



second harvest
HEARTLAND

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Foundation for
Essential Needs

**2017-Purchase Product Survey (PUR)
April 2018**



2017 Purchase Survey Feedback

Thank you to partners who took the time to share feedback and to the Foundation for Essential Needs (FFEN <http://www.ffen.org/>) for their assistance in reviewing the results of this survey and preparing this report.

This PowerPoint contains a summary of some of the questions, results and feedback from the Purchase Product Survey. If you would like further information please contact your Account Specialist.

Survey Analysis Goals:

- Summarize what SHH heard from partners agencies
- Present data to support development of strategies that meet partner needs

To see the Action Items Second Harvest is taking please jump to slide #23





2017 Purchase Survey Feedback

Summary of Observations

- It didn't seem to matter where an agency was located (metro or greater MN) OR the size of the agency (how many pounds/meals distributed), as there wasn't a great deal of difference in ratings or new product suggestions (see slides 4-15).
- We heard a lot of requests for variety in every food category (see slide 6-7 for definition of categories).
- Many requests for consistency and lower costs - agencies want reliable price points!
- Health and Wellness and specialty dietary need options were requested about 67 times throughout the survey.
- Culturally specific items were requested with Hispanic foods the most frequent.

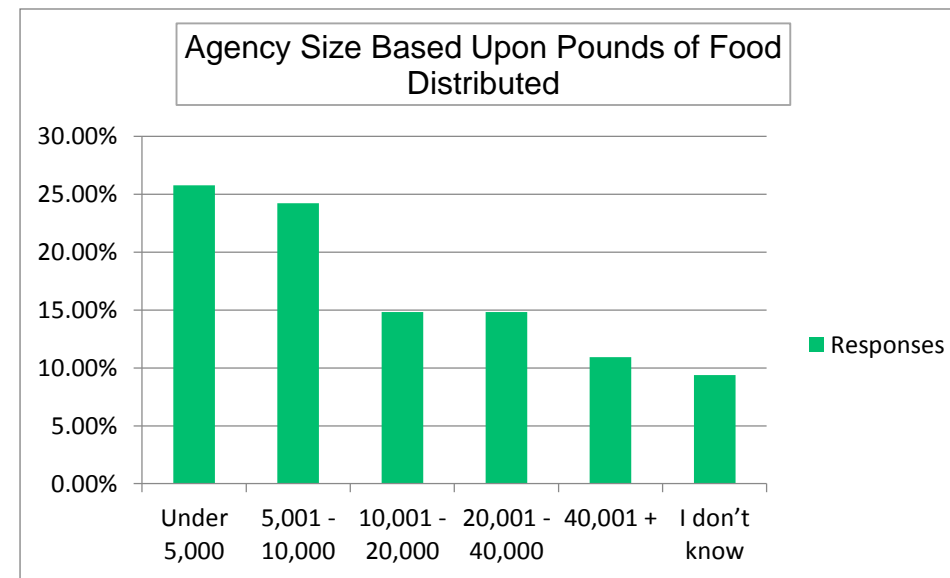
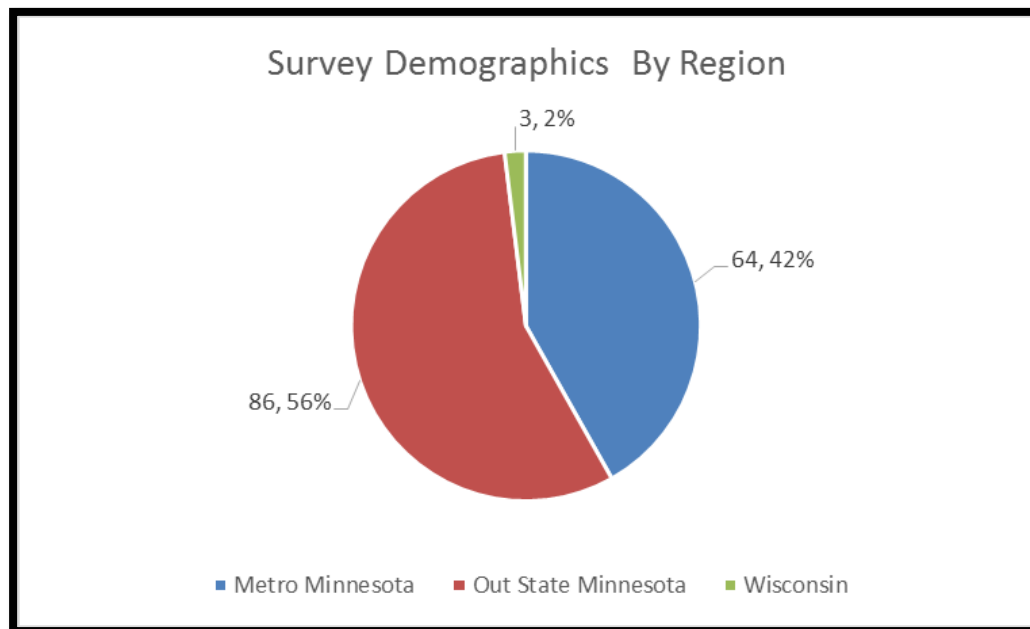




2017 Purchase Survey Feedback

Overview Statistics

- 150 Survey Participants-131 Identified their geographic location
- 81% Classified as Food Shelves; 19% Meal Service
- 50% Distribute less than 10,000 lbs. of Food Monthly



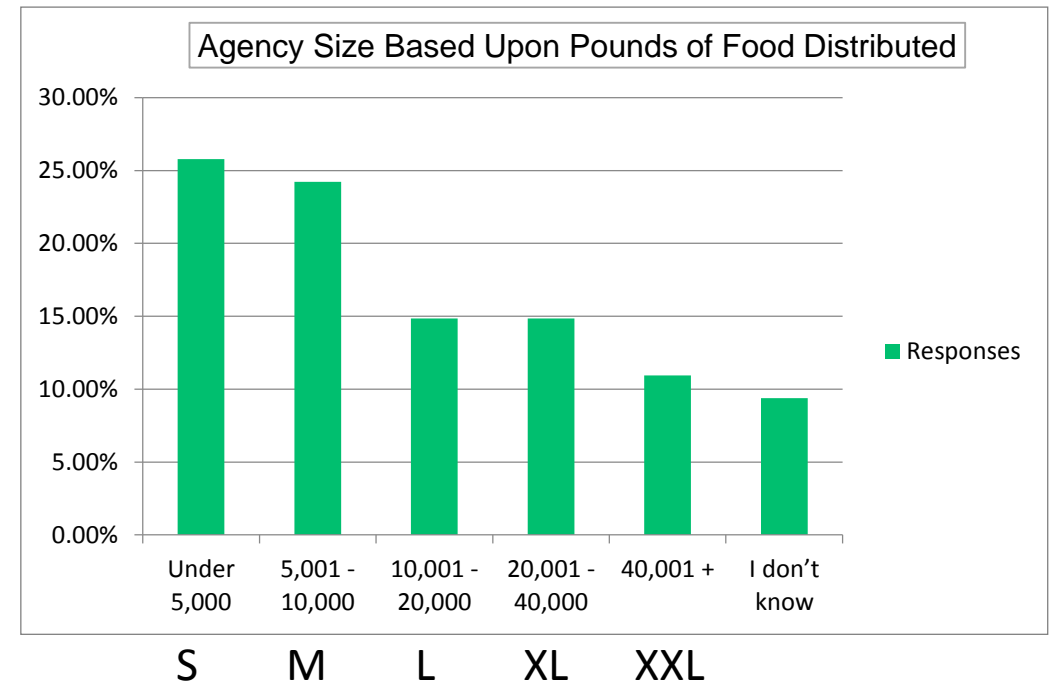


2017 PUR Survey-Questions 1-8

Data presented on slides 8-15 provides:

- Overall Purchase Preferences for all respondents
- Preferences by Geography (7-County Metro and Greater MN)
- Preferences by Meal Program and Food Shelf
- Other specific sub-category data provided

*Significant differences at the category level when comparing program sizes were not found.





2017 PUR Survey-Questions 1-8

- Top 5 Suggestions per Category

Q1 Entrees *Boxed/Canned Dinners, Canned Soups, Canned Soup Bases, Dried Grains, Canned Meats*

Q2 Staple Ingredients *Cereal, Baking Items, Condiments, Spices, Dried Beans, Dried Grains*

Q3 Vegetables *Canned Veggie Variety, Canned Beans, Canned Sauce*

Q4 Fruit and Juice *Canned Fruit Variety, Fruit Juice Variety, Dried Fruit*

Q5 Frozen Foods *Frozen Meat Variety, Frozen Veggies Variety, Frozen Fruit, Frozen Entrees*

Q6 Refrigerated Foods *Real Cheese, Butter, Eggs, Milk, Yogurt*

Q7 Personal Care *Toothpaste, Toothbrushes, Deodorant, Hair Care, Body Wash, Feminine Hygiene and Diapers (Adult and baby)*

Q8 Household Items *Laundry Care, Cleaning Products, Toilet Paper, Dish Soap and HH Paper Products*





2017 PUR Survey-Questions 1-8

The next eight slides provide additional detail about suggestions in these categories.

Q1 Entrees

Q2 Staple Ingredients

Q3 Vegetables

Q4 Fruit and Juice

Q5 Frozen Foods

Q6 Refrigerated Foods

Q7 Personal Care

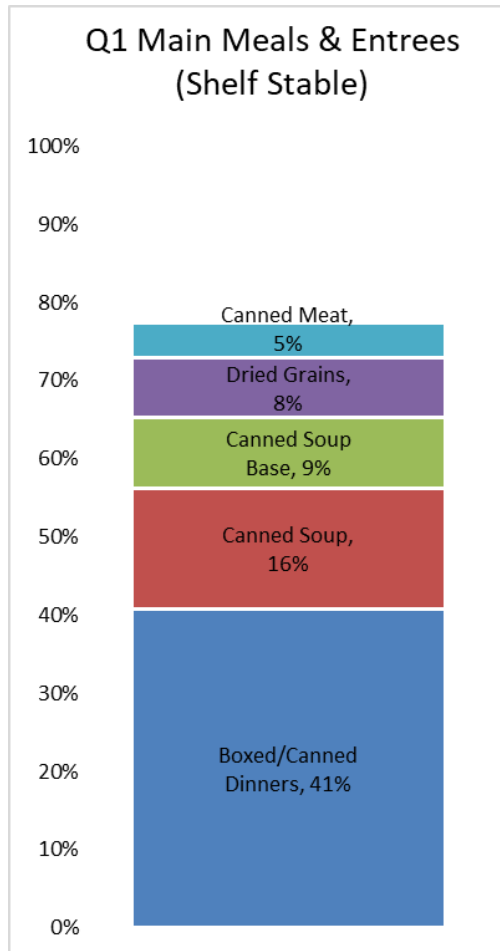
Q8 Household Items



Q1: Main Meals and Entrees (Shelf Stable) Examples: skillet dinners, canned stews, pasta dishes, pasta/noodles, soups. Think about the items you purchase in this category. What else would you like to have available as a PUR item?

Answered: 113

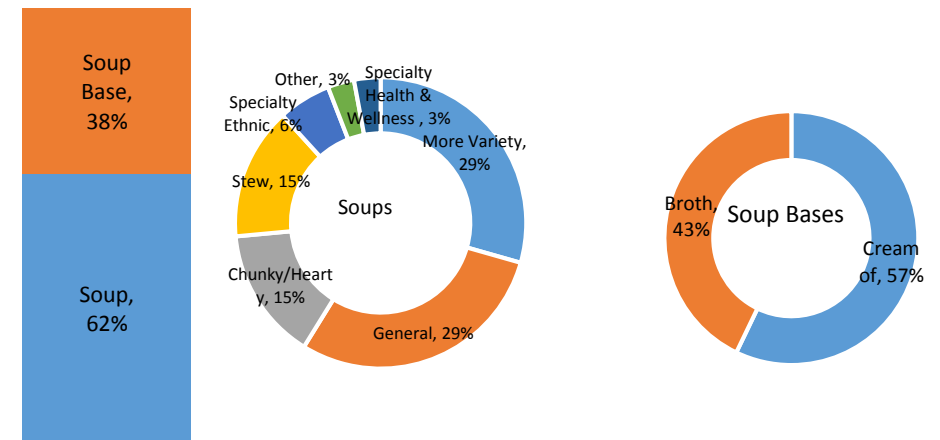
Skipped: 37



	Total Responders % of Total	Total Responders Ctgry Rank	Geo 1		Meal Program	
			Metro MN	Greater MN	Food Shelf/Food Distribution	Meal Services
Boxed/Canned Dinners	41%	1	44%	41%	46%	24%
Canned Soup	16%	2	16%	13%	14%	18%
Canned Soup Base	9%	3	8%	10%	9%	6%
Dried Grains	8%	4	9%	8%	8%	9%
Canned Meat	5%	5	3%	4%	4%	0%

Box/Can Dinners SubCategory	% of Dinners
Helpers/Skillets	22%
Dinners – Health & Wellness	20%
Sides, Pasta/Rice	19%
Dinners – Ethnic	9%
Various Sizes (Large/Small)	9%

Canned Soup vs Soup Base

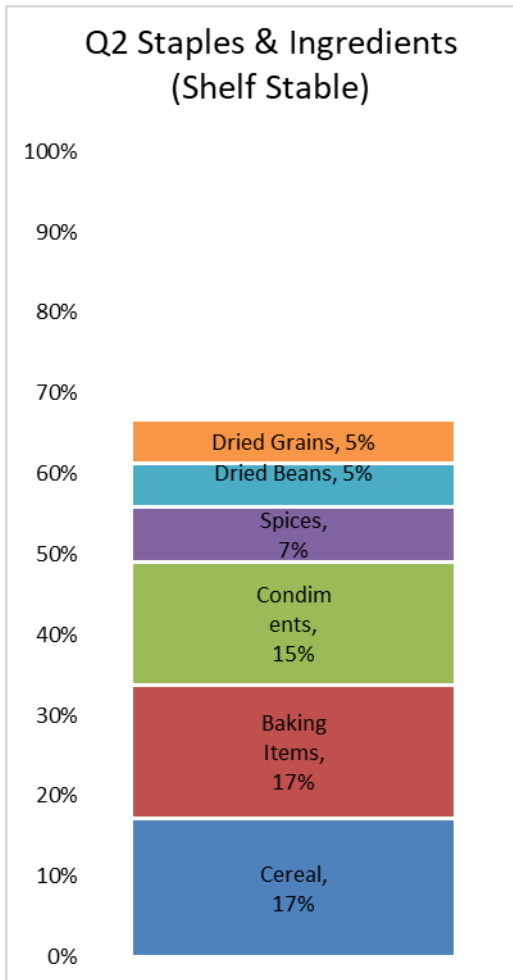


Source: Second Harvest Purchased Product Offerings Survey 2017. Note: No significant differences in category choices based on volume of food distributed (S,M, L,XL, XXL)

Q2. Staples and Ingredients (Shelf Stable): cereal, rice, beans, flour, potato mixes, sugar, vegetable oil, peanut butter, jelly, shelf stable milk, etc. **Think about the items you purchase in this category. What else would you like to have available as a PUR item?**

Answered: 111

Skipped: 39

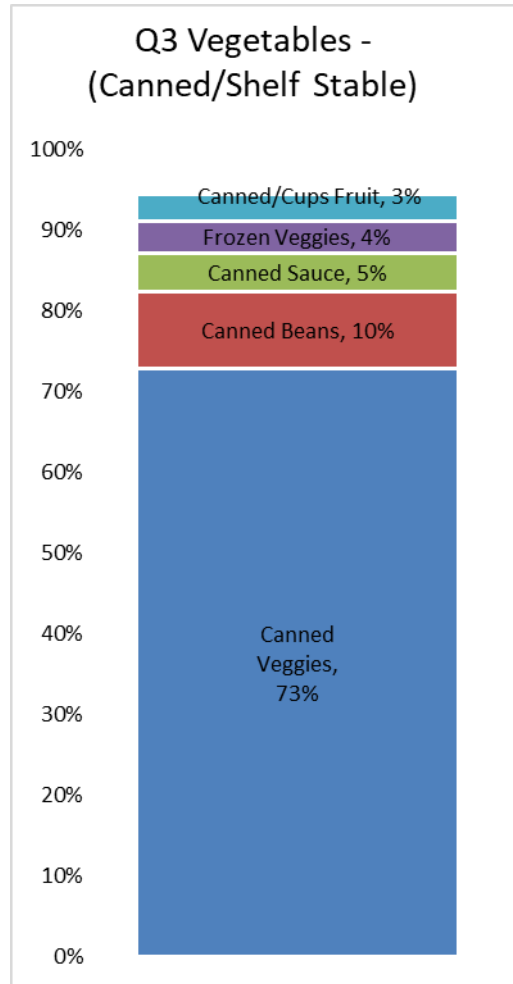


	Total Responders % of Total	Total Responders Ctg Rank	Geo 1		Meal Program	
			Metro MN	Greater MN	Food Shelf/Food Distribution	Meal Services
Cereal	17%	1	21%	15%	16%	31%
Baking Items	17%	2	18%	14%	18%	6%
Condiments	15%	3	6%	28%	17%	14%
Spices	7%	4	8%	6%	9%	0%
Dried Beans	5%	5	3%	6%	6%	0%
Dried Grains	5%	5	6%	4%	2%	14%

