Choose Healthy Options Program (CHOP℠)

Implementation Guide
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Introduction

Americans are often confused by conflicting messages about what is and what is not a ‘healthy food.’ This is, in part, due to an absence of comprehensive nutrition education in our schools, a food industry that promotes their products with misleading claims, and media hype about the latest ‘good for you’ food based on emerging, and often incomplete science. In the midst of this confusion, the Choose Healthy Options Program (CHOP℠) provides simple messages that are easily understood by a food bank’s procurement/food sourcing staff, agencies and clients.

CHOP℠ has 3 basic messages:
1. There are everyday and sometimes foods.
2. Food choices can contribute to health or illness.
3. You can learn how to make healthy choices.

To support these messages, the CHOP℠ Nutrient Analysis Tools use a simple ranking system that defines the relative nutritional value of similar foods so that healthy choices can be made. Food banks receive their food from three major sources: donations, government, and purchases. In an increasingly challenging procurement environment, a food bank needs to decide carefully how to allocate its scarce resources. The value (quantity, acceptability, price, packaging, handling requirements) and cost of product (freight, labor, storage, delivery) need to be considered not only in terms of pounds but also for food value in a nutritionally at-risk population. This simple rating system provides a quick and dependable picture of the relative nutritional value of a food. It can be used for procurement, on agency shopping lists, in nutrition education/outreach, and as part of strategic planning. (See page 19 for more on CHOP℠ ranking.)

CHOP℠ is a comprehensive program that promotes the acquisition, distribution, and consumption of healthy food through the emergency food system.
There are 4 main goals of CHOP<sup>SM</sup>:

1. Optimize the quality and quantity of healthy food available throughout food bank distribution channels.
2. Increase consumption of healthy food among nutritionally at-risk emergency food recipients.
3. Utilize the CHOP<sup>SM</sup> food analysis tools to identify healthy food for acquisition and distribution by a food bank.
4. Educate and communicate with all stakeholders on the value and use of food as part of a healthy diet and within the emergency food system. Stakeholders may include: food recipients, volunteers, agencies, donors, vendors, food bank staff, board, public.

How does CHOP<sup>SM</sup> analyze product?

The ranking system awards points for nutrients to encourage and subtracts points for those nutrients that are generally over-consumed and need to be limited or discouraged.

- analyzes nutrients – compares FDA’s Nutrition Facts Label to the current USDA Dietary Guidelines for Americans (DGA).
- compares ‘like foods’ – veggies to veggies, grains to grains, meat to meat, etc. for relative nutrition quality.
- assigns a CHOP<sup>SM</sup> rank – according to levels of nutrients found in the food.

<table>
<thead>
<tr>
<th>Food Ratings</th>
<th>Description</th>
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<tr>
<td>1</td>
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<td>2</td>
<td>Choose Moderately</td>
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<td>3</td>
<td>Choose Sparingly</td>
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<td>NF</td>
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**CHOP℠ Framework**

CHOP℠ is a framework food banks can use to acquire and distribute more nutritious product. It can be used to set strategic goals, evaluate foods before acquisition, analyze inventory in terms of healthy food provided, and communicate the importance of sound nutrition, not just to emergency food consumers, but to all involved in food assistance – boards, agencies, consumers, volunteers, funders, donors, vendors etc. The CHOP℠ Nutrient Analysis Tools can be used by anyone at a food bank to determine the nutrient density of a particular food item and facilitate sourcing of healthy product. It enables a food bank to optimize use of scarce resources and maximize distribution of the healthiest foods it can procure in compliance with the latest dietary guidance provided by the U.S. Department of Agriculture and the U.S. Department of Health and Human Services (www.dietaryguidelines.gov).

According to this guidance, Americans should focus on consuming nutrient-dense foods and beverages. “Americans currently consume too much sodium and too many calories from solid fats, added sugars, and refined grains... A healthy eating pattern limits intake of sodium, solid fