

**CEO Listening Session**  
Second Harvest Heartland Food Bank  
Golden Valley Community Room  
6325 Sandburg Road Golden Valley MN 55427

July 27<sup>th</sup>, 11:30 am – 4pm

**Board Vision Exchange**  
SESSION #2  
Second Harvest Heartland Food Bank  
July 27 & 28

July 27, 5:30 – 8:30 - Tour SHH Food Bank and Dinner

At 5:30 we will have philosophy tour of the facilities. This tour is not a standard “this is what a freezer looks like” tour and is instead designed to be relevant to food bankers. We will use the points of interest to discuss tactical and strategic thinking, why we are doing things one way versus another, opportunities and challenges.

We will have a reception at 6:30 and then at 7:00 we will have dinner, place yet to be determined.

July 28, 8:00 – 3:00 – Program at Second Harvest Heartland, Golden Valley - Community Room

At our Houston Vision Exchange, Brian Greene challenged us to consider how we aim our “engine” at more than just food security. And Matt Knott walked us through the future of the food industry. In our St. Paul conversation, we’d like to argue that our future isn’t just in the “food industry” at all – but, perhaps even predominantly in the next 5-10 years, in Health and Wellness. A 2010 study by Brandeis University estimated that America’s preventable “hunger-related illness” cost was \$130 billion per year, and likely climbing. Food is Medicine – especially for our low-income neighbors – and we are just one of many food banks working to develop new business models to take advantage of incentives aligned with Health Care organizations to use better food to improve food security, lower costs of care and make patients healthier and happier.

A Feeding America Nutrition team leader will lead a conversation about current research and its implications on programming.

We will discuss with Marie Zimmerman, Minnesota’s Director of Medicaid, the implications of programs mitigating social determinants of health, including food security, as growing areas of focus for programs like Medicaid.

Finally, we'll discuss the board-level questions about expanding programming and strategy to be a legitimate, revenue-generating partner to health care organizations. Including:

- Mission alignment – it seems that food security in partnership with healthcare organizations is squarely mission-appropriate. But on our way, we may have to prove that we can have an impact on diabetes or support patients with non-hunger challenges, like housing or jobs placement. How “complete” a partner are we ready to be for healthcare’s full suite of social determinants of health?
- Business model – health care partners are delighted to work with us if we pay for our services. How can we break through to sustainable revenue?
- Branding changes – we are not yet an obvious partner to health care (perhaps a legacy brand of distributors of left-over, unhealthy food). How do we address this?
- Distribution – can we/should we be replacing focus on current partners/pantries for more sophisticated relationships with hospitals and clinics?
- What is it in this opportunity that *only we can do*?
- What are the risks/trade-offs of pursuing these opportunities? Should we be limiting “bad” foods more robustly? What about new areas of compliance like HIPPA?

## Accommodations

St. Paul International airport is reasonably convenient to the suggested hotel and Second Harvest Heartland. We have reserved a block of rooms for July 27th at the Holiday Inn Express in Golden Valley, just 1.5 miles from the food bank. If you use this link [Second Harvest Heartland Board Vision Exchange](#) and enter the correct date, you should get the group rate.

Or you can call 763-545-8300 and reference Second Harvest Heartland. The cut-off date for the group rate is midnight on July 16.

We will provide transportation:

From the hotel to the food bank at 5:10 on July 27th

From the food bank to the hotel following dinner on July 27th

From the hotel to the food bank at 7:45 on July 28<sup>th</sup>

Will assist in coordinating rides to the airport on July 28th

Please RSVP to Kate Ritzer at 651-209-7954 or [kritzer@2harvest.org](mailto:kritzer@2harvest.org) including your role and foodbank name. A full list of everyone who is coming by July 24 is most welcome.

Please mark your calendars for these scheduled future Board Vision Exchange sessions:

Columbus – August 28-29

Orlando – October 23-24