

Western Wisconsin Food Pantry Survey Manager Survey Report

Report Date: July 2, 2024



Access the report using the QR code or at the link below:

stcroix.extension.wisc.edu/western-wisconsin-food-pantry-survey



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Acknowledgements

Pierce, Polk, and Saint Croix Counties in Wisconsin are in close proximity to the Twin Cities Metro area of Minnesota and food pantries in this area receive a large amount of their communication from Minnesota. The Minnesota Food Shelf Surveys, conducted every 2-3 years since 2017, provide a critical opportunity to gather feedback from individuals visiting food pantries and food pantry managers in Minnesota. These voices have the ability to inform food pantry services and hunger relief system priorities. This information, while valuable, may not be fully transferable to food pantry operation in Wisconsin.

The 2024 Western Wisconsin Food Pantry Survey was administered to food pantry participants via paper or electronically from October 2023 to January 2024 at 21 food pantry sites, with a total of 630 responses gathered in this three-county region. The companion Manager survey was administered electronically to food pantry managers in November and December 2023 and was completed by 23 food pantry managers. The Food Pantry Manager Survey Report is available as a regional report.

View the Minnesota Food Self Surveys at www.supershelfmn.org/minnesota-statewide-survey

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Full list of survey questions and results, including manager comments. Some percentages may not add up to 100% because of rounding. When questions allow for multiple responses, the counts for each question may be larger than the total survey response number.



Guide to Using the Manger Survey Report

This manager survey report is intended to help better understand the unique needs and experiences of food pantry managers. A framework to use when reviewing the data is:

CELEBRATE: What are we doing well? What are we proud of?

IMPROVE: Where can we do better?

COLLABORATE: What do we need to learn more about? Who should we connect with?

ADVOCATE: What do we need from each other and others to keep doing our best?



Need Support?

All Pierce, Polk, and St. Croix County food pantries have access to support from University of Wisconsin – Madison, Division of Extension to review results and discuss areas of strength and opportunities for improvement. For more information, support tools, and consultation, visit the [Safe and Healthy Food Pantries Project website](#) or contact katie.bartko@wisc.edu.



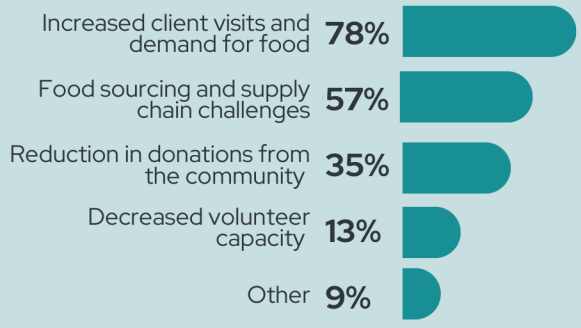
2024 WESTERN WISCONSIN Food Pantry Survey



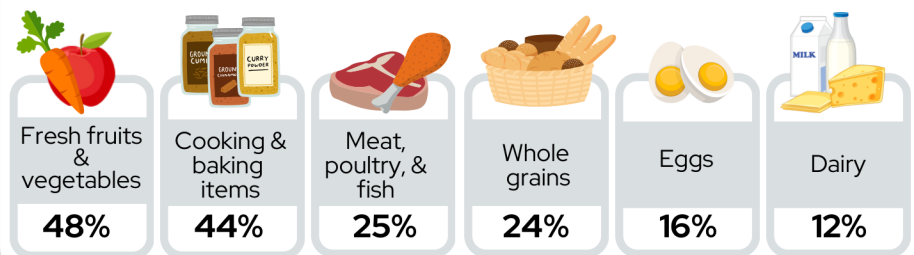
WE HEARD FROM **23** FOOD PANTRY MANAGERS

The 2024 Western Wisconsin Food Pantry Survey provides a critical opportunity to gather feedback from individuals visiting food pantries and food pantry managers in Pierce, Polk, and St. Croix Counties. These voices have the ability to inform food pantry services and hunger relief system priorities. Key insights point to the current strengths, challenges, and needs for further investment in this essential community asset. Manager surveys were conducted in November and December of 2023.

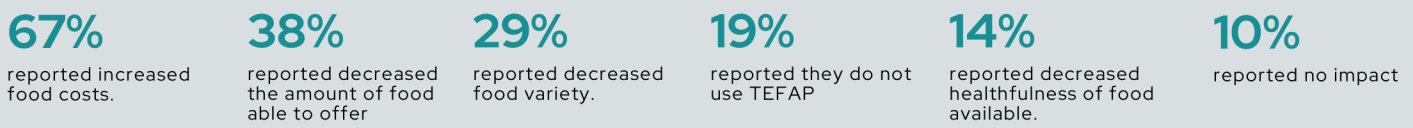
COMMON CHALLENGES REPORTED BY MANAGERS



HOW OFTEN THESE FOODS WERE OFTEN OR ALWAYS AVAILABLE FROM FOOD BANKS



IMPACT OF REDUCED USDA COMMODITY FOOD AMOUNTS (TEFAP)



CURRENT WAYS FOOD PANTRIES ARE OFFERING FOOD



CULTURALLY SPECIFIC FOODS AVAILABLE

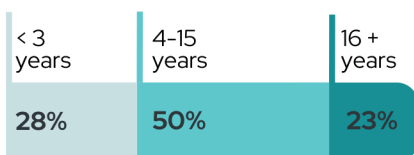
Dried beans, rice, flours, spices, produce, and other cooking items

