



Simply Produce

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Buy **15** Pounds of Produce
for only **Dollars!**
(That's about half the retail price!)

2 Pick up your basket at the designated location.



1 Order a 15 pound basket of fresh, seasonal produce for only 15 dollars (plus tax) at a participating store.



3 Each basket will include recipes featuring basket items and other sale items in store!

Simply Produce Poll Page

Simply Produce

Originated in
Wichita
County, 2016

Replicated in
Rawlins
County, 2019

Regional pilot
launch, 2020
*Delayed due to
COVID

Statewide
Launch, 2021

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SIMPLY PRODUCE

Focus Area & Pathway:



Activity Summary: The Simply Produce program originated in Leoti, Kansas with a partnership between Leoti Foods and the A.I.M. Coalition. The program provides fruit and vegetable baskets to local customers through partnerships with community food retailers. Customers sign up and produce is delivered to an identified distribution point at a specific date and time during which customers pick up their basket. Costs for the fruits and vegetables are significantly less than if purchased separately and help customers save time.

Activities could include exploring the feasibility of a new Simply Produce initiative, creating a new initiative, enhancing or expanding an existing initiative, evaluating an existing initiative, or exploring the sustainability of an existing initiative through finding additional funding and/or community partners/retail outlets.

Grant Range: \$5,000 - \$20,000

Estimated Timeline: 6 - 24 months

Match Expected: No

Required Partners: Local grocery store, K-State Research and Extension (if applicable)

Resources:

blogs.k-state.edu/kansasprofile/2019/08/07/kansas-profile-now-thats-rural-jerad-gooch-leoti-foods/#more-923

Linkages:



Simply Produce

Simply
Produce
Toolkit
*TEAMS

Regional
Advisory
Teams

Statewide
Action Plan
*PEARS –
Pilot

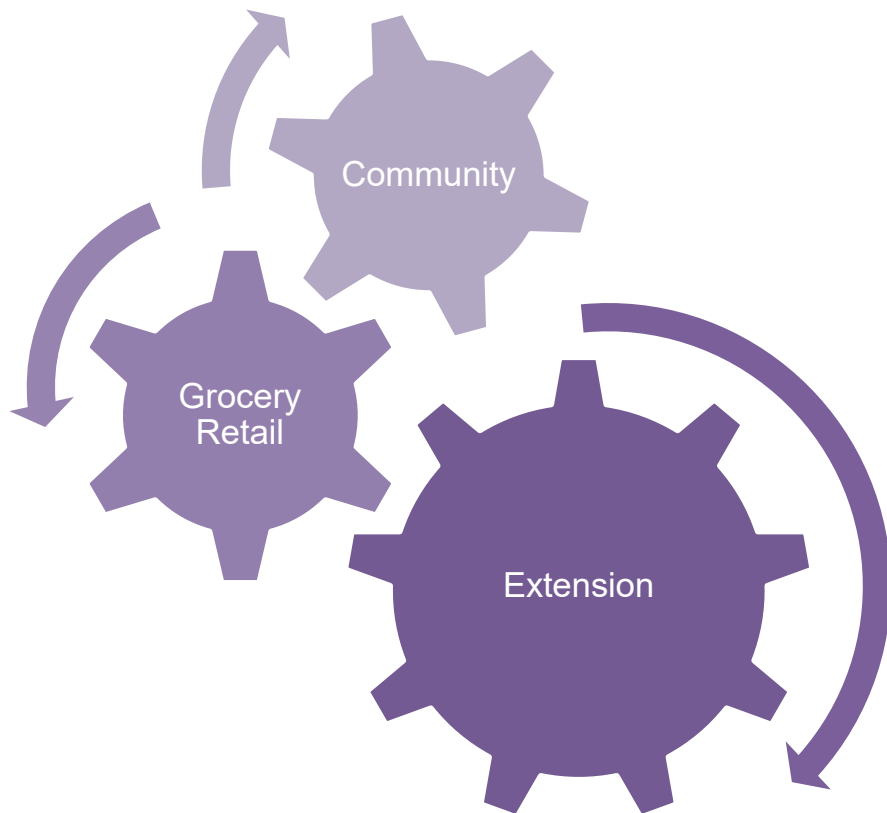
Funding -
Stakeholders



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Technical Assistance

Evaluation Reporting

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Simply Produce Policy, Systems, and Environmental Strategies Logic Model

