Welcome and Updates

• Policy Updates (Legislative or within organization)
• Program Updates
• Event/Other Announcements
Aging and CARE
Meals on Wheels of Central Maryland

Baltimore City Food PAC

April 4, 2018
MOWCM Organizational Overview

- Providing home delivered meals since 1960
- Located in Baltimore, Maryland
- 140 employees
- 32 fleet vehicles
- Prepared ≈1.2 million meals in FY 2017
- 1,800 volunteers in FY 2017
- ≈$10 million operating budget in FY 2018
Our Charitable Mission

“To enable people to live independently at home through the provision of nutritious meals, personal contact and related services”
Who We Serve...

- Homebound seniors
- Disabled adults
- Convalescing adults
- Senior centers
- Senior housing
- Adult day cares
- Catering clients
More Than a Meal®

- Reduced isolation
- Personal contact
- Service linkages
- Volunteer services
- Support services
Support Services in Depth:

- Grocery Assistance Program (GAP)
- Housing Upgrades Benefiting Seniors (HUBS)
- Senior Center Programs – Case Management, Frozen Meals
Operations Overview – Central Kitchen

- Onsite partnership with Valley Foodservice
- Current capacity ≈ 6,000 meals/day
- Operates 7 days/week
- National pricing agreements
- Local vendor relationships
- Registered dietician support
High Quality Food

- Home cooked meals
- National vendors - Sysco
- Local vendors – bakery, dairy, fresh produce
- Importance of color, texture, and variety
Fresh & Nutritious Food

- Seasonally appropriate offerings
- Compliance with nutritional guidelines
- Production methods & timing
- Scratch cooking
Food Safety Operations

- High-risk population
- HACCP plan
- Operational audits
- Equipment training & deployment
- Route structure & timing
- Test meals
Menu Planning

- Tri-annual menu conferences
- Registered dietician support
- Collaborative process
- Client engagement
- Responsive
- Forward-looking
Nutritional Guidelines - Compliance

- Due to the nature and longevity of our work in Maryland we have extensive experience complying with Maryland Department of Aging Nutritional Guidelines.

- We consistently perform well on site monitoring visits throughout Maryland and received the National Certification for Excellence from MOWA.
Specialty & Modified Menus

- Texture modified meals
- No pork meals
- No fish meals
- Frozen meals
- Low or no sodium and sugar meals
- Dietary analysis available for review
Cultural Competence & Diversity

- Community engagement
- Collaboration
- Kosher meals
- Korean meals
- Chef specials
- Holiday meals
- Grocery Assistance Program (GAP)
Thank You
Neighborhood Food Advocates and The Virtual Supermarket

Getting Seniors Involved
What is a Neighborhood Food Advocate? What do they do?

- Seniors who want to get involved, live in and know the community
- Seniors who cares about their and the health of others, healthy food access, and equal opportunity in their community
- Seniors who are willing to engage other community members, promote the Virtual Supermarket Program and help community members order their groceries online
- Plan, participate, and encourage other community members to participate in Baltimarket sponsored events
- Encourage and identify other community members to step into the role of Neighborhood Food Advocate
- Encourage the community to get involved and start social gatherings, potlucks, community gardens, food programs etc.
- Promote all things healthy food
What is Virtual Supermarket Program

• A Baltimore City Health Department (BCHD) Baltimarket initiative that promotes access to healthy food in neighborhoods that are identified as food deserts or healthy food priority areas

• Your way to access all of the choices of a grocery store (ShopRite) through an online food ordering system and weekly deliveries

• An opportunity to develop community relationships with a focus on food access and be trained as Neighborhood Food Advocates
How do I pay for groceries I order?

- Independence card (EBT/food stamps)
- Cash
- Credit and/or debit card
How do I get my food?

• The community will pick a ordering date and delivery date
• You order groceries online with the help of a Neighborhood Food Advocate
• Neighborhood Food Advocates, Baltimarket staff, and ShopRite will identify a delivery place convenient for everyone
• You come to the drop off point examine and pay for food
• It’s that easy
The Process

Baltimarket Staff
- Train Neighborhood Food Advocates
- Provide materials including computer and wireless, if needed

Neighborhood Food Advocates
- Enter grocery orders online weekly
- Coordinate weekly deliveries
- Promote program through signs, events, sales papers, door knocking, and calls

Customers
- Order groceries with Neighborhood Food Advocates
- Pick up groceries in weekly delivery window
- Pay delivery driver on-site with cash, credit, or EBT (food stamps)

ShopRite
- Deliver groceries weekly
- Accept cash, credit, or EBT (food stamps) as payment at delivery

Baltimarket Staff
- Pay ShopRite for delivery
- Offer $10 off healthy foods for first-time customers
- Offer healthy food samples and demos
- Track progress and offer help, as needed
Benefits for Seniors

• Groceries delivered right to you building
• Way to engage and helps others in your senior community
• Sense of camaraderie and belonging
• Senior meet and greet
• Great senior mingling and social hour
• Attend Baltimore Food Justice Forum
Workshops
Table Talks

- Station 1: Aging and CARE / Meals on Wheels
- Station 2: Baltimarket
- Station 3: Mobile Farmers Market / Senior Farmers Market Nutrition Program
- Station 4: Morgan State Transportation Survey
- Station 5A: American Heart Association
- Station 5B: Wolfe Street Academy
Thank You

For More Information Please Contact:

Holly Freishtat, MS
Baltimore City Food Policy Director

Email: Holly.freishtat@baltimorecity.gov
Website: https://planning.baltimorecity.gov/baltimore-food-policy-initiative