VARIABILITY IN PROGRAM LONGEVITY, STAFFING, AND INFRASTRUCTURE CAN IMPACT CAPACITY

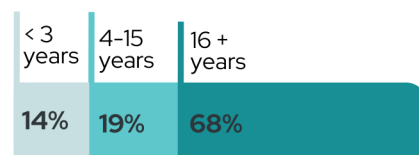
NUMBER OF PAID STAFF AT FOOD PROGRAM



YEARS MANAGER HAS BEEN AT FOOD PROGRAM



YEARS FOOD PROGRAM HAS BEEN OPERATING

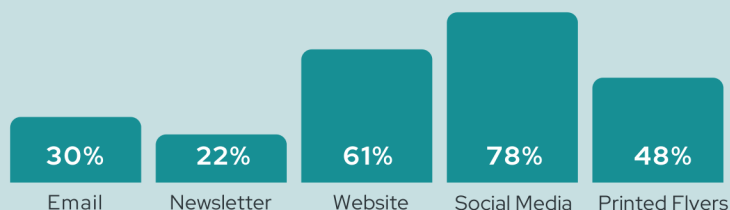


FOOD PANTRY INFRASTRUCTURE

 **61%**
have an annual budget to purchase food

 **100%**
have a stable location to provide food resources to the community

COMMUNICATION PLATFORMS



FOOD BANKS PLAY AN IMPORTANT ROLE IN FOOD SOURCING AND INFORMATION EXCHANGE.

PERCENTAGE OF MANAGERS THAT AGREE OR STRONGLY AGREE WITH THESE STATEMENTS



 **54%**

Use retail grocery stores if unable to source from the food bank.

 **13%**

Do not have the resources available to purchase items if unable to source from the food bank.

MORE IS NEEDED FOR FOOD PANTRIES TO SUSTAIN AND EXPAND FOOD ACCESS.

INFRASTRUCTURE NEEDS

1. More cooler capacity
2. More freezer capacity
3. Vehicles to move and distribute food
4. New location for this food program

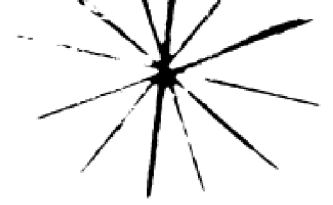
TIME AND FUNDING NEEDS

1. Increased donors and fundraising
2. More volunteers and volunteer roles
3. More board engagement
4. Increased community support and engagement

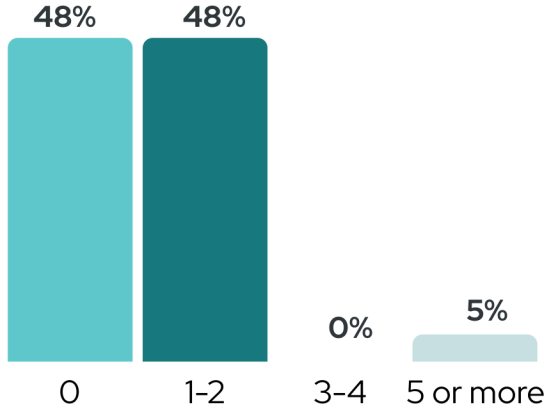
EXPERTISE NEEDS

1. Fundraising support and strategies
2. Inventory management
3. Volunteer management
4. Food sourcing strategies
5. Succession plan
6. Marketing and Strategic Planning

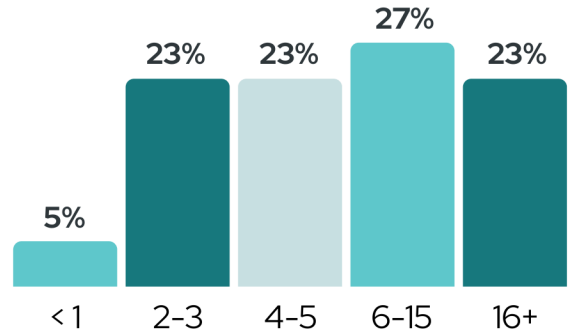
Key Program Characteristics



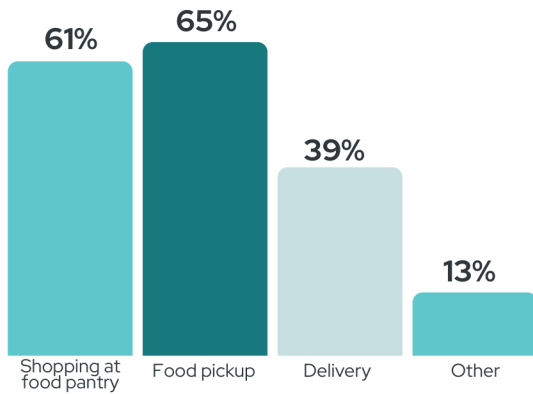
Number of paid staff at food program



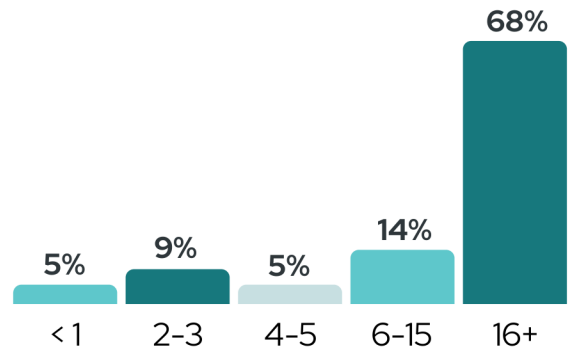
Years manager has been with food program



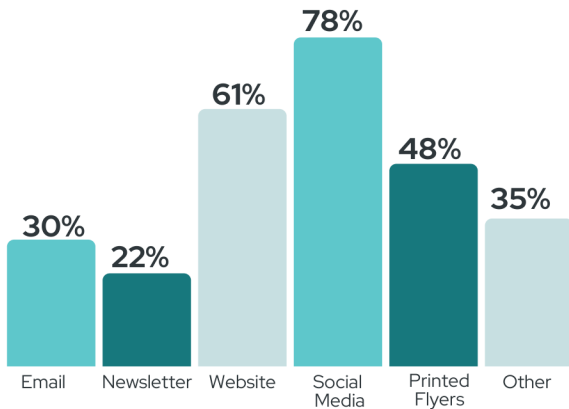
Current ways to offer food



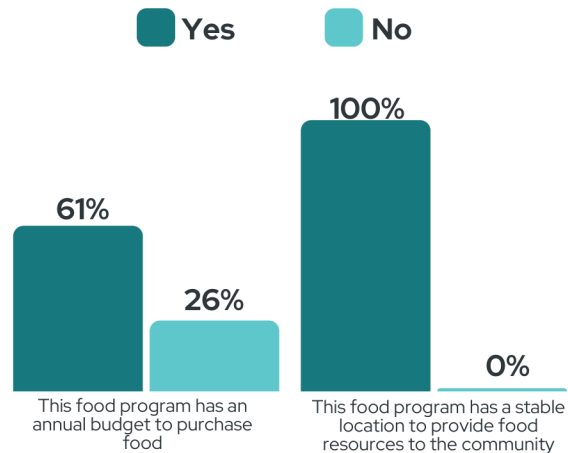
Years food program has been operating



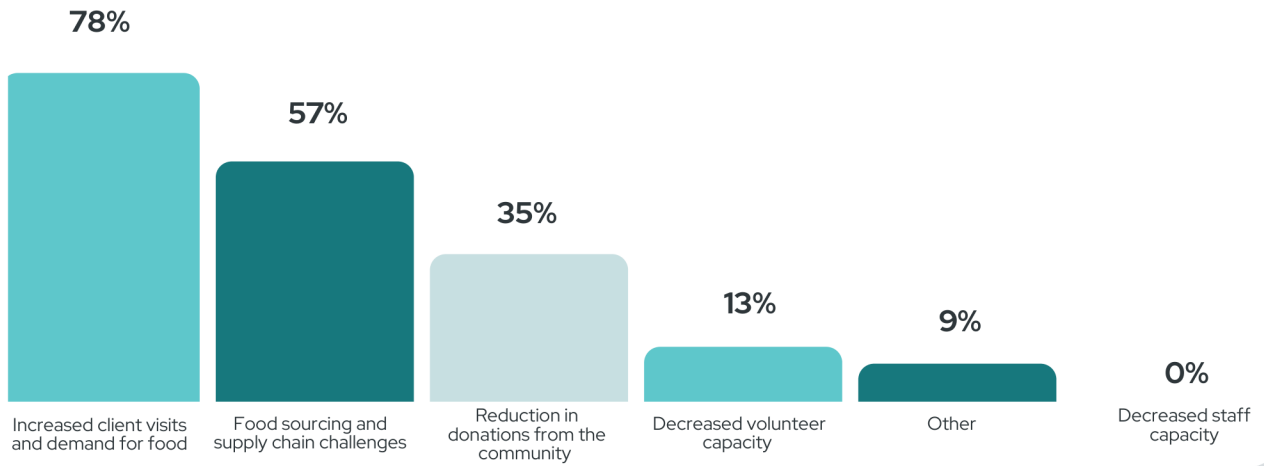
Communication platforms



Food Pantry Infrastructure



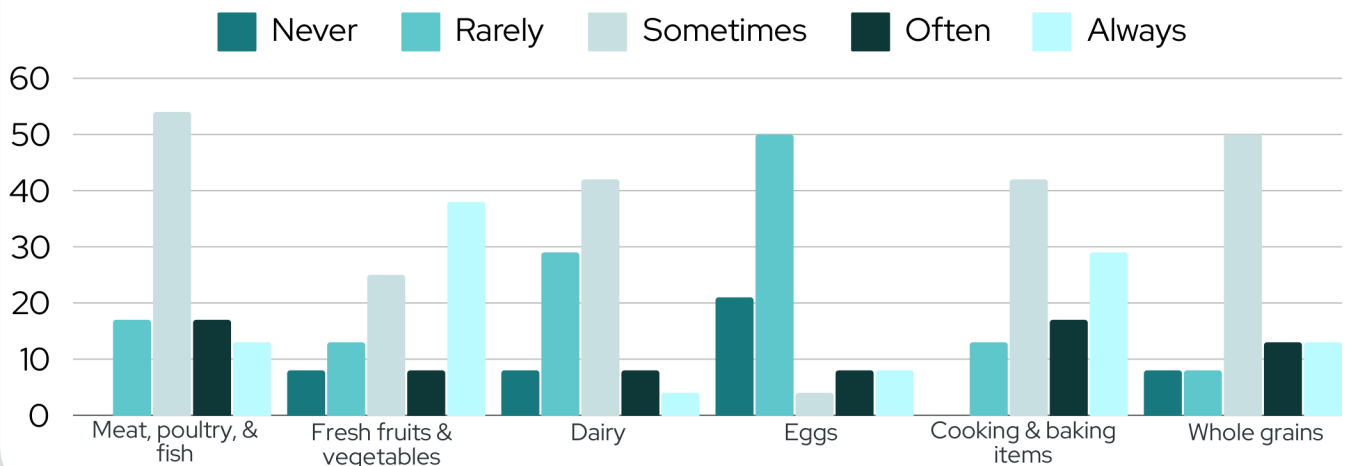
Food program challenges in the last year



