Mission:
Second Harvest Foodbank exists to end hunger in southwestern Wisconsin.

Vision:
Everyone in our community has enough food to thrive.

Values:
Integrity, Equity, Trust, Inclusion, Humility, Innovation
Second Harvest Foodbank of Southern Wisconsin is 1 of 200+ affiliates of Feeding America and 1 of 6 Foodbanks in the Feeding Wisconsin State Association.
## Foods to Encourage ➔ HER Nutrition Guidelines

<table>
<thead>
<tr>
<th>Food Category*</th>
<th>Example Products</th>
<th>Choose Often</th>
<th>Choose Sometimes</th>
<th>Choose Rarely</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Saturated Fat</td>
<td>Sodium</td>
<td>Added Sugar**</td>
</tr>
<tr>
<td>Fruits and Vegetables</td>
<td>Fresh, canned, frozen, and dried fruits and vegetables, frozen broccoli with cheese sauce, apple sauce, tomato sauce, 100% juice, 100% fruit popiscle</td>
<td>≤ 2 g</td>
<td>≤ 230 mg</td>
<td>0 g</td>
</tr>
<tr>
<td>Grains</td>
<td>Bread, rice, pasta, grains with seasoning mixes</td>
<td>≤ 2 g</td>
<td>≤ 230 mg</td>
<td>≤ 6 g</td>
</tr>
<tr>
<td>Protein</td>
<td>Animal (beef, pork, poultry, sausage, deli meats, hot dogs, eggs) and plant proteins (nuts, seeds, veggie burgers, soy, beans, peanut butter)</td>
<td>≤ 2 g</td>
<td>≤ 230 mg</td>
<td>≤ 6 g</td>
</tr>
<tr>
<td>Dairy</td>
<td>Milk, cheese, yogurt</td>
<td>≤ 3 g</td>
<td>≤ 230 mg</td>
<td>0 g</td>
</tr>
<tr>
<td>Non-Dairy Alternatives</td>
<td>All plant-based milks, yogurts and cheeses</td>
<td>≤ 2 g</td>
<td>≤ 230 mg</td>
<td>≤ 6 g</td>
</tr>
<tr>
<td>Beverages</td>
<td>Water, soda, coffee, tea, sports drinks, non-100% juice products</td>
<td>0 g</td>
<td>0 mg</td>
<td>0 g</td>
</tr>
<tr>
<td>Mixed Dishes</td>
<td>Frozen meals, soups, stews, macaroni and cheese</td>
<td>≤ 3 g</td>
<td>≤ 480 mg</td>
<td>≤ 6 g</td>
</tr>
<tr>
<td>Processed and Packaged Snacks</td>
<td>Chips (including potato, corn, and other vegetable chips), crackers, granola and other bars, popcorn</td>
<td>None</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Desserts</td>
<td>Ice cream, frozen yogurt, chocolate, cookies, cakes, pastries, snack cakes, baked goods, cake mixes</td>
<td>None</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Condiments and Cooking Staples</td>
<td>Spices, oil, butter, plant-based spreads, flour, salad dressing, jammed sauces (except tomato sauce), seasoning, salt, sugar</td>
<td>Not ranked</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Miscellaneous Products</td>
<td>Nutritional supplements, baby food</td>
<td>Not ranked</td>
<td>None</td>
<td>None</td>
</tr>
</tbody>
</table>
**STRATEGIC GOALS**

**NUTRITION SECURITY**
Nutrition Security exists when there is consistent access to sufficient, safe, culturally meaningful, and nutritious food that meets the dietary needs and food preferences for everyone in our community to thrive.

**FOOD EQUITY**
At Second Harvest, Food Equity is achieved when everyone in our community is nutritionally secure and has equitable access through a network that has been co-designed with those that engage with the network.

**STRATEGIC PLAN PRIORITIES**
- Engage Collaborators
- Strengthen Our Network
- Equitable Food Distribution
- Source & Acquire Nutritious Foods
- Collect & Better Utilize Data

**Nutritious Food “Statement”**
Procure nutritious and culturally meaningful food
Track % of Inventory
Shift Donor relationships towards health equity
Capture community voice
Farm To Foodbank Initiative
What Foodbanks can do

- Provide access to nutritiously diverse food
- Offer capacity building opportunities
- Encourage/Support Client Choice models
- Connect you to community Nudge experts (Food WIse)
- Advocate for sustainable funding
- Creating donor/nutrition guideline strategies
- Co-create tools/trainings/resources in response to what you need (APPLES Trainings)

Nutrition Education

- Family Nutrition Resources (UW-Extension)
- Feeding America Recipes
- MyPlate Resources (USDA)
- Nutrition Education Strategies (Feeding America)
- Power of Nudges (Feeding America)
- Safe & Healthy Food Pantries Project (UW-Extension)
How can we better support you?!