Strategic Lean Project Report

Farm to Food Pantry Initiative Agency Design Challenge

Agency: Washington State Department of Agriculture (WSDA)
Partners and Customers: Harvest Against Hunger program partner, Farmer, three (3) staff from the Washington State Department of Licensing, WSDA Food Assistance program staff and Performance, and Planning Management Staff

Project Impact

The Washington State Department of Agriculture (WSDA) improved Farm to Food Pantry (F2FP) Initiative Outreach, resulting in our key publication for raising awareness about the program going from a text-based fact sheet, to an infographic fact sheet that summarizes the program’s impact and use of resources in an easy to understand, engaging, and visually appealing format.

The Farm to Food Pantry Initiative (F2FP) would like to reach more communities across the state, but stable funding is needed to support expansion. The program fact sheet has been used by WSDA and emergency food providers to raise awareness, recruit, and fund the initiative.

Farmers participating in the Initiative had been needing more consolidated information to provide to their customers about this partnership and their role in making fresh produce accessible to all. They now have a resource that people in their community can easily read and understand. Lead Hunger Relief Agencies now also have a material they use when soliciting community donations to support the F2FP Initiative. We prioritized including the most important and relatable information in the Fact Sheet which made it more accessible and engaging for our stakeholders and the community at large as we raise awareness about the progress of F2FP.

Project Summary

The program’s current fact sheet was heavy in content and not very engaging. Some of the challenges were the wide variety of audiences or customers that we target, which has caused multiple revisions of the current fact sheet to tailor to the specific conference or event we attend. Another challenge is due to how multifaceted the initiative is and it involves both qualitative and quantitative data metrics, making it challenging to message in a factsheet for our audiences to easily understand.

We had a text-based and content heavy fact sheet compared to our target of a visually appealing and engaging fact sheet, including customer focused content, which we wanted to reach by 7/31/2019.

The Design Challenge helped our process by:

- Deconstructing the initiative and its programming in order to flush out potential improvements.
- Creating a visual way to convey the value of the initiative and include user stories.
- Identifying content that was meaningful to our audience.

Project Results

Customer Satisfaction

Increased Significantly from Farmers and Lead Hunger Relief Agencies needing resources to convey F2FP Initiative Impacts to Farmers, Hunger Relief Agencies, and WSDA having an outreach material that raise awareness, recruit, and fund the initiative.
Below: The old F2FP Fact Sheet is on the left. The Improved F2FP double-sided Infographic Fact Sheet is on the right.

Project Details

Date improvement project was initiated: 11/27/2018

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Report reviewed and approved by: Associate Deputy Director Jason Ferrante and Performance and Planning Management Manager Kristin Rondeau