Food Sourcing & Food Bank Relationship

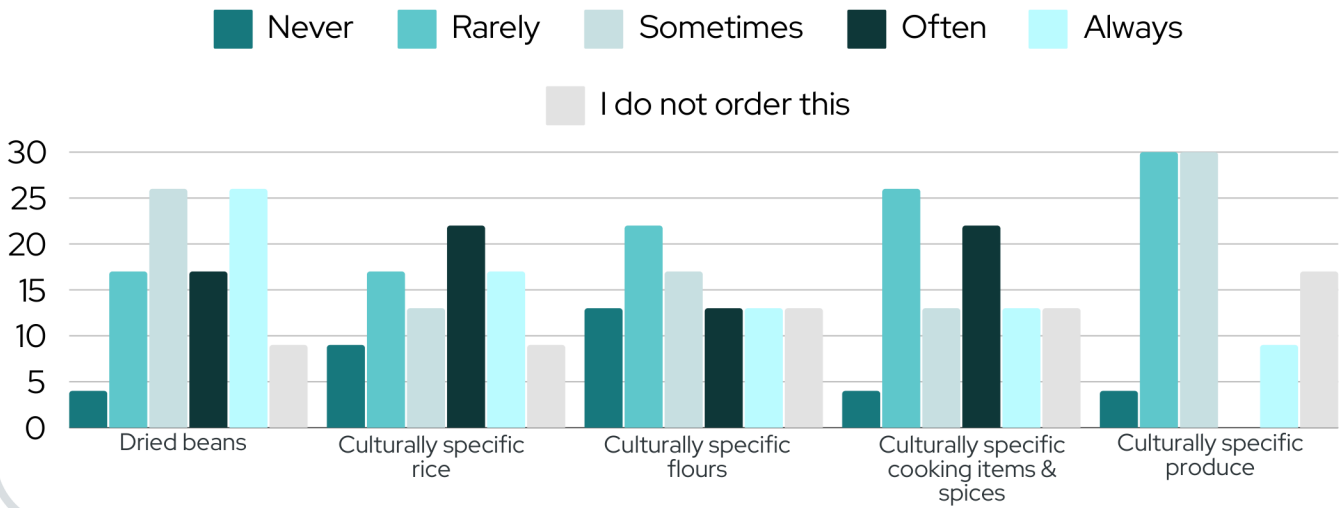
This section examines food sourcing and the vital role of food banks in supporting pantries. It covers statistics on the **frequency** of specific foods, **availability** of culturally specific options, **alternative** food sources, the **impact** of USDA community food changes, and the relationships between food banks and pantries.

Frequency of specific foods at food banks

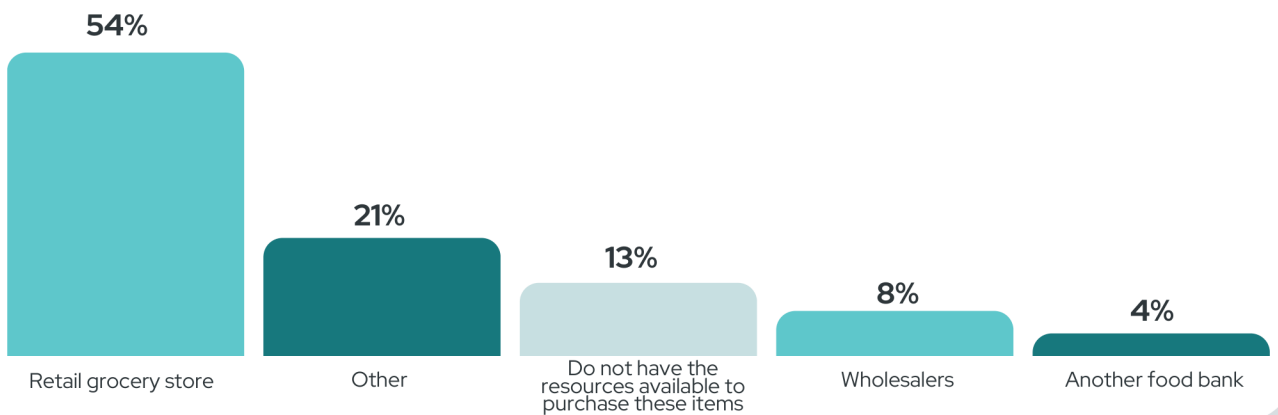




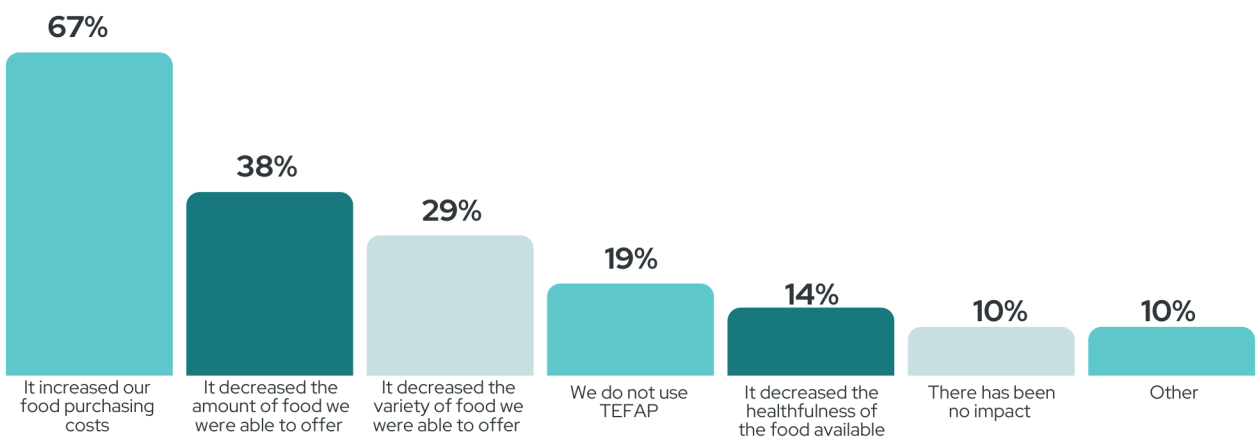
Frequency of culturally specific foods at food banks



Sources of food if unable to source from the food bank



Impact of changes in USDA community food amounts (TEFAP)

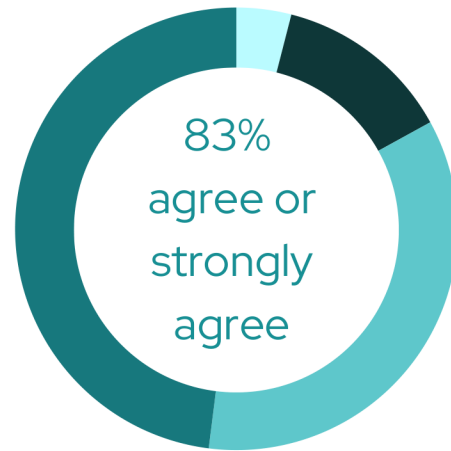


Food Bank Relationship

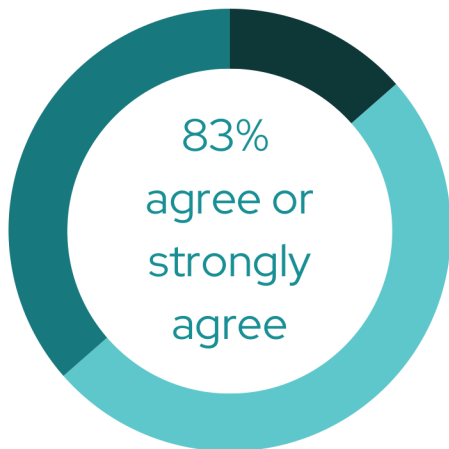
This section highlights food pantry managers' perceptions of their **relationships** with food banks.



