Then the Food Banker Walks Into the Bar...

James Floros
Jacobs & Cushman San Diego Food Bank
About the Food Bank

• Established 1977 - 38 years

• Serves 370k people per month

• Distributes more than 22 million lbs. of food each year – 8 million is produce.

• Partners with more than 330 nonprofit agencies
Food Bank vs. Nutrition Bank
Nutrition’s Value

• Moving from just a Food Bank to a Nutrition Bank.

• Nutrition-related disease & its effect on development is linked to poverty.
  - Physical & mental development
Childhood Nutrition

“If you don’t eat, you can’t learn, and if you don’t learn, you can’t earn.”
Nutrition Policy

We are committed to the purchase and distribution of nutrient-rich foods, and will no longer distribute soda, energy drinks or candy.
Nutrition Policy Guidelines
# CHOP System

Choosing Healthy Options Program (CHOP™) is a comprehensive program to promote the acquisition, distribution and consumption of healthy food through food banks.

<table>
<thead>
<tr>
<th>Ranking Code</th>
<th>Meaning</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>NF</td>
<td>Non Food Items</td>
<td>Toiletry items, paper towels, feminine products etc.</td>
</tr>
<tr>
<td>1</td>
<td>Choose Frequently – Highest nutritional value</td>
<td>Fresh fruits and vegetables, meats etc.</td>
</tr>
<tr>
<td>2</td>
<td>Choose Moderately – Average nutritional value</td>
<td>Juices, granola bar, beef stew, cereal</td>
</tr>
<tr>
<td>3</td>
<td>Choose Sparingly – Lowest nutritional value</td>
<td>Snack food, cookies, candy etc.</td>
</tr>
<tr>
<td>NR</td>
<td>Not Rated</td>
<td>Product is loose and unable to be tracked.</td>
</tr>
<tr>
<td>MC</td>
<td>Minimal Contribution – contribute minimally to overall nutrition.</td>
<td>Condiments</td>
</tr>
</tbody>
</table>
Commitment to Nutrient-Rich Food

Produce Pounds Received
2004-2014
Commitment to Nutrition Education

- Hired Registered Dietitian to educate clients
- Started SONDAS program for seniors
  - 6 week curriculum with fresh produce every other week
  - Classes held at senior centers, low-income senior apartments
  - Fast track classes in just 10 minutes
- Provide cooking demos & recipe cards
Extending Our Reach

Healthy food can be accessed through every one of our programs!

• Food 4 Kids
• Neighborhood Distribution
• Emergency Food Assistance Program
• Senior Food Program
• Good Start Women and Children
• Food to Nonprofits Program
Community Partnerships

- California Association of Food Banks
  - “Farm to Family” program

- Farm Fresh To You
  - 6,512 lbs. of fresh produce

Photo credit: California Association of Food Banks
Thank you!

Comments & Questions

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