

2018 AGENCY DESIGN CHALLENGE

FARM TO FOOD PANTRY DEPARTMENT OF AGRICULTURE

THE CHALLENGE

Our challenge was to redesign a fact sheet that highlights our Farm to Food Pantry initiative. Some challenges of this include:

- There are a variety of audiences or “customers” that we target which has caused us to repeatedly revise the current fact sheet to tailor to the specific conference or event we attend.
- The initiative is very dynamic with many moving parts which is hard to capture in a fact sheet.
- We have a lot of both qualitative and quantitative data that we want the audience to easily understand and find relevant to them.

THE INSIGHTS

What did you learn during the two day design challenge?

Some highlights included:

- The importance of deconstructing aspects of the initiative/programming in order to flush out potential improvements.
- The benefits of keeping content customer centered while providing an educational opportunity.
- A visual explanation is needed to quickly convey the dynamic flow of the initiative with the various symbiotic partnerships and connections.
- Three fact sheets should be created to reduce the amount of language we need to localize. We determined we need to speak to the following audiences:
 - Lead agencies: Tailored to potential hunger relief agencies highlighting the benefits to food pantries and food pantry clients. This can be provided to potential funders as well.
 - Farmers: Outline the benefits to farms including entering new wholesale markets, market for imperfect produce, and building relationships and name recognition.
 - General audience: A high level overview of the initiative.

What did you learn about your customers?

Farmers would like more information to provide their customers who ask what the F2FP placard represents and what role they are playing in making fresh produce assessable to all.

Lead agencies need materials to help them request community donations to support the initiative.

Did you have any “aha” moments?

We frequently solicit feedback from lead agencies participating in the initiative about the materials we develop, however we seldom solicit feedback from farmers outside from the qualitative survey. By having other state employees that were not familiar with the F2FP initiative we received outsider perspectives that were extremely helpful. We plan on engaging farmers and others not familiar with the initiative in reviewing future materials.

WHAT WE'VE DONE

Since the design challenge we have finalized the 2018 F2FP data and the 2018 Report. We needed this new information before we could go further with the fact sheet.

We worked with our communication department to develop a F2FP flow chart to quickly convey the dynamic flow of the initiative. This part of the process has been quite slow due to our communications team being swamped with other materials. Our communications team provided the following flow chart, however both Food Assistance and Rotary First Harvest did not feel that is captured the initiative.

WHAT'S NEXT

We are currently working on a draft mock-up of the general audience factsheet (might be ready for the 90 day meeting). This will provide the foundation for the subsequent versions. Once the mock up is finalized, we will forward it to our communications team to refine and finalize the document. Our goal is to have the factsheets finalized by the first week of May.

THE POSSIBILITIES

We created a general outline of what the new factsheet/infographic would look like and what kind of content would we include by audience