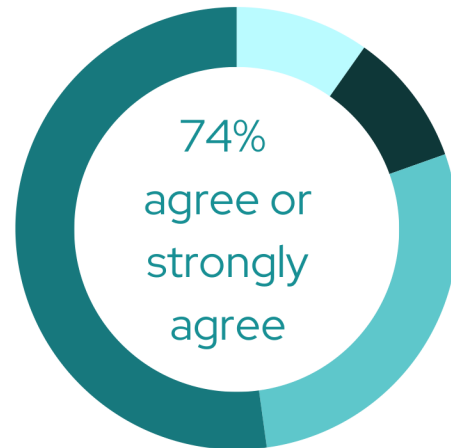
I know what food is available at the food bank



The ordering process at the food bank is easy



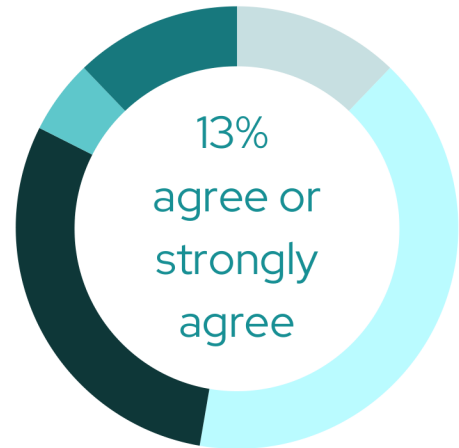
Food bank deliveries are on time and include everything that I order



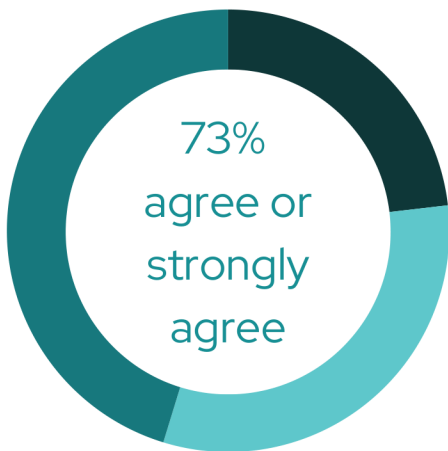


- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly Disagree

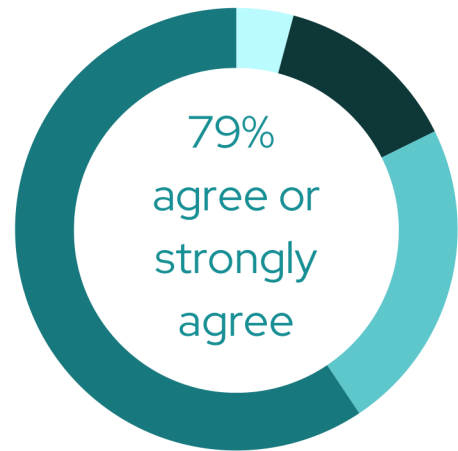
I wish the food bank offered more frequent deliveries to my food program



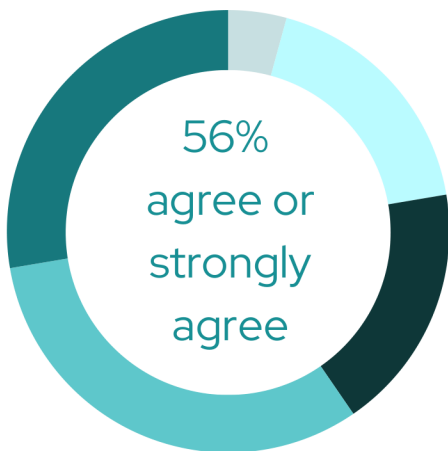
Communication from the food bank is clear and timely



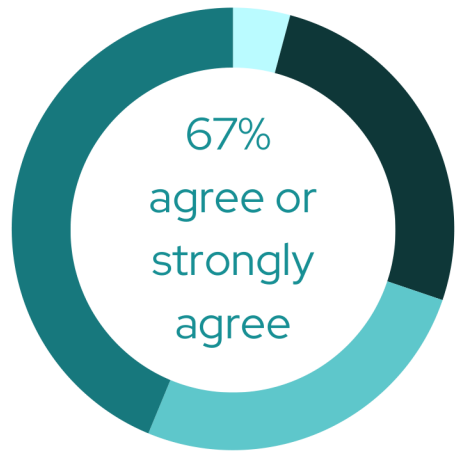
Food bank staff listen to my feedback and perspective



