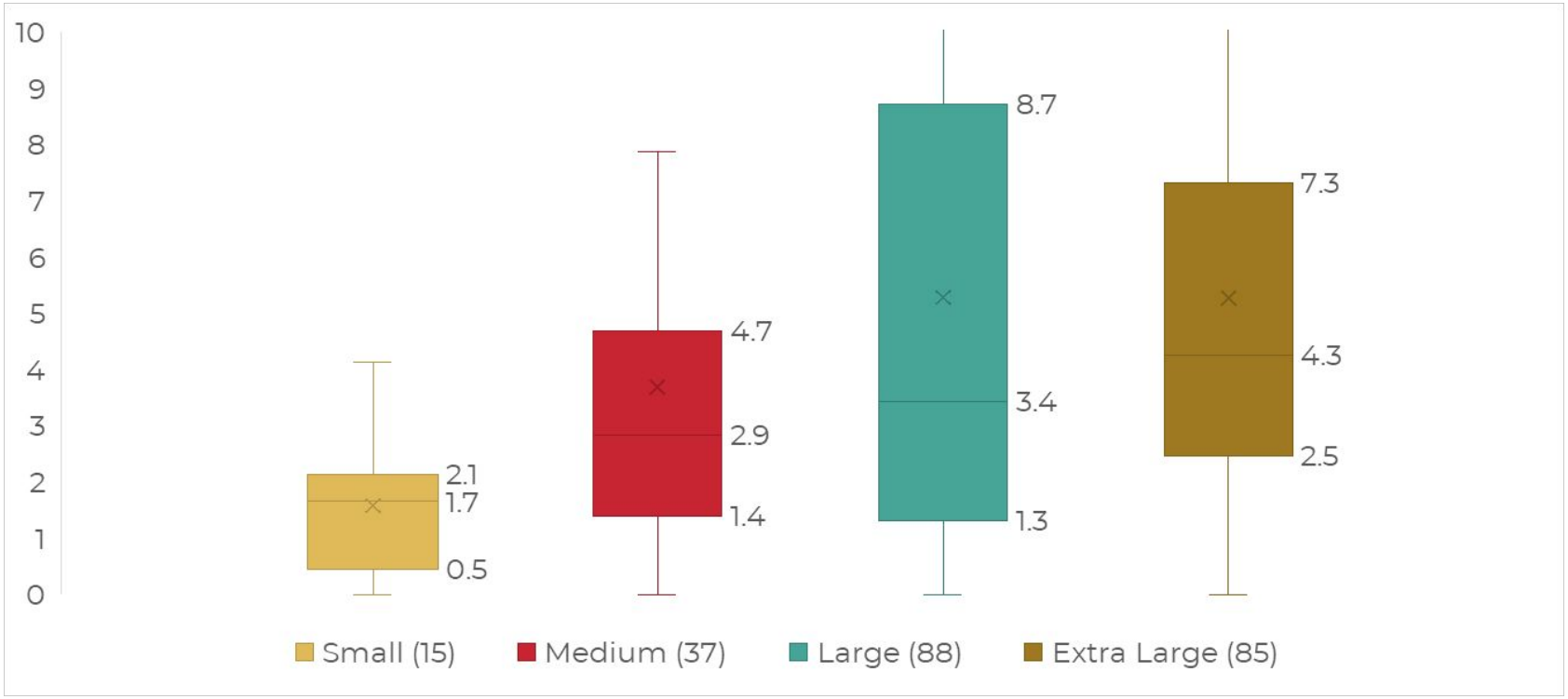
Produce lbs per Individual Visit



Observations and Questions:

- Lbs trend up as service size increases

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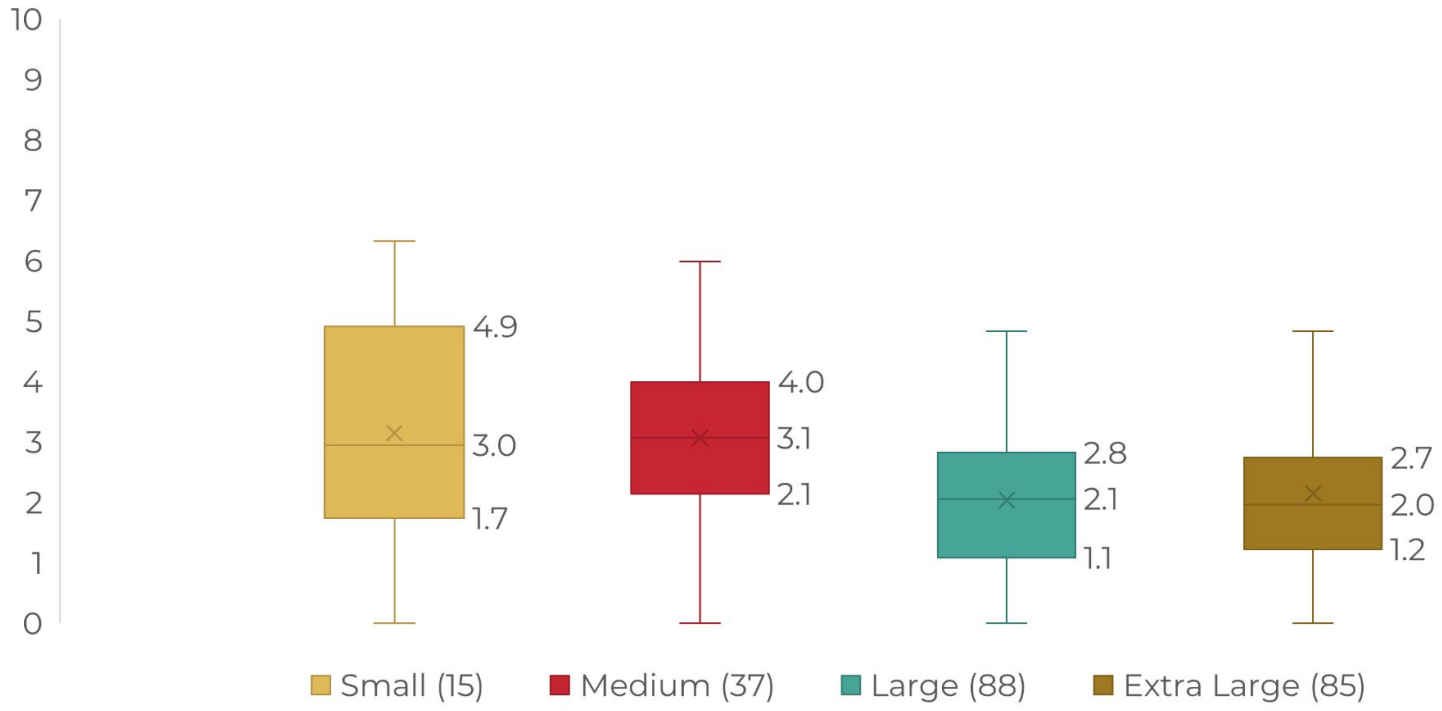
Foundation For Essential Needs

