

## **Progress on Key Initiatives December 2012**

### ***SNAP Campaign Success – at 89% of 3 Year Goal in Just 4 months***

The Supplemental Nutrition Assistance Program (SNAP) provides temporary food assistance families who meet verified income levels so they can purchase more food. Formerly named food stamps, this federally funded program is underused in Minnesota by many who are in poverty and at risk for missing meals. Research for Hunger-Free Minnesota by General Mills' Good Works shows that many seniors and newly unemployed are often unaware they qualify for SNAP. The goal was to design a campaign to increase awareness and also to fight the stigma sometimes associated with getting assistance. Ultra Creative, Compass Media and Campbell Mithun contributed creative production and media services to the campaign.

In February 2012, radio, bus and job-search website advertising began throughout the state. Materials at senior centers, job placement agencies and on grocery store receipts extended the reach. The media campaign maximized a limited media budget to reach seniors and unemployed where they live. More than 2,000 community partners participated in the outreach program enhanced by a reimbursement grant award from the United States Department of Agriculture. Calls about SNAP from low-income seniors rose 200% in response to marketing targeted to their issues. More than 59,000 eligible Minnesotans were enrolled during a 4-month period, hitting 83% of the campaign's 3-year enrollment goal.

### ***Active Ongoing Partnerships Lead to 600,000-pound Sweet Corn Rescue***

In early September 2012, Hunger-Free Minnesota executed an agricultural surplus initiative pilot program, which resulted in the harvest and delivery of 600,000 pounds of surplus sweet corn to emergency hunger-relief organizations in ten states. The pilot project included multiple partners active in supply chain efforts to launch the first-of-its-kind, commercial-scale agricultural surplus initiative in Minnesota. Partners include Cargill, General Mills, Seneca Foods Corporation, SUPERVALU Inc., Colle & McVoy, Dorsey & Whitney, Emergency Foodshelf Network, Great Plains Food Bank, Channel One Regional Food Bank, Second Harvest Heartland, Minnesota Agri-Growth Council and the Minnesota Department of Agriculture.

### ***New for 2013***

In addition to continuing the programs named above, the Hunger-Free Minnesota Campaign is launching a new program early in 2013 to support communities in their fight against hunger at a grass-roots level.

### ***Identifying Meal and Service Gaps at the Neighborhood Level***

Hunger-Free Minnesota partnered with the Boston Consulting Group to identify missing meal and service gaps at the neighborhood level for every community in Minnesota. This data will enable hunger relief organizations and the communities they serve to make informed decisions about capacity and the best resources available to fill the meal gap in their neighborhoods. Hunger-Free Minnesota will be providing grants to enable communities and hunger-relief organizations to implement data-driven strategies.

More information at [www.hungerfreeminnesota.org](http://www.hungerfreeminnesota.org)