I learn information from the food bank that helps me run my food program



My food pantry is satisfied with this food bank

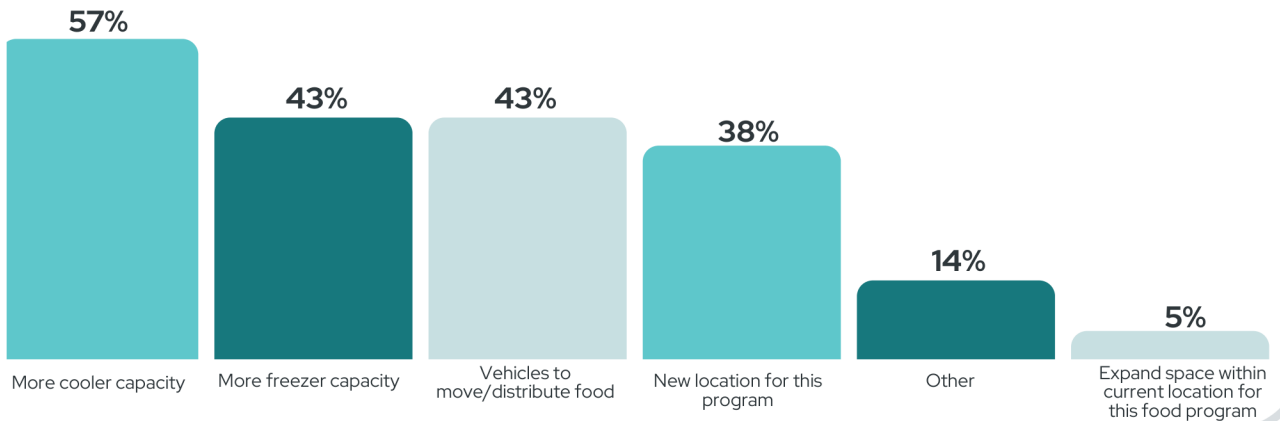


Capacity Needs to Expand Services

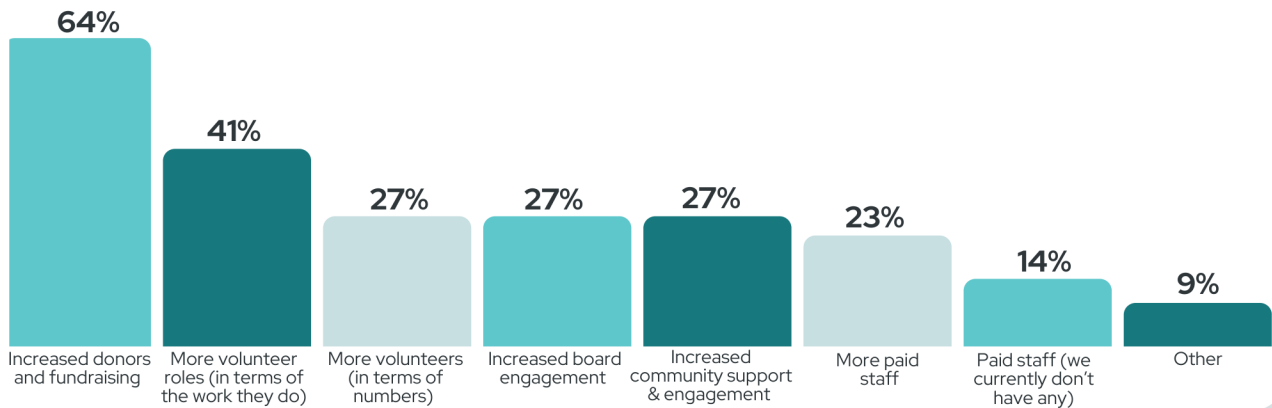
This section addresses the **capacity needs** required to expand food pantry services.



Infrastructure needs



Time and funding needs





Expertise needs



Appendix

Q1 is a screener question to confirm that the responder represents a food program in the intended geographic area.

Q2 – How many years has this program been providing food resources to the community?

23 responses

Response Options	Percent of responses	Count
Less than 1 year	5%	1
2-3 years	9%	2
4-5 years	5%	1
6-15 years	14%	3
16 or more years	68%	15

Q3 – How many years have you been with this food program (regardless of role)?

22 responses

Response Options	Percent of responses	Count
Less than 1 year	5%	1
2-3 years	23%	5
4-5 years	23%	5
6-15 years	27%	6
16 or more years	23%	5

Q4 – How many paid staff does this food program have? Include both full and part time staff.

23 responses

Response Options	Percent of responses	Count
0	48%	11
1-2	48%	11
3-4	0%	0
5 or more	4%	1

Q5 – How many volunteers and interns per month does this food program have on average?

23 responses

Response Options	Percent of responses	Count
0	0%	0
1-10	22%	5
11-20	35%	8
21-39	30%	4
40+	13%	3

Q6 – Please respond to the following statements and check one response for each row.

23 responses

Response Options	No	Yes	N/A
This food program has an annual budget to purchase food	6	14	0
This program has a stable location to provide food resources to the community	0	23	0

Q7 – This food program uses the following platforms to communicate food resources to the community. Select all that apply.

23 responses

Response Options	Percent of responses	Count
Email	30%	7
Newsletter	22%	5
Website	61%	14
Social media	78%	18
Printed flyers	48%	11
Other	35%	8

For managers who selected “other” they listed:

- Word of mouth x 4
- Local paper x3
- Local information, County information folders
- Schools

Q8 – Infrastructure Needs: What would you need most to expand your services? Select all that apply.

21 responses

Response Options	Percent of responses	Count
More cooler capacity	57%	12
More freezer capacity	43%	9
Vehicles for this food program to move/distribute food	43%	9
New location for this food program	38%	8
Other	14%	3
Expand space within current location for this food program	5%	1

For managers who selected “other” they listed:

- Shelving

Q9 – Time and funding Needs: What would you need most to expand your food pantry services? Select all that apply.

22 responses

Response Options	Percent of responses	Count
Increased donors and fundraising	64%	14
More volunteer roles (in terms of the work they do in this food program)	41%	9
More volunteers (in terms of numbers)	27%	6
Increased board engagement	27%	6
Increased community support and engagement	27%	6
More paid staff	23%	5
Paid staff (we currently don't have any)	14%	3
Other	9%	2

For managers who selected "other" they listed:

- Help defining the various volunteer roles.

Q10 – Expertise Needs: What would you need most to expand your food pantry services? Select all that apply.