Protein lbs per Individual Visit



Observations and Questions:

- Lbs trend down as service size increases

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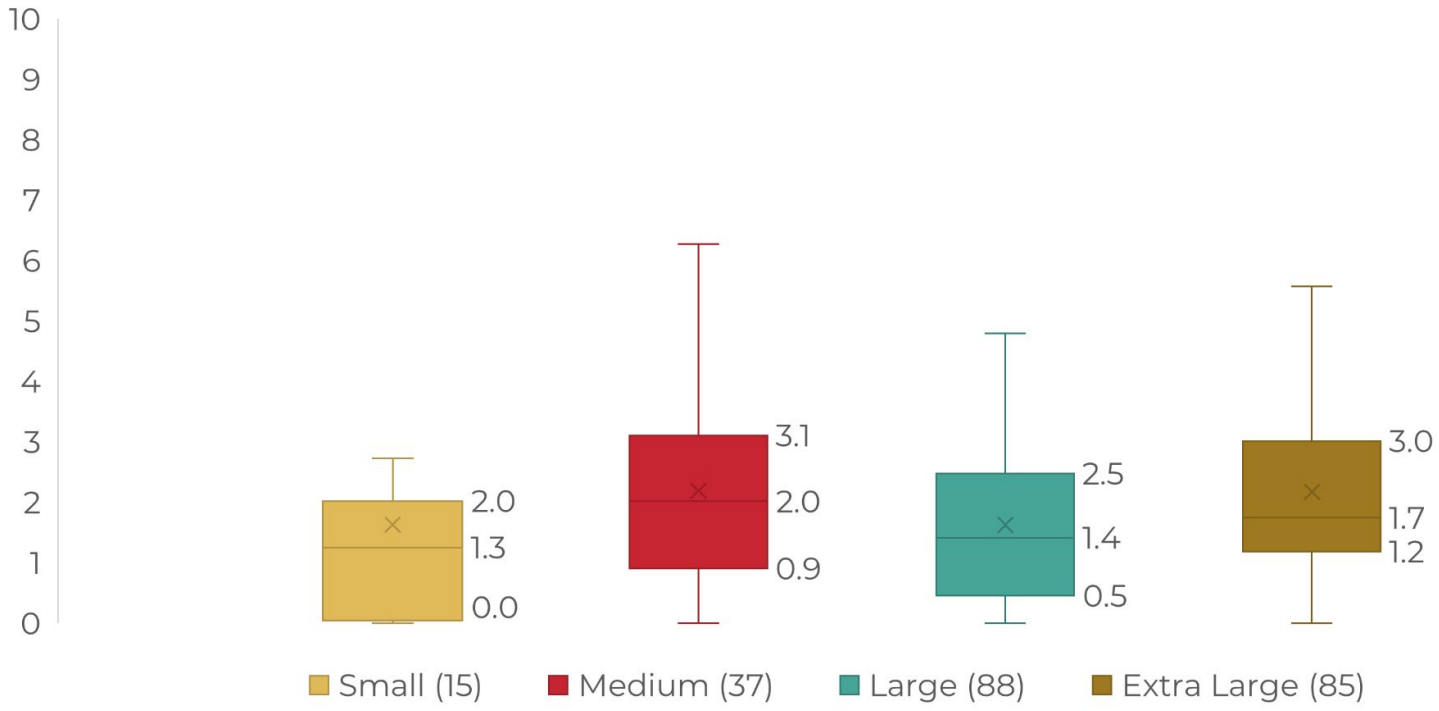
Dairy lbs per Individual Visit



Observations and Questions:

- No clear trend in medians

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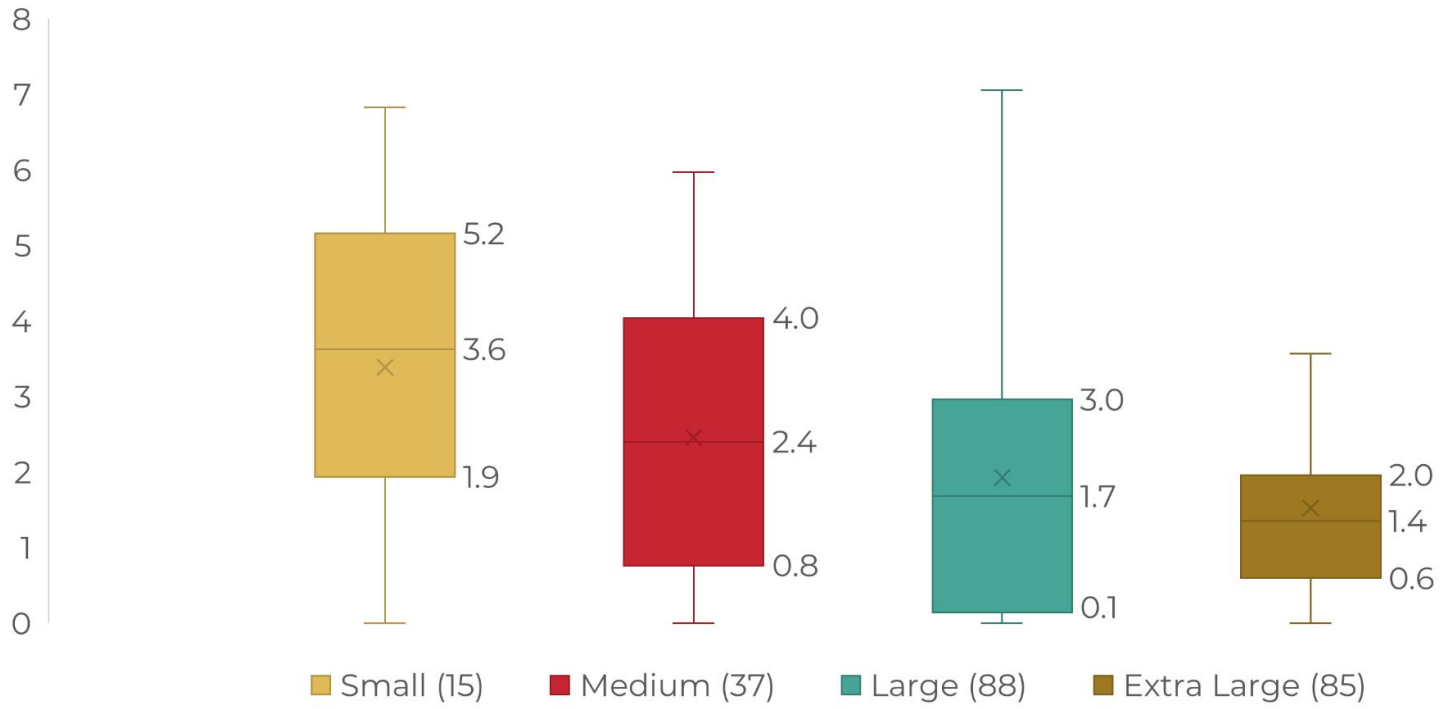
TEFAP lbs per Individual Visit