Q3. Vegetables - (Canned/Shelf Stable) Think about the items you purchase in this category. What else would you like to have available as a PUR item?

Answered: 94

Skipped: 56



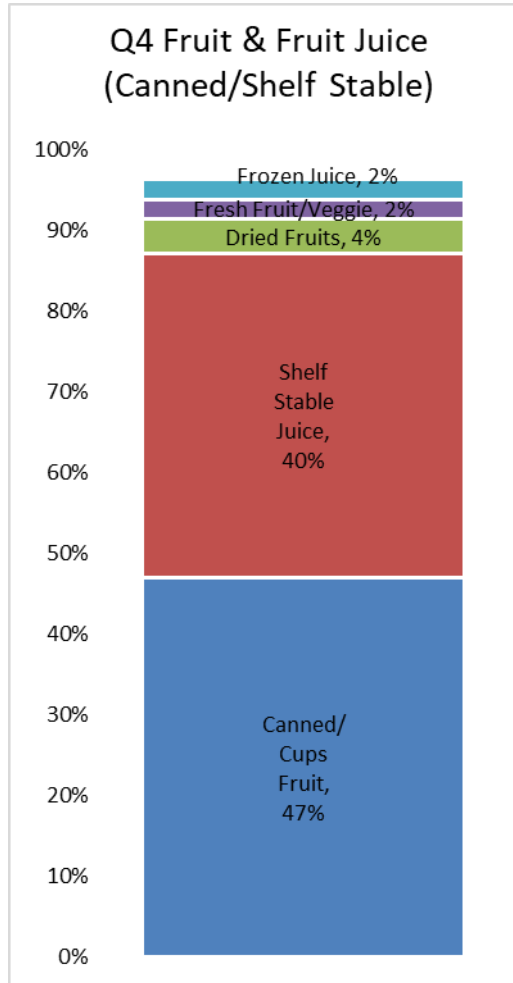
	Total Responders % of Total	Total Responders Ctgy Rank	Geo 1		Meal Program	
			Metro MN	Greater MN	Food Shelf/Food Distribution	Meal Services
Canned Veggies	73%	1	73%	73%	72%	81%
Canned Beans	10%	2	5%	10%	7%	10%
Canned Sauce	5%	3	5%	6%	7%	0%
Frozen Veggies	4%	4	7%	2%	4%	5%
Canned/Cups Fruit	3%	5	2%	4%	3%	0%

Canned Veggies-SubCategory	% of Can Veggies
Corn	15%
Mixed Veggies	9%
Various Sizes (Large/Small)	8%
Potatoes	8%
Green Beans	7%

Q4. Fruit & Fruit Juice - (Canned/Shelf Stable) Think about the items you purchase in this category. What else would you like to have available as a PUR item?

Answered: 109

Skipped: 41



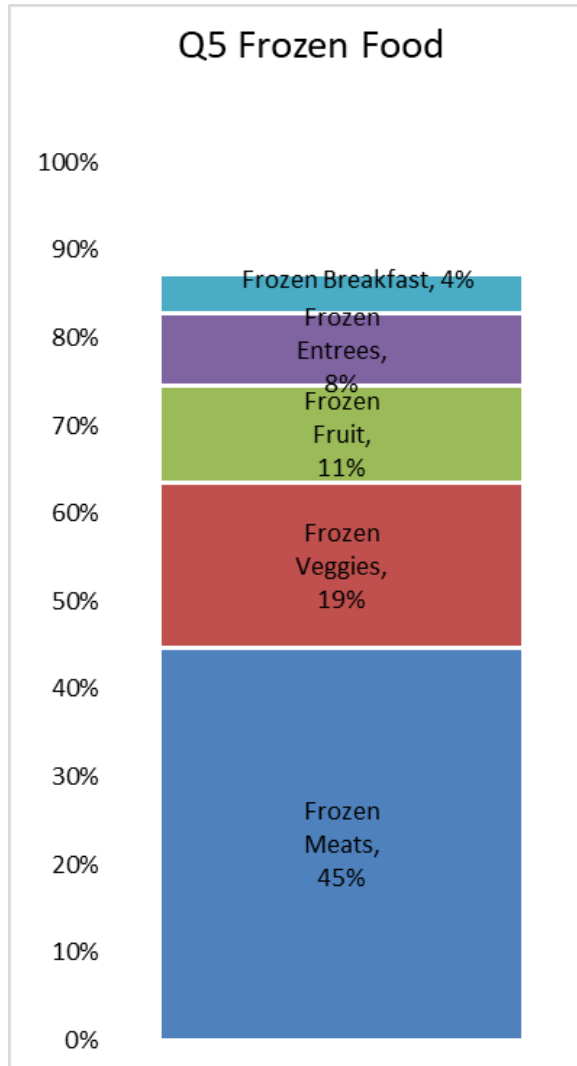
	Total Responders % of Total	Total Responders Ctgry Rank	Geo 1		Meal Program	
			Metro MN	Greater MN	Food Shelf/Food Distribution	Meal Services
Canned/Cups Fruit	47%	1	36%	56%	42%	59%
Shelf Stable Juice	40%	2	48%	33%	43%	30%
Dried Fruits	4%	3	6%	3%	6%	0%
Fresh Fruit/Veggie	2%	4	3%	3%	3%	4%
Frozen Juice	2%	5	1%	3%	3%	4%

Canned/Cup Fruit - SubCategories	% of Can Fruit
Fruit Cocktail	31%
Pineapple	27%
Peaches	11%
General Fruit Request	6%
Pears	5%

Q5. Frozen Food- Think about the items you purchase in this category. What else would you like to have available as a PUR item?

