

# Virginia Cooperative Extension

A partnership of Virginia Tech and Virginia State University



School of Agriculture  
Virginia State University

## Southwest District Extension Office

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November 14, 2006

Mr. John Smith  
Food City  
Street Address  
Town, State, Zip

Dear Mr. Smith:

I would like to discuss conducting food demonstrations, providing nutritious food samples and recipes, and nutrition education in your store. We are conducting a three month pilot study that we have developed to encourage our citizens, particularly food stamp recipients, to make more nutritious choices when purchasing. We hope to continue the program for the remaining year of 2007 and duplicate these efforts in the other Food City stores in Virginia.

We have targeted your local store because the high amount of food stamp redemption (averaging over \$50,000 per month over a 12 month period). Our Smart Choices Nutrition Education Program (SCNEP) is responsible for educating food stamp recipients, families, and individuals at 130% poverty to make healthier choices of their food resources as well as promoting healthier lifestyles. Our other program called EFNEP (Expanded Food and Nutrition Education Program) works with youth and young families to help those that are receiving assistance or limited resource families.

### BENEFIT TO YOUR GROCERY STORE:

- Great customer service.
- Free healthy food samples, recipes and drawings for store customers.
- General nutrition information provided by Virginia Cooperative Extension, a registered dietitian and a trained nutrition Paraprofessional.

### PURPOSE:

- Promoting eating fruits and vegetables per day, whole grain and their products, and choosing healthier drink options

### HOW:

- Food sampling or demonstrations featuring fruits or vegetables (fresh, frozen, or canned), whole grains, healthy drinks each month (selected based upon what's on sale, what's in season, cost, and ease of preparation) possibly games, nutrition education materials (selecting produce, MyPyramid, etc.)

### WHAT WE ARE ASKING FOR:

- Space and a table within the store.

### TIME PERIOD

- 4 hours per month during the first week of the month (proceeding month dates will be specified latter)
- December 4, 2006, January, and February, 2007.
- One to two Program Assistants per shift.
- The schedule is flexible and negotiable presently

Please let me hear from you soon. I can be reached at the above contact information.

Sincerely,

Mary Ann McFarland  
District EFNEP/SCNEP Coordinator

[www.ext.vt.edu](http://www.ext.vt.edu)

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