Observations and Questions:

- Lbs trend down as service size increases

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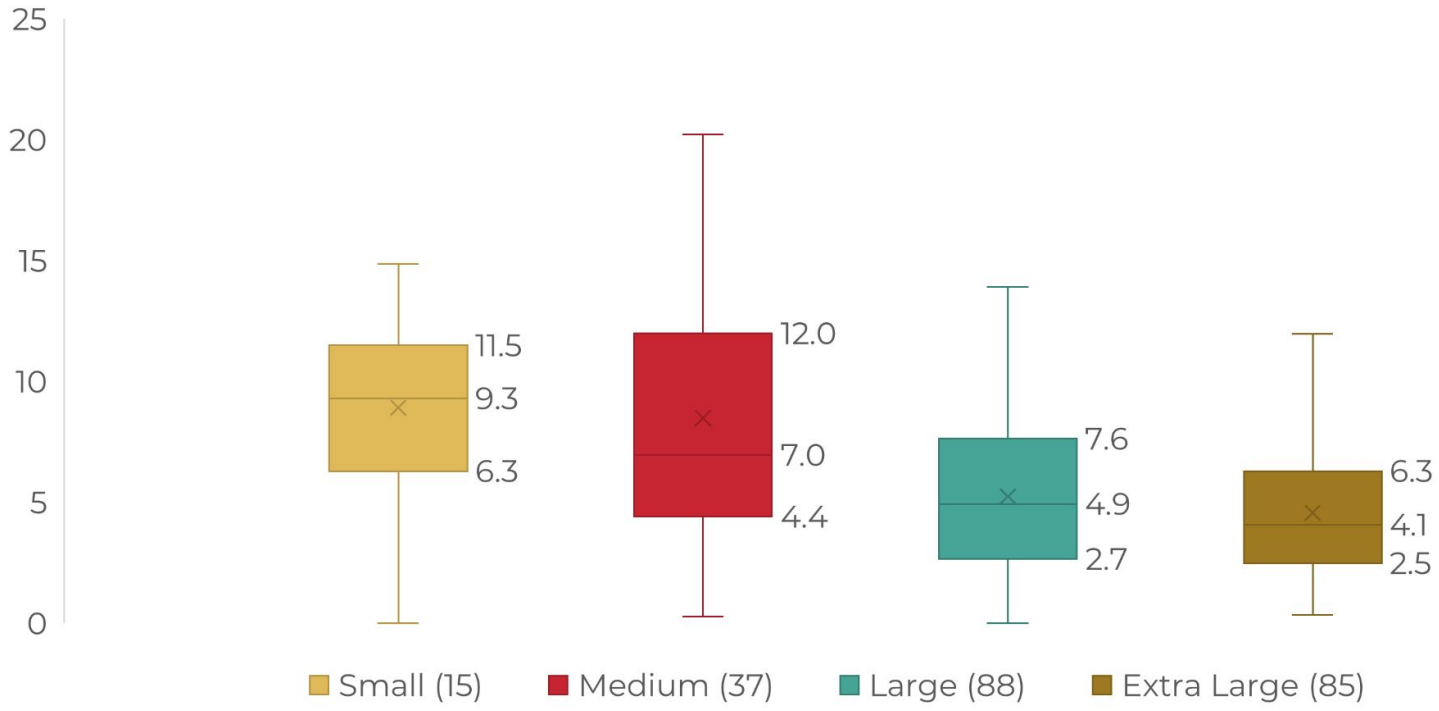
Purchased lbs per Individual Visit



Observations and Questions:

- Lbs trend down as service size increases

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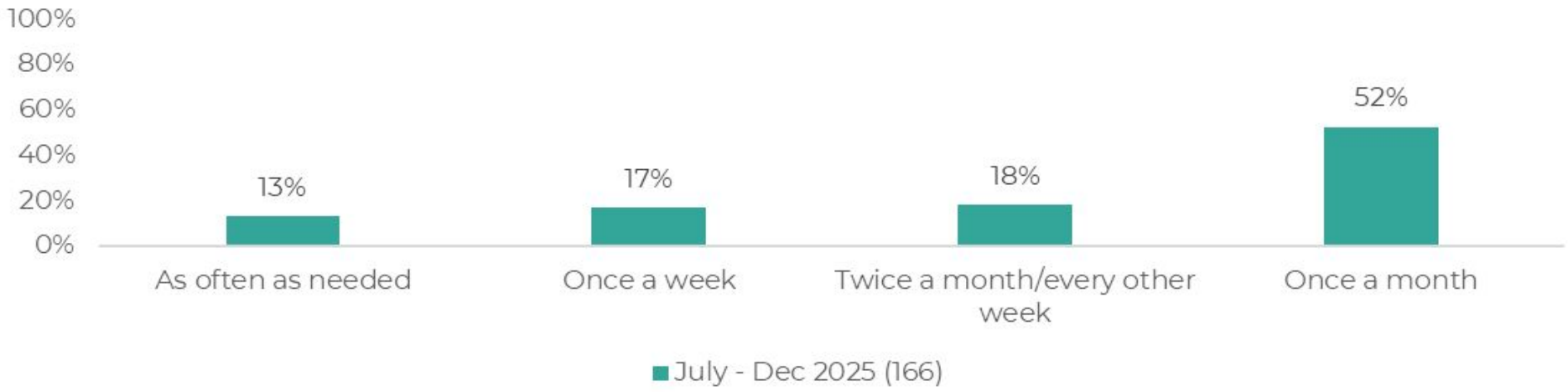
Peer Group by Visit Frequency

How frequently do you advertise that shoppers can visit the food program?



166 responses (74% of dataset)

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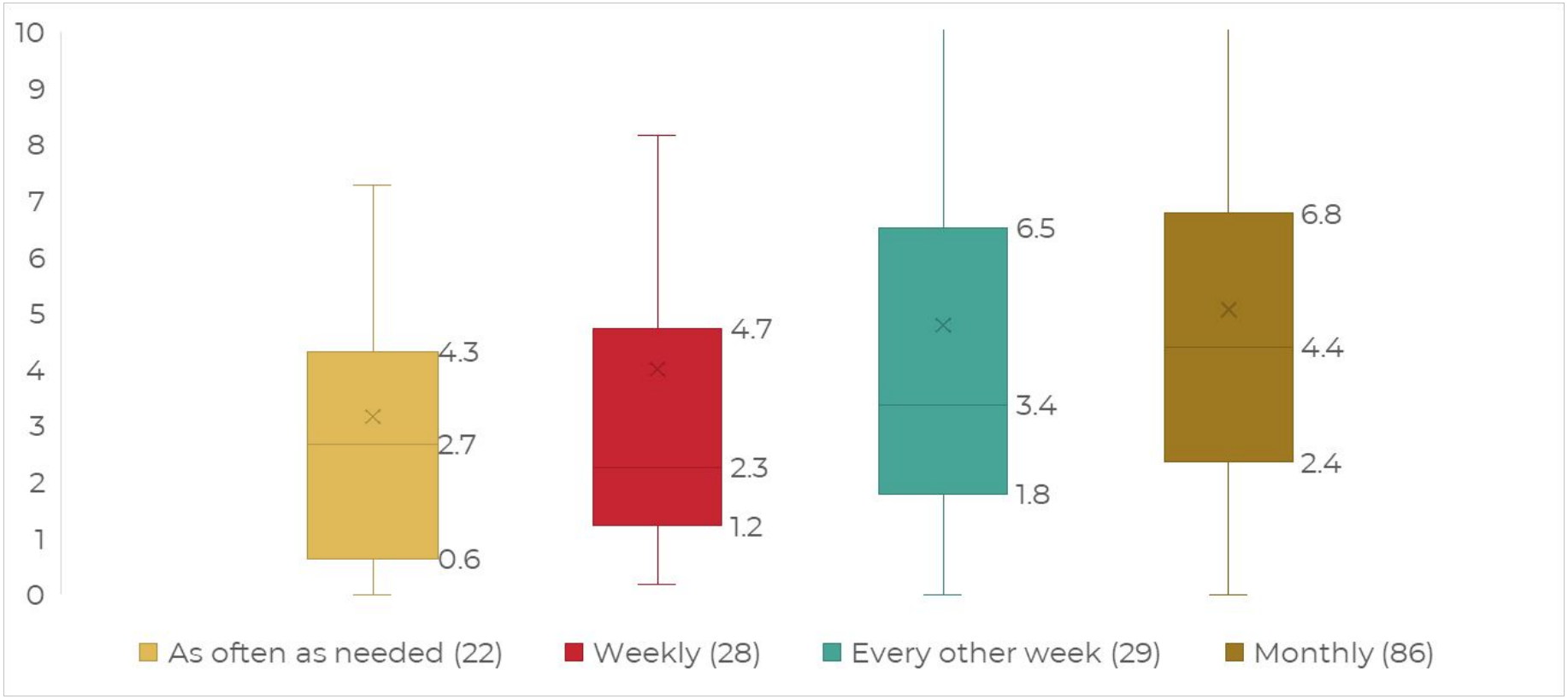
Produce lbs per Individual Visit



Observations and Questions:

- Lbs trend up as visit frequency increases

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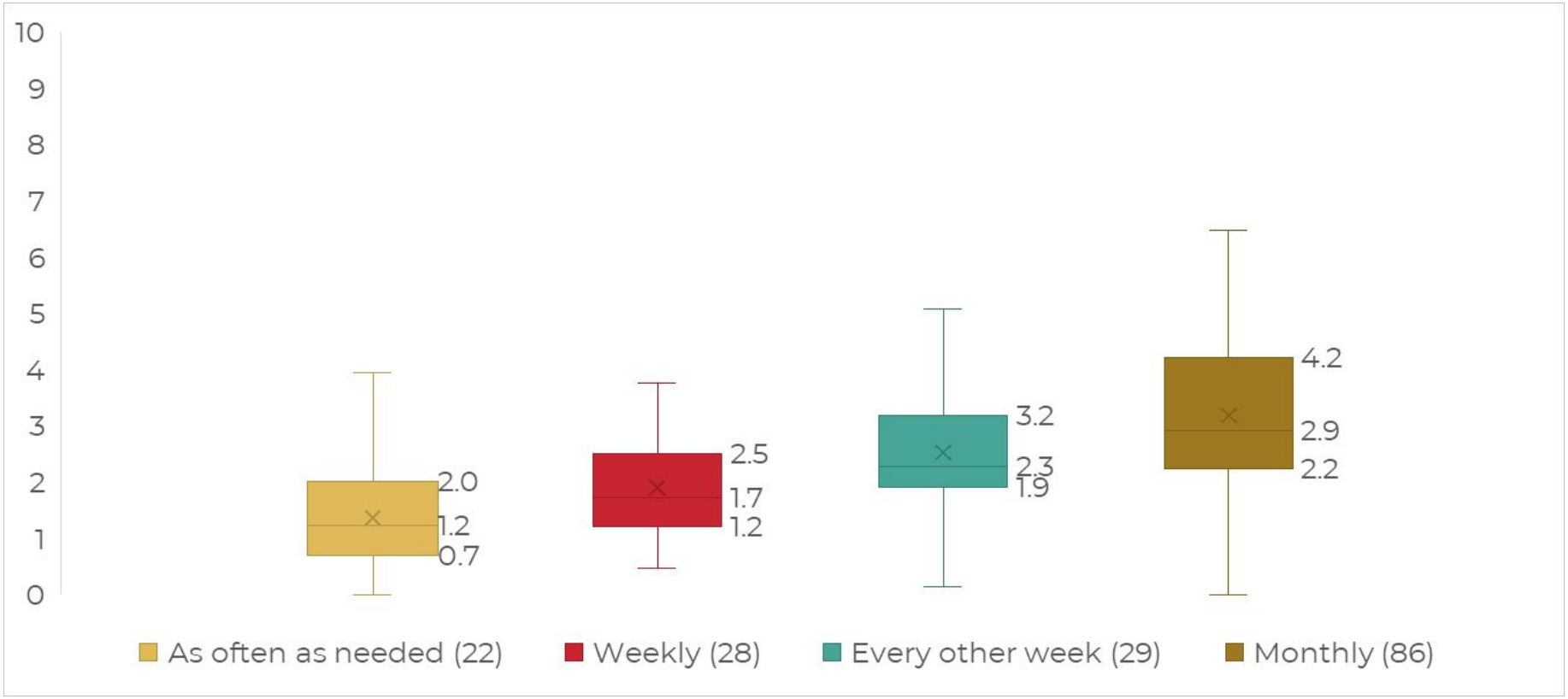
Protein lbs per Individual Visit



