



COMMUNITY-BASED MEAL KIT PROGRAM TOOLKIT SUMMARY

Objective

- Clearly identify the program's objectives and target audience, understanding the unique needs and preferences of the community.

Budget

- Allocate a budget and explore funding opportunities to ensure program sustainability and scalability.

Market Research

- Conduct thorough market research to gain insights into potential barriers and opportunities, guiding the program's design.

Recipes

- Craft a diverse and balanced menu of nutritionally balanced recipes, catering to various dietary preferences and skill levels.
- Source ingredients from reputable and sustainable suppliers, considering ethical practices and environmental impact.
- Design efficient packaging and establish a seamless logistics process for assembling and distributing the meal kits.

Implementation

- Engage participants through innovative strategies, such as recipe videos and educational resources, ensuring a positive and empowering experience.

Evaluation

- Continuously collect feedback and evaluate the program's impact to make informed improvements and adaptations.

Personnel

- Collaborate with community stakeholders and partners to build a strong support network and broaden the program's reach.

Reach

- Launch the program with a robust marketing and promotional strategy, engaging the community and building excitement.

Reporting

- Maintain a commitment to continuous improvement, using data-driven insights to drive positive change and amplify the program's positive impact.

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