23 responses

Response Options	Percent of responses	Count
Fundraising support and strategies, including grant writing	61%	14
Inventory management and efficient food flow	39%	9
Volunteer management, including recruitment and training	30%	7
Food sourcing strategies	30%	7
Succession planning	30%	7
Marketing your program and impact	30%	7
Organizational strategic planning	22%	5
Food merchandising and distribution strategies	22%	5
Board development	22%	5
Managing change within your organization	17%	4
Staff management, including increasing or decreasing paid staff	13%	3
Other	13%	3
Food safety and sorting training and tools	9%	2

For managers who selected “other” they listed:

- Community Engagement

Q11 – This food program’s current process for a client to access food: Select one response.

23 responses

Response Options	Percent of responses	Count
Make an appointment	9%	2
Walk-in/drive-up during food program hours	61%	14
A hybrid of the above options (walk-in and appointment-based)	26%	6
Other	4%	1

Q12 – How does this food program currently offer food to clients?

Select all that apply.

23 responses

Response Options	Percent of responses	Count
Shopping at the food pantry	61%	14
Food pick up	65%	15
Delivery	39%	9
Other	13%	3

Q13 – How has this food program changed in the frequency of allowed client visits from pre-COVID-19 (before March 2020) to now?

22 responses

Response Options	Percent of responses	Count
Overall, we increased allowed visits	45%	10
Overall, we decreased allowed visits	5%	1
We initially increased allowed visits but returned to pre-COVID frequency	5%	1
We initially decreased allowed visits but have returned to pre-COVID frequency	5%	1
No change in allowed visits from before COVID until now	32%	7
Other	14%	3

Q14 – Because you said this food program is not currently offering in person shopping, what are the strategies this food program is currently using to offer choice at the food pantry? Select all that apply.

9 responses

Response Options	Percent of responses	Count
Continued to offer shopping at the food pantry to clients	0%	0
Offered a shopping list for clients to choose their items on paper or over the phone.	44%	4
Offered an online shopping list for clients to choose their items.	0%	0
Offered additional choices in addition to standard pre-pack box	44%	4
Other	11%	1

Q15 – Since you’re not currently offering in-person shopping, are you considering: Select one response.

8 responses

Response Options	Percent of responses	Count
We are interested in in-person shopping	0%	0
We are not interested in in-person shopping	75%	6
Other	25%	2

Q16 – What additional changes or challenges has this food program experienced in the last year? Select all that apply.

23 responses

Response Options	Percent of responses	Count
Increased client visits and demand for food	78%	18
Food sourcing and supply chain challenges	57%	13
Reduction in donations from the community	35%	8
Decreased volunteer capacity	13%	3
Other	9%	2
Decreased staff capacity	0%	0

For managers who selected “other” they listed:

- Variety of food and quantity available

Q17 – Other surveys have identified the following areas as experiences that clients value:

1. I can choose my own food
2. Staff/volunteers greet me and make me feel welcome
3. The selection process is easy
4. Plenty of different food options
5. Food looks fresh and appealing

What are some of the best examples you are currently doing that reflect these top experiences?

Clients can choose their own food and are greeted when checked in. Shopping is easy with good choices.

Our volunteers guide our clients through the pantry, but clients pick all of their own food. Having a volunteer with the clients allows for questions to be answered and for the clients and volunteers to build a relationship, which clients tell us makes them more comfortable visiting our environment. We had a client who had the opportunity to use another food pantry in the area. This pantry offered very little fresh produce (only potatoes and onions). The clients were very happy when they returned to our area and could use our pantry as we have an abundance of fresh produce for clients to choose from. Each 4-foot section of shelving is a "new" food category, making it easy for clients to make their selections. We work with {multiple food banks} to ensure that we have many different options in each category for our clients.

1. People choose their own food. The pantry has posted throughout the store the # of items per household. 2. We have conflict within the core leadership group and other volunteers have reported the bad behavior. I HOPE customers are not "feeling" that tension. 3. Selection is very easy. Grab a cart, shop using the guidelines for quantities posted in each section. 4. ALWAYS lots of food, including fresh fruits and vegetables, as well as meat, dairy, etc. 5. We are currently moving into a new building one the pantry has purchased. There is a lot of excitement around this new space.

1. Can choose from shopping list and sometimes additional items are offered. 2. Clients are greeted and provided a shopping list in English or Spanish as requested when they arrive. Also interaction with volunteers when groceries are delivered to vehicle. 3. Selection process from shopping list requires ability to read in English or Spanish as requested. 4. Plenty of different food options on shopping list, categories of fresh fruit & vegetables; frozen vegetables, meats, chicken, fish; canned vegetables, fruit meats, fish; pasta, baking items of sugar, flour, vegetable oil; paper products; personal care items; laundry and dish soaps; more... 5. Client does not see until delivered to vehicle; volunteers sort the fresh fruits and vegetables to remove any that are beyond use.

Q17 – CONTINUED

<p>Our list offers ALL products available in our store with a clear description of each product and is changed daily to reflect new products and items not available. The items are categorized for easy selection. The list is 2 pages so the print is large enough to see easily and the list is offered in English and Spanish.</p>
<p>Try to deliver fresh and appealing food. Make sure the clients feel welcome.</p>
<p>Our shopping list is complete and easy to read also in Spanish. For those who can't pick up their food we deliver, shopping lists are provided before hand.</p>
<p>Most cannot believe the amount of food they can have at my pantry. People like the fact that I can deliver within the city limits.</p>
<p>A meal of the month that give them everything needed for the meal to include recipe.</p>
<p>We currently offer the SuperShelf model and self shop options. We greet clients and ask if they would like us to shop with them or by themselves. Our SuperShelf model is sleek and efficient. We provide many options for clients to choose from. The selection process is very easy. Family size and up to how many options are very clearly listed per shelf.</p>
<p>We make them feel welcomed – it's a short term needs food pantry.</p>
<p>We do allow our patrons to shop for their own food. And I feel that we do offer a variety of food options, including fresh produce, to our patrons. And many of our patrons have become friends with our volunteers. They are all greeted and treated with respect.</p>
<p>Signage by the food sections and good organization of foods on shelves. Our pantry is setup more like a grocery store. We also allow people to come once per week for perishables. Volunteers are recruited based on their customer service skills and greet all visitors with a smile.</p>
<p>All of the above.</p>

Q18 is omitted to preserve food bank anonymity.