Observations and Questions:

- Lbs trend up as visit frequency increases

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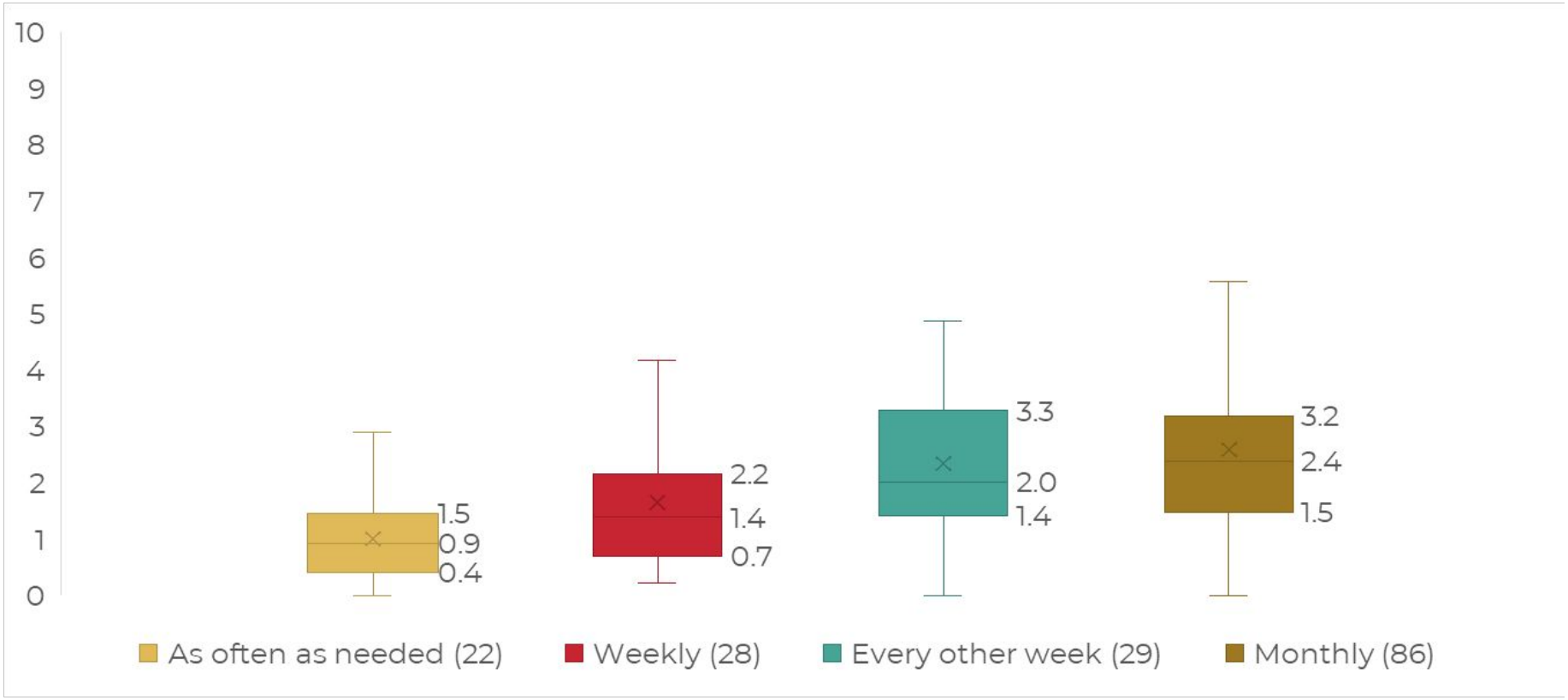
Dairy lbs per Individual Visit



Observations and Questions:

- Lbs trend up as visit frequency increases

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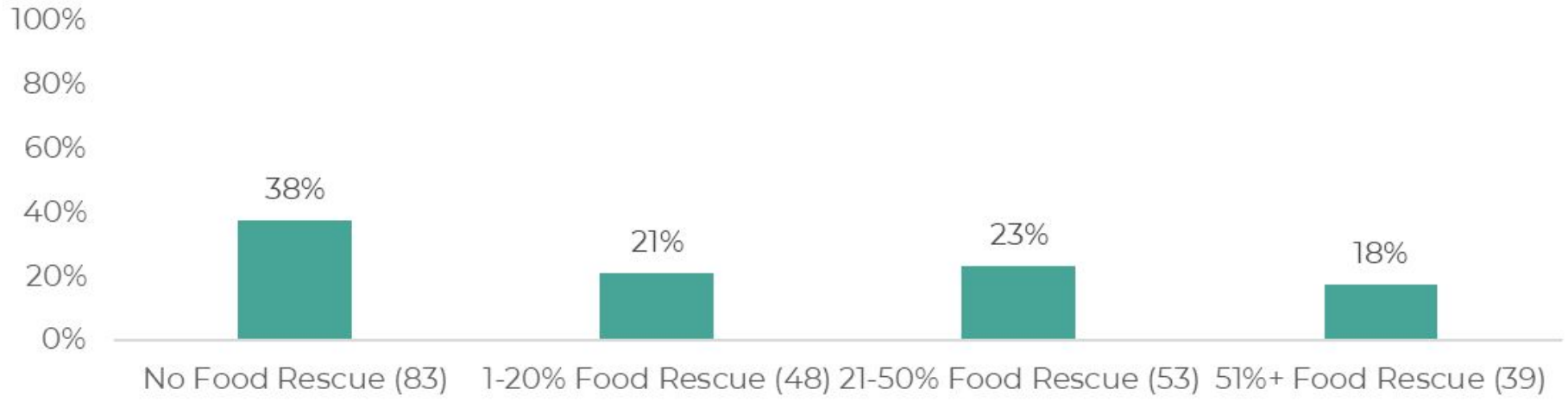
Peer Group by Food Rescue %