Answered: 105

Skipped: 45



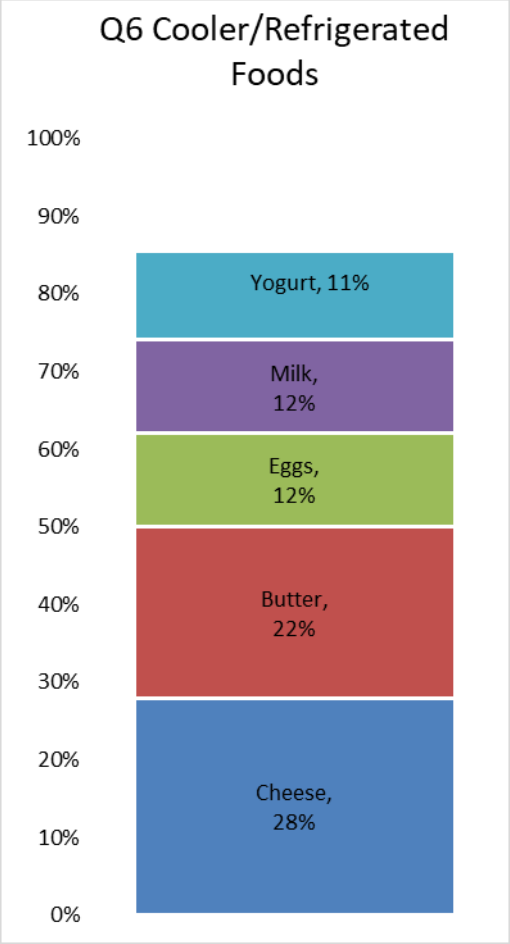
	Total Responders % of Total	Total Responders Ctg Rank	Geo 1		Meal Program	
			Metro MN	Greater MN	Food Shelf/Food Distribution	Meal Services
Frozen Meats	45%	1	44%	39%	45%	31%
Frozen Veggies	19%	2	23%	18%	16%	38%
Frozen Fruit	11%	3	14%	10%	14%	3%
Frozen Entrees	8%	4	1%	15%	9%	6%
Frozen Breakfast	4%	5	4%	4%	2%	9%

Frozen Meats-SubCategories	% of Fz Meats
Fz. Meats General	30%
Poultry	27%
Processed Meats	12%
Beef	10%
Fish	9%

Q6. Cooler/Refrigerated Foods - such as milk, eggs, imitation cheese, margarine, etc. Think about the items you purchase in this category. What else would you like to have available as a PUR item?

Answered: 102

Skipped: 48



	Total Responders % of Total	Total Responders Ctgry Rank	Geo 1		Meal Program	
			Metro MN	Greater MN	Food Shelf/Food Distribution	Meal Services
Cheese	28%	1	22%	29%	27%	23%
Butter	22%	2	22%	21%	22%	23%
Eggs	12%	3	14%	12%	14%	10%
Milk	12%	3	16%	10%	9%	26%
Yogurt	11%	4	13%	9%	11%	10%

Source: Second Harvest Purchased Product Offerings Survey 2017. Note: No significant differences in category choices based on volume of food distributed (S,M, L,XL, XXL)

Q7. Personal Care Items What personal care items would you MOST like to see on SHH's PUR inventory list?

Answered: 120

Skipped: 30

Category	Priority		
	1	2	3
Oral Hygiene	26%	21%	9%
Deoderant/Antiperspirant	17%	10%	19%
Hair Care	14%	21%	15%
Body Care	13%	24%	18%
Absorbent Hygiene Products	12%	12%	21%
Toilet Paper	11%	1%	3%
Baby	5%	6%	7%
Facial Tissue	2%	1%	7%
Personal Care	1%	0%	1%
Over the Counter Medicine	0%	1%	0%
Household Paper Products	0%	1%	0%
General	0%	1%	0%

SHH Note: We know that many agencies choose offer these important and necessary items to clients. We also know that they are not available on our inventory list very often. Unfortunately, that is likely going to continue for the near future due to limited space in the warehouse and a choice to prioritize food. (New building 2020!)

However, bar soap and shampoo have been rotated into inventory when available at reasonable cost. We will also leverage opportunity buys for toothpaste and deodorant.

Q8. What Household Items would you MOST like to see on SHH's PUR inventory list? Please list them in order of importance with 1 being most desired.

Answered: 103

Skipped: 47

Category	Priority		
	1	2	3
Laundry	30%	13%	5%
Cleaning Products	30%	28%	29%
Toilet Paper	13%	3%	8%
Dish Soap	9%	20%	13%
Household Paper Products	8%	10%	13%
Facial Tissue	3%	2%	5%
Food Storage	3%	12%	16%
Body Care	1%	7%	5%
Baby	1%	2%	0%
General	1%	0%	0%
Baking Items	1%	0%	0%
Absorbent Hygiene Products	0%	0%	3%
Refridge - Baked Goods	0%	2%	0%
Over the Counter Medicine	0%	0%	3%
Pet Products	0%	2%	0%

SHH Note: We know that many agencies choose offer these important and necessary items to clients. We also know that, with the exception of laundry soap, toilet paper and dish soap, these items are not available on our inventory list very often. Unfortunately, that is likely going to continue for the near future due to limited space in the warehouse and a choice to prioritize food. (New building 2020!)