Input	Outputs		*Process Evaluation	Outcomes			Impact
	Activities	Participation		Short-term	Medium-term	Long-term	
Northwest Kansans /Customers	*SNAP-Ed educators can co-facilitate the following activities with local FCS agents.	Northwest Kansans/customers	*Simply Produce Toolkit to implement project in up to 45 independently-owned grocery stores across 16 NWKS counties. *\$20,000 seed money for supplies, training, marketing and educational materials.	NW Kansans and institutional buyers will:	NW Kansans and institutional buyers will:	NW Kansans and institutional buyers will continue to:	NW Kansans:
Community Needs assessment	*FCS agents invite locally-owned grocery store owners/managers, institutional buyers, local specialty crop growers into community conversations and coalitions.	FCS agents		Increased awareness of program, locations and greater understanding of its value	Purchase Simply Produce Baskets	Purchase Simply Produce Baskets	improve overall dietary quality through increased consumptions of fruits and vegetables
FCS Extension staff time	FCS agents participate in community conversations, and identify that Simply Produce Program will be helpful.	Extension Agents and staff include SNAP-Ed		*NW FCS agents and SNAP-Ed educators:	NW Kansans will:	NW Kansans will:	improve food security status through using food resource management skills
Extension offices	The community and FCS agents identify and engage locally owned-grocery store owners, managers and produce department staff about the community needs.	Community Volunteers: PDC, Local Board, institutional buyers		Gain knowledge and readiness to assess needs and implement PSE in the communities	Consume the produce from the Baskets	Consume the produce from the Baskets and meet the American Dietary Guidelines of fruit and vegetable consumptions	Reduce food waste
Volunteers	FCS agents provide education to the owners, managers, and produce department staff on program implementation.	Locally-owned grocery store: owners, managers, and produce department staff		Increase number of active partnerships with relevant service providers and organizational leaders in settings where people eat, learn, live, play, shop, and work	Participating stores will:	Participating stores will continue to:	Boost Northwest economy
Community Members buy-in	FCS agents provide technical assistance to the grocery owners, managers and produce department staff to implement the program.	Local specialty crop growers		Increase number of active coalitions composed of diverse sector representatives	Increase capacity in stocking fresh produce	Participating stores will continue to:	
Locally owned-grocery stores owners	FCS agents provide technical assistance to the grocery owners, managers and produce department staff to implement the program.	*Potential Funders		Increase the frequency to meet the minimum purchasing requirements	Increase revenues to stay open	Maintain capacity in stocking fresh produce	
Distribution Facilities	FCS agents collect and compile pre-order from customers. Customers pre-order from the grocery stores.			Decrease the frequency of freight charges	Maintain capacity in stocking fresh produce	Meet minimum purchasing requirements and decrease freight charges	
Institutional Buyers (such as schools, hospitals, and senior centers)	FCS agents coordinate volunteers to run distribution sites.			Due to the strong partnerships: NW FCS agents, SNAP-Ed educators and communities will:	*Increase collaboration with local specialty crop growers		
Funding (vary amounts)	FCS agents will find out what produce in the baskets and will create recipe cards to put in the basket prior to distribution time to encourage usage of produce and store sales.						
Materials: Start-up packages/ laundry baskets							
*Tablets/Check in Devices?							
Recipe cards (indirect education)							
Marketing							

7.29.2019



Simply Produce



Simply Produce – What’s in a bundle?

<u>Item</u>	<u>#/bundle</u>
Cucumber	2
Sweet Potato	3
Radish	1
Red Pepper	1
Green Onion	1
Orange Pepper	1
Kiwi	2
Blueberries	1
Mango	1
Pineapple	1
Blood Orange	2
Anjou Pear	2

<u>Item</u>	<u>#/bundle</u>
Acorn Squash	1
Avocado	1
Celery	1
Russett Potato	4
Carrots	1
Yellow Onion	1
Oranges	4
Gala Apples	4
Cranberries	1
Lemon	2
Pomegranate	1

<u>Item</u>	<u>#/bundle</u>
Mini Sweet Peppers	1
Cauliflower	1
Radish	1
Brussel Sprouts	1
Banana	6
Red Grapes	1
Blueberries	1
Honeydew	1

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https://kstate.qualtrics.com/jfe/form/SV_b3qrpd3HD24xGJf

- Follow Up Call with Regional Advisory Team** – Identify community stakeholders, discuss capacity of local grocery store, confirm distribution site location possibilities, outline customized local program rollout plan.

- Schedule/Attend Community Meeting & Grocer Visit**–Items to include in the community meeting and grocer visit include the program framework, basic talking points, benefits to all involved, basic outline of responsibilities and the support that comes along with the program. Most importantly – the charge or call for community support! This program relies on volunteers and local consumers, it isn't going to work without local buy in!

- Request marketing materials and start up equipment.**
 - Marketing material templates should be requested from your Regional Advisory Team.

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