226 Data Sets

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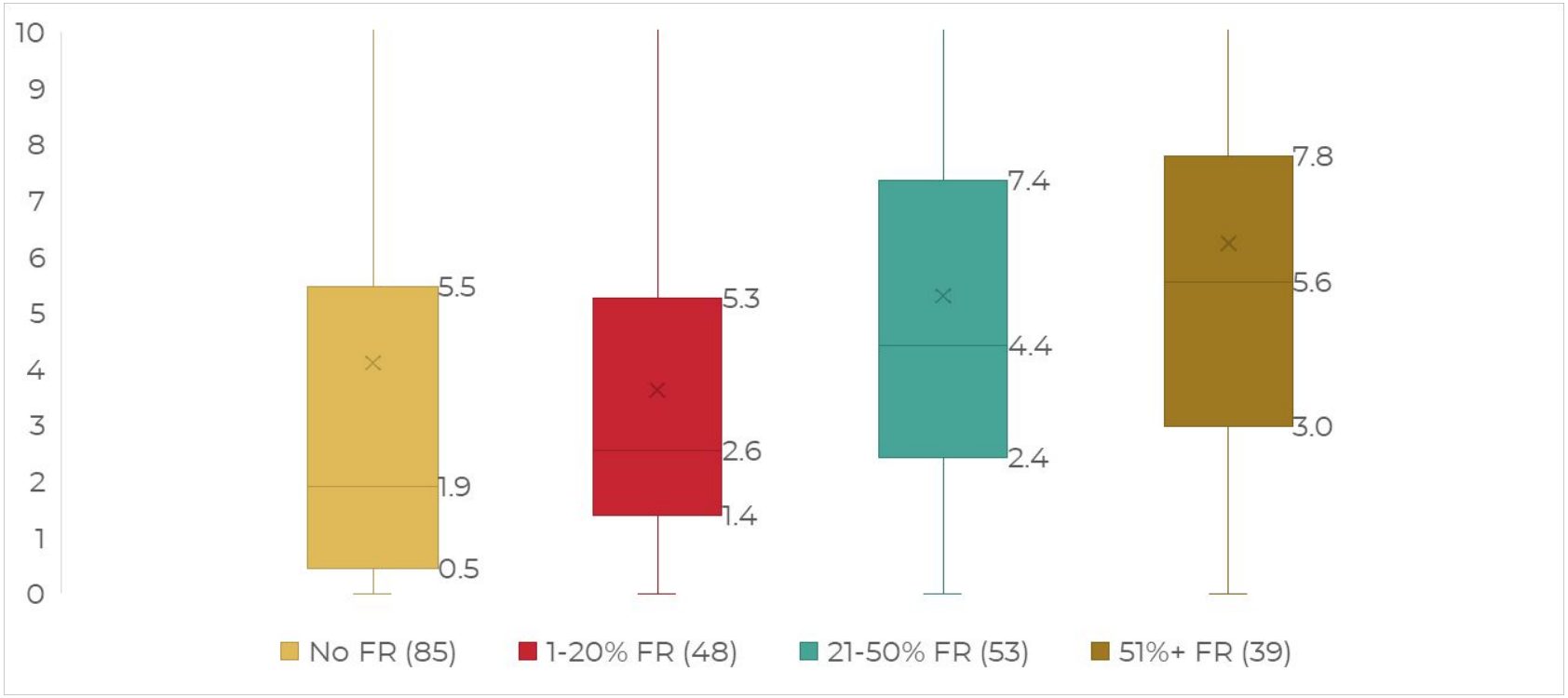
Produce lbs per Individual Visit



Observations and Questions:

- Lbs trend up as food rescue % increases, unlike what we saw with % of most important foods