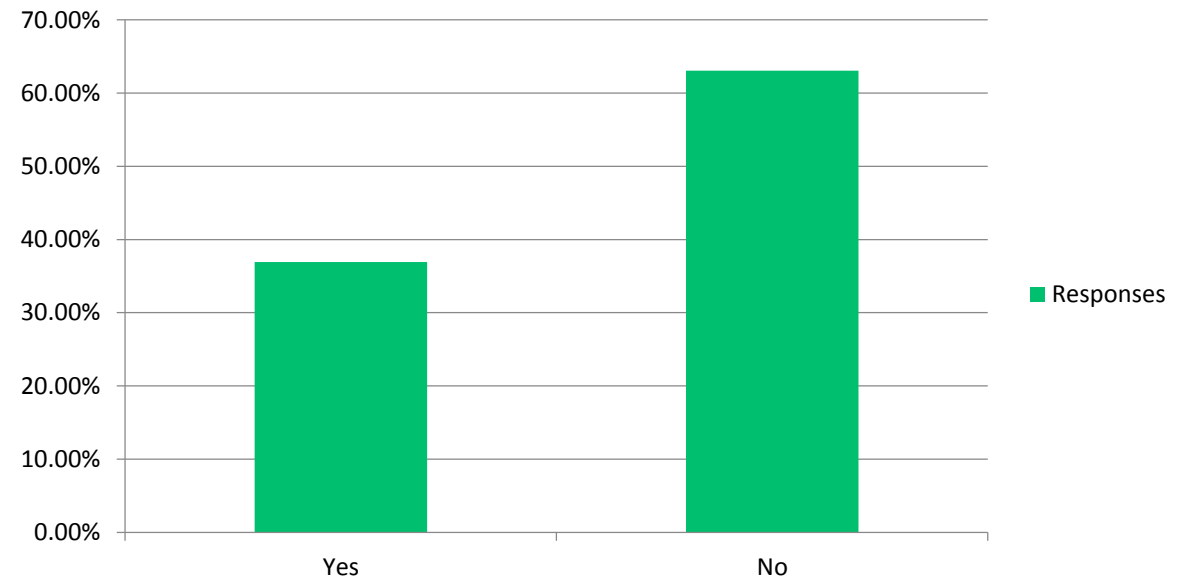


2017 Purchase Survey Feedback

Q9. What, if any, culturally specific food items would you like to purchase through Second Harvest Heartland for your clients? (All with 3 or more listed below)

Suggestions	Count
Refried beans	9
tortillas	8
Hispanic items	6
rice/beans	4
Asian	3
Bamboo shoots	3
Seasonings	3
taco seasoning	3
taco shells	3

Q10. Are you currently providing culturally specific foods to clients?



2017 Purchase Survey Feedback

Top 5 Requests Cultural Foods within Categories

Top 5 Culturally Specific Sub-Category Requests		
1	Boxed/Canned Dinners	Indian, Mexican, Taco/Tortillas, Jambalaya
2	Canned Veggies	Chiles, Sauerkraut, Jalapenos, Water Chestnuts, Bamboo,
3	Canned Beans	Refried Beans
4	Condiments	Asian Sauces, Fish Sauce, Chow Mein
5	Dried Grains	Basmati Rice, Jasmine Rice, Couscous

29
Individual
Cultural
Requests



2017 Purchase Survey Feedback

Q15. Think back to your online shopping experiences the past 6 months. How many times were purchase (PUR) items NOT AVAILABLE to order?