Q19 – When ordering from food banks, how often are the following foods available? Please check one for each row.

24 responses

Response Options	Never	Rarely	Sometimes	Often	Always	N/A
Meat, poultry, fish	0%	17%	54%	17%	13%	0%
Fresh fruits & vegetables	8%	13%	25%	8%	38%	0%
Dairy	8%	29%	42%	8%	4%	0%
Eggs	21%	50%	4%	8%	8%	0%
Cooking & baking items	0%	13%	42%	17%	29%	0%
Whole grains	8%	8%	50%	13%	13%	0%

Q20 – When ordering from food banks, how often are the following foods available? Please check one for each row.

24 responses

Response Options	Never	Rarely	Sometimes	Often	Always	I don't order this item
Dried beans (pinto, black, etc)	4%	17%	26%	17%	26%	9%
Culturally specific rice (wild, jasmine, etc)	9%	17%	13%	22%	17%	9%
Culturally specific flours (masa, fufu, etc)	13%	22%	17%	13%	13%	13%
Culturally specific cooking items and spices	4%	26%	13%	22%	13%	13%
Culturally specific produce	4%	30%	30%	0%	9%	17%

Q21 – If you are unable to source items from food banks, do you purchase them consistently from any of the following vendors/sources? Select all that apply.

24 responses

Response Options	Percent of responses	Count
Retail grocery stores	54%	13
Other	21%	5
Do not have the resources available to purchase these items	13%	3
Wholesalers	8%	2
Another food bank	4%	1

For managers who selected “other” they listed:

- We do not promise any specific foods, items, but we do our best to have what the clients need.
- Survey does not allow more than one choice. Retail Grocery Stores. Not able to consistently find item. Milk is rarely available from food banks and usually has limited time for best by date.
- Not applicable
- We don’t purchase from other sources.

Q22 – Please respond to the following statements regarding food bank services. Please check one for each row.

24 responses

Response Options	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I know what food is available at the food bank	0%	4%	13%	35%	48%
The ordering process at the food bank is easy	0%	0%	13%	48%	35%
Food bank deliveries are on time and include everything that I order	0%	9%	9%	26%	48%
I wish the food bank offered more frequent deliveries to my food program	9%	30%	22%	4%	9%
Communication from the food bank is clear and timely	0%	0%	22%	30%	43%
Food bank staff listen to my feedback and perspective	0%	4%	13%	22%	57%
I learn information from the food bank that helps me run my food program	4%	17%	17%	30%	26%

Q23 – Does this food program provide fresh produce year-round to your clients?

23 responses

Response Options	Percent of responses	Count
Yes, year round	74%	17
No, only a portion of the year	9%	2
No, we currently do not offer produce	4%	1
Other	13%	3

Q24 – Does this food program source fresh produce from the following locations? Select all that apply.

23 responses

Response Options	Percent of responses	Count
Local retail rescue (donations from local retailers)	45%	10
Purchases from local retailers	18%	4
Purchases from a wholesaler or distributor (e.g. Bix, US Foods)	9%	2
Ordering from your food bank(s)	77%	17
Donations from local gardens/growers/farmers	91%	20
TEFAP	59%	13
Other	0%	0

Q25 – After record amounts of food coming through TEFAP in recent years, TEFAP product availability has returned to lower levels. How has this impacted this food program’s food supply? Select all that apply.

21 responses

Response Options	Percent of responses	Count
It increased our food purchasing costs	67%	14
It decreased the amount of food we were able to offer	38%	8
It decreased the variety of food we were able to offer	29%	6
We do not use TEFAP	19%	4
It decreased the healthfulness of the food available to families	14%	3
There has been no impact	10%	2
Other	10%	2

Q26 – How can food banks and/or hunger relief partners better support your organization and your food program? Identifying information has been redacted.

- [redacted] Improved communication with programs, improved transparency regarding fundraising, coordination of rescue efforts in each community enter into negotiations with Second Harvest to obtain more rescue product, allowing us to do our own work in the community and focus their efforts in areas that lack programming. [redacted] additional deliveries would be very helpful.
- [redacted] However, certain foods are not always available when we need them. And the cost of food from local retailers has risen considerably. Keeping an adequate supply of meat has been more difficult since the amount of meat from TEFAP has declined. So offering more meat selections would help.
- we are donations only....
- Offer more options for food. [redacted]
- Make sure we can always get the basics - Oil, flour, sugar, butter, meat, veg
- I think they are doing a great job to help us get more foods and more varieties. In the past we did not order food from them but with a change of co-coordinators we have increased the variety of what we are offering clients. They have been very happy with what we offer now with the help of the food bank.
- I am totally happy with the food bank. They try to meet my every need and I so appreciate that.
- They do a great job as it is. Food procurement is difficult for all of us and especially the food banks.
- Availability of products to purchase
- Reasonably priced fish, beef, pork, chicken. Add more personal items such as shampoo and body wash on a consistent basis.
- Help us find items we request.
- By having a consistent inventory that we can rely on.

Q27 – Anything else you would like to share?

- Our number of clients has gone down since the early days of the organization. I do not know why. But since the time I have been working there the number of families has remained stable to slightly increased. However the number of people in the family has increased recently as "children" move back with the parents. We have several families with 8 - 9 in the family now. Typically though our family size is 1 or 2 seniors.
- At times the pantry is required to take large amounts of perishables which we can't get to clients before spoiling.
- We could not survive without [redacted]
- [redacted] offers a wide variety of items, though many of them do not fit the clients we serve.
- Having [redacted] to order from has allowed us to get food deliveries more often than we did with [redacted]. But since its inception, we often get the feeling that [redacted] wants to be the only place we order food from. We had to work very hard to get our relationship with [redacted] so we could provide many of the items our clients request that we can only get from [redacted]. [redacted] A food bank should want and support their pantries in finding food in all ways, from anywhere.