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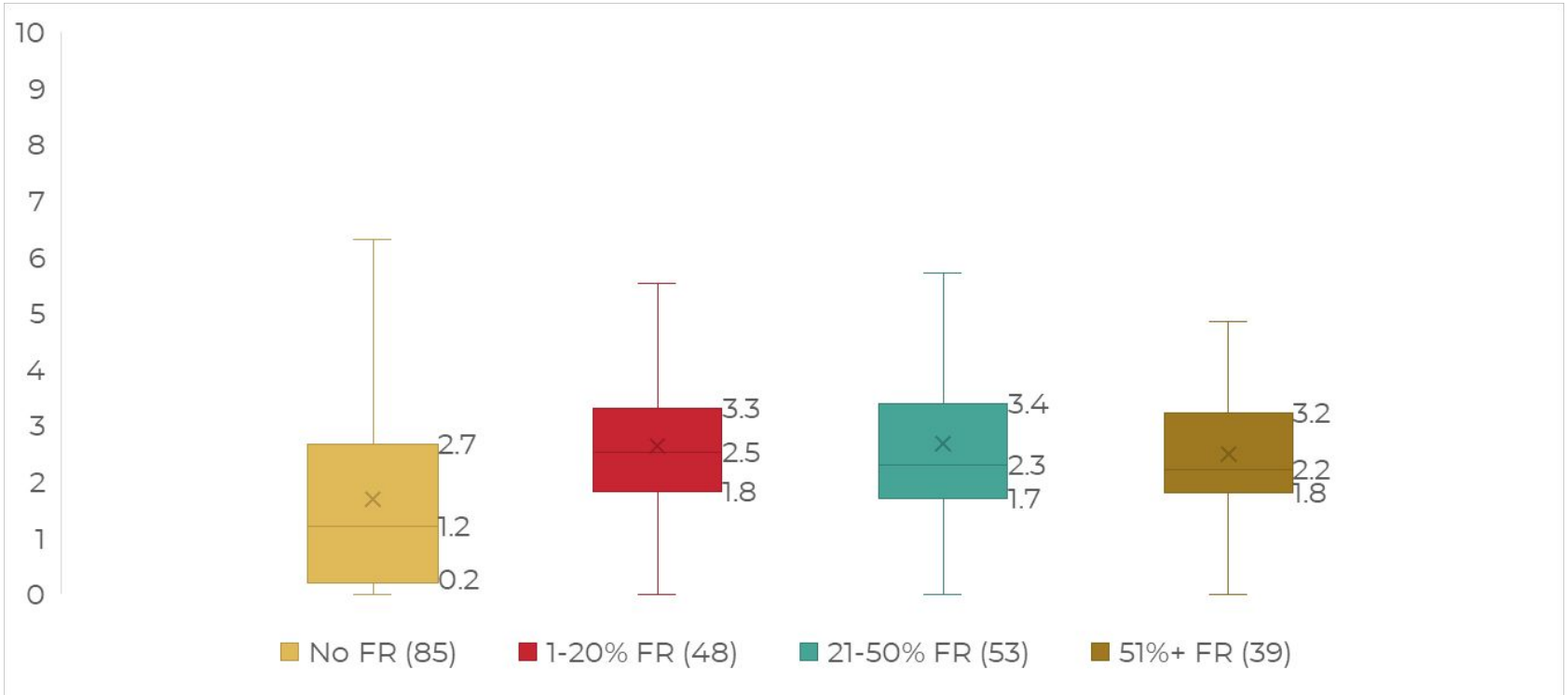
Protein lbs per Individual Visit



Observations and Questions:

- No clear trend in medians

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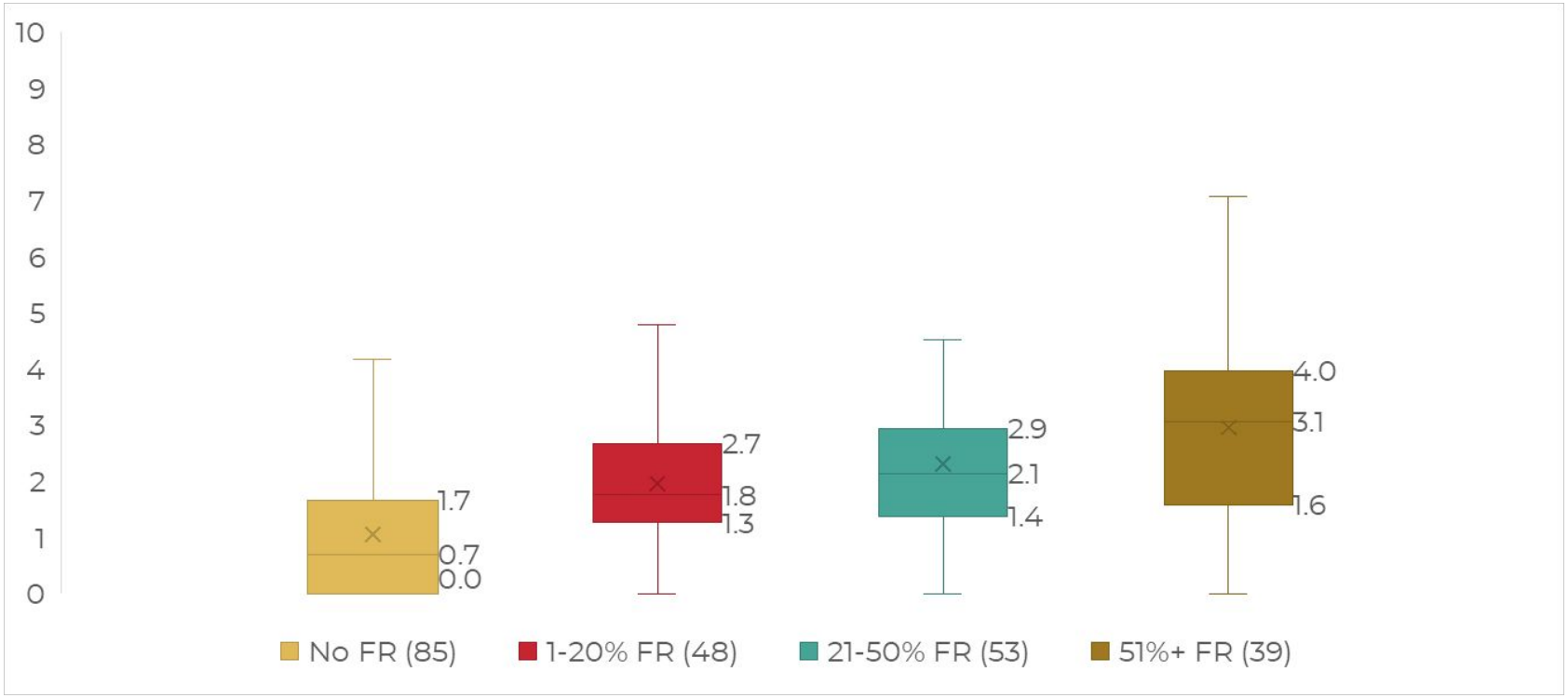
Dairy lbs per Individual Visit



Observations and Questions:

- Lbs trend up as food rescue % increases, unlike what we saw with % of most important foods

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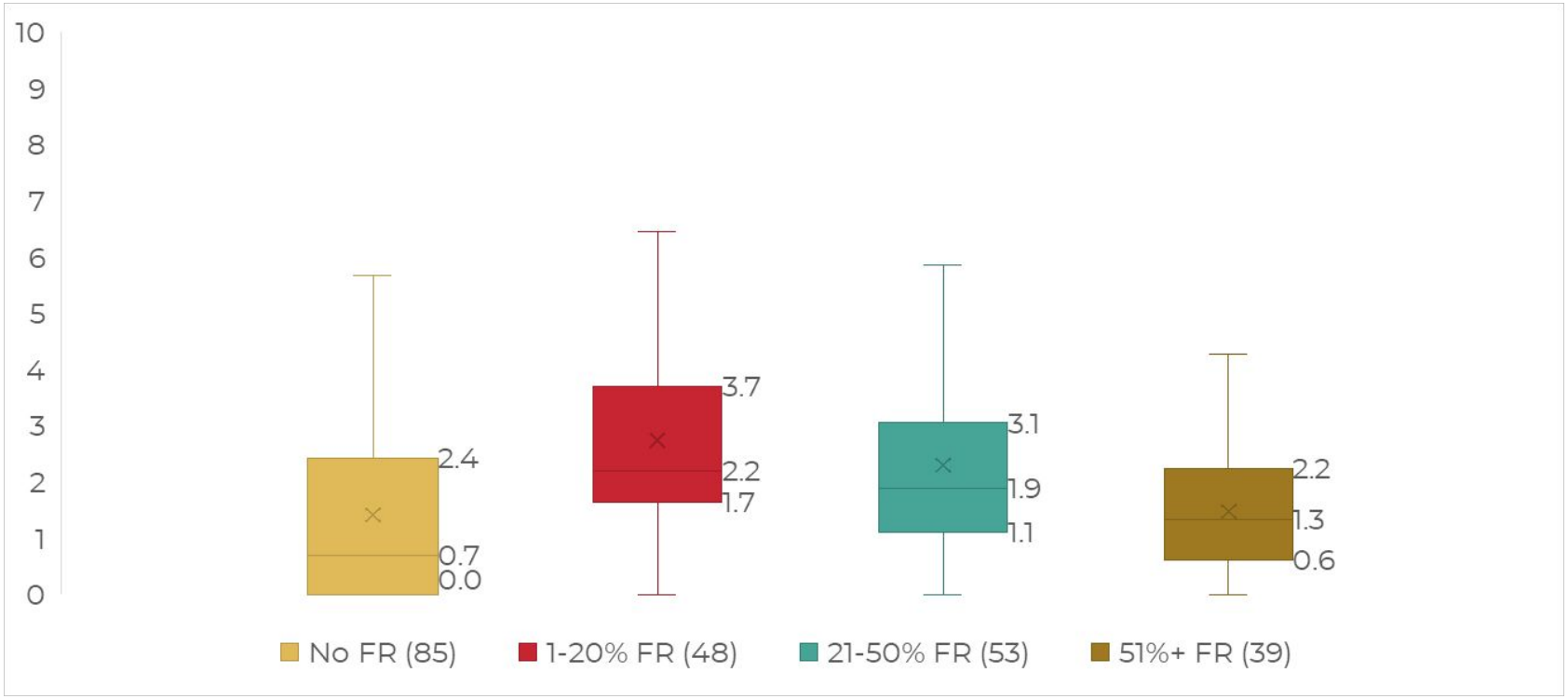
TEFAP lbs per Individual Visit



Observations and Questions:

- No clear trend in medians

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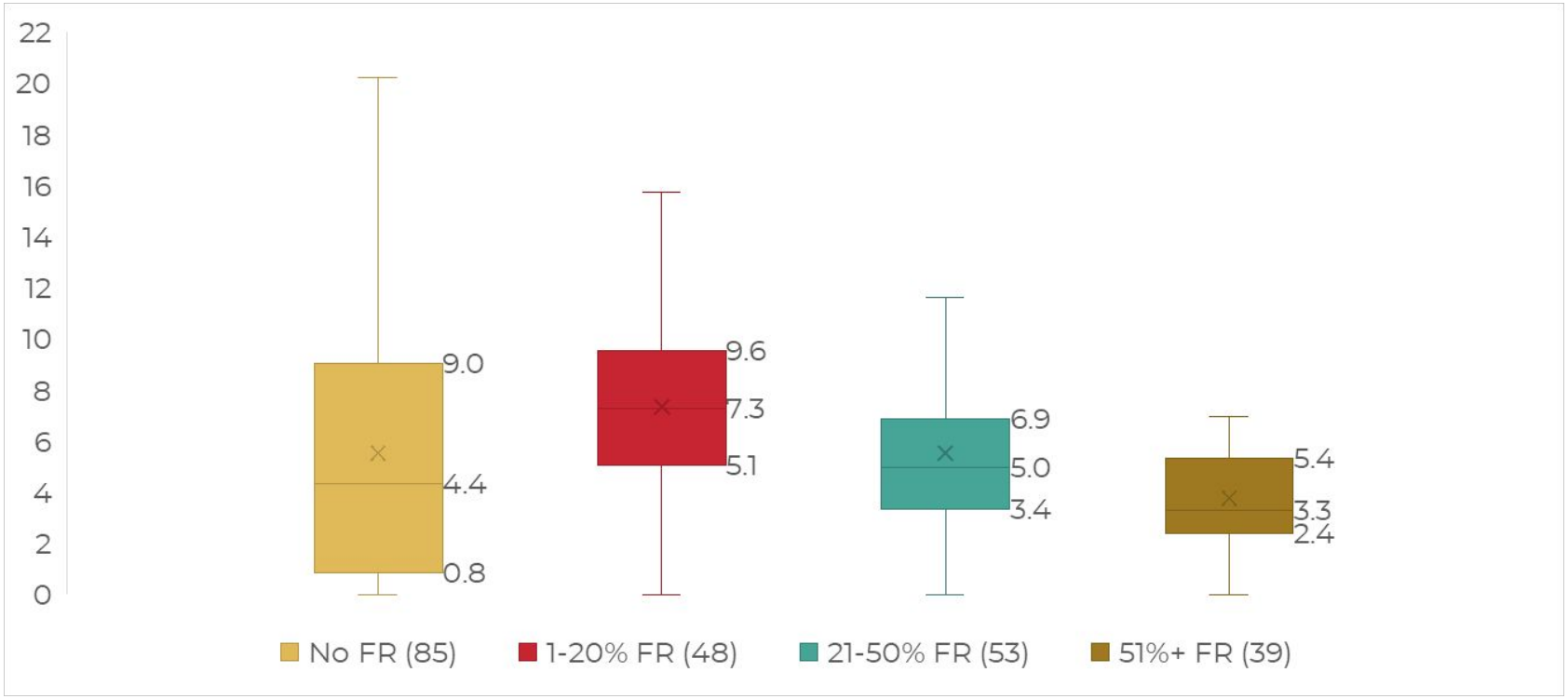
Purchased lbs per Individual Visit



Observations and Questions:

- No clear trend in medians

ffen
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