Answered 124

Skipped 26

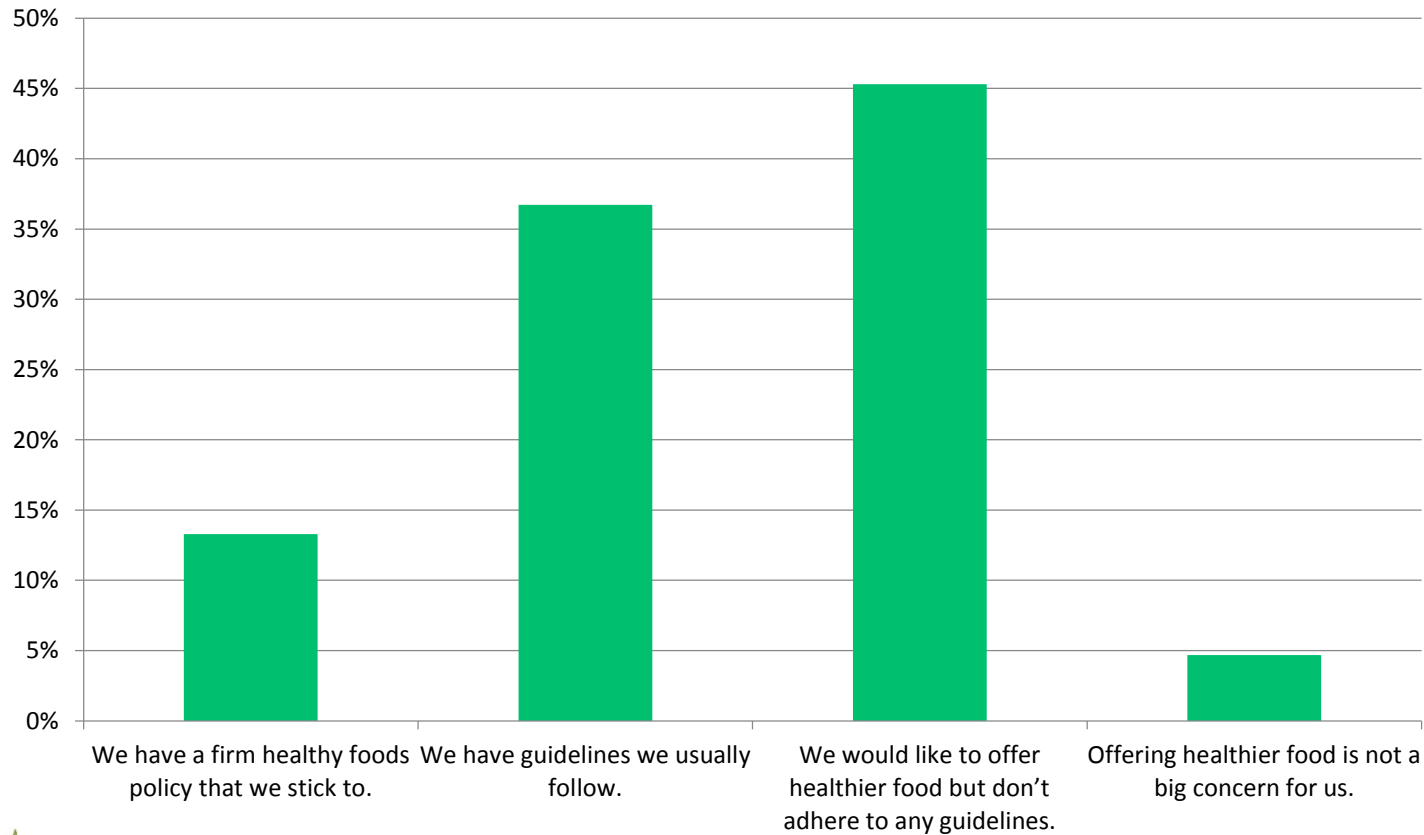
Times out of Stock	0	1-5	6-10	11-15	16+
# of Respondents	18	84	19	0	3





2017 Purchase Survey Feedback

Q28. Which item below best describes how the nutritional value of products guides your organization's food choices?



We have a firm healthy foods policy that we stick to.	13%
We have guidelines we usually follow.	37%
We would like to offer healthier food but don't adhere to any guidelines.	45%
Offering healthier food is not a big concern for us.	5%



2017 Purchase Survey Feedback

Top 5 Requests Health & Wellness by Categories

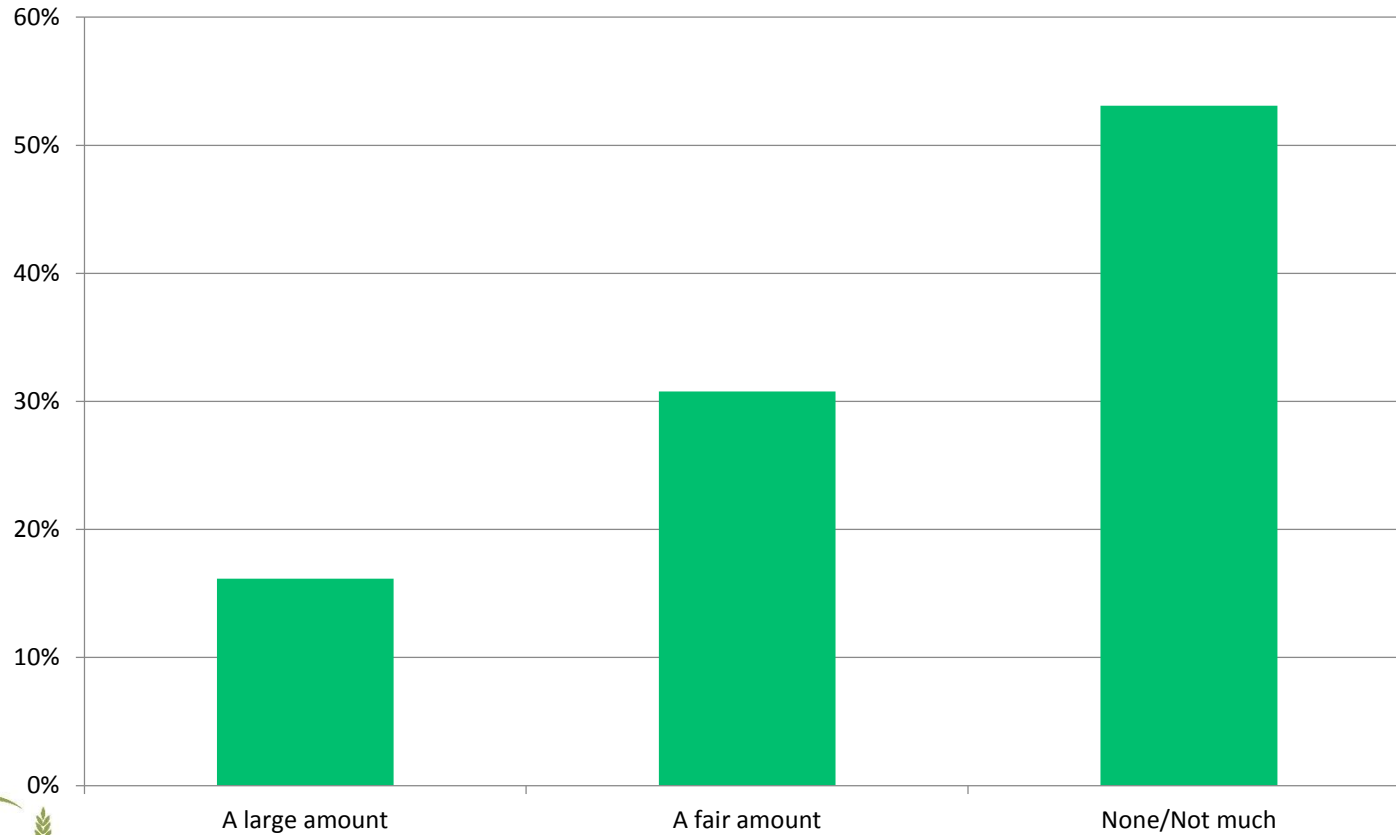
Top 5 Health & Wellness Sub -Category Requests		
1	Boxed/Canned Dinners	Low Sodium & Gluten Free
2	Baking Items	Gluten Free & Whole Wheat Flour
3	Shelf Stable Juice	100%, Natural Juice
4	Dried Grains	Quinoa, Brown Rice, Whole Grain, Wild Rice
5	Cereal	Whole Grain, Gluten Free

67
Individual
Health &
Wellness
Requests



2017 Purchase Survey Feedback

Q19. What portion of your client base is homeless and/or in unstable/inconsistent housing? This would include clients that are doubled-up and/or couch-hopping.



Answer Choices	Responses
A large amount	16%
A fair amount	31%
None/Not much	53%





2017 Purchase Survey Feedback

Q13. We asked respondents to list the Purchase product that they were least and most satisfied with....

Least Satisfied – Common Responses

- Imitation Cheese
- Toilet paper
- Dairy – too close to end date
- Jelly

Most Satisfied – Common Responses

- Milk
- Ground beef
- Rice
- Cereal





2017 Purchase Survey Feedback

SHH Action Items

Real Cheese Please!

We heard from many the imitation cheese isn't one of our more popular items. If you haven't already noticed, we have been bringing in "real" American cheese on a semi-regular basis as a "Limited Time Only" item. When real cheese is available at a low price we will bring it in.

Better Soup

There were also a lot of requests for ready to eat or more heartier soups. We'll be experimenting with a new supplier to bring in a limited selection of 14 oz ready to eat soups. As always, we try to be cost conscious and the heartier soups do have a higher price point.

Spices

Requests for spices have increased and we've responded by bringing in salt and pepper shakers. Italian seasoning is next on the list. Depending on sales of these items, we will look at rotating in other types of spices in the future. Continue to provide feedback on the types of spices you want in your program.





2017 Purchase Survey Feedback

SHH Action Items

More Variety

Many respondents expressed desire for more variety across nearly all categories. Based on some of the suggestions these are some of the actions being taken:

- Canned Fruit- We currently stock canned peaches and pears and we bring in mandarin oranges, pineapple and/or mixed fruit as "Limited Time Only" items on a rotational basis, depending on price and availability from our suppliers.
- Canned Vegetables- We currently stock canned corn, green beans, carrots, peas and mixed vegetables. In addition, we bring in cream corn and French style green beans as "Limited Time Only" items on a rotational basis and when special pricing is available.
- Frozen Fish- we'll bring in frozen fish, such as Pollack, several times a year, when it is available at a low price point.
- Frozen Ground Turkey: we'll bring in frozen ground turkey on a "Limited Time Only" basis when it is available at a low price point.





2017 Purchase Survey Feedback

SHH Action Items

Culturally Specific Foods

Most of the respondents requesting culturally specific foods in this survey leaned toward Hispanic foods. We still work to find the right balance between demand and cost as with all other items. We'll be bringing in refried beans soon. Again, ongoing feedback from your program on the types of foods your clients want, is helpful. (Slides 16-17)

Brown Rice

We recently switched to a new supplier that provides a lower price point on this healthier grain.

Staple Subscription

You may remember we asked this question: *“Partners in the SHH network have expressed interest in committing to a staple subscription (i.e. standing order) option, where for a pre-set dollar amount SHH would deliver a pre-determined quantity and variety of staples. Would you be willing to commit to a subscription fee model in the future?”* We did have about 23 agencies positively respond; mostly large and medium sized programs. Many were confused or wanted more information. (And rightly so, this is a new concept!) So more to come on this and if you're really interested in more info, be sure to let your Account Specialist know!





2017 Purchase Survey Feedback

SHH Action Items

Other Action Items

- Because of limited warehouse space, SHH will use stock rotation, opportunity buys and Limited Time Only offerings to increase variety within categories.
- SHH will continue to improve and expand communication about products in inventory and shopping.
- Questions we asked about item availability (slide 18) provided interesting feedback and inspired further data collection and investigation at SHH. In the future, we hope to make product availability part of our [Quality of Service](#) metrics.

By no means is this the complete list of the response to the feedback we've received. We will continue to test new Limited Time Only options and seek input from partners in other ways such as polling on the [Facebook group](#). This feedback also helps us improve our communications and support around products, shopping, delivery, quality assurance and more!





2017 Purchase Survey Feedback

Agency Action Items

Ongoing Feedback & Product Information

The survey is not your only opportunity to provide feedback on products. You can share feedback anytime with your Account Specialist or [Agency Services](#), via [Contact Us](#) or on our [Facebook group](#). You can also find product information on our Facebook group and in the Product Bulletin which is emailed weekly.

Shopping/Inventory Tips

- Shop as often as you can (some agencies shop hourly!)
- Watch for Limited Time Only products
- Watch your email for Product Bulletin (usually sent Tuesdays)
- Join the SHH Partners [Facebook group](#).
- Be creative – the more flexible you are, the more great stuff you'll find in inventory
- Unsure? Have an issue? Got a question? Contact Agency Services 651-209-7990 or orders@2harvest.org

Please don't hesitate to contact us if you have any questions or additional feedback. Thanks for all you do to end hunger in your community.

