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.

Visit mealkits.ifas.ufl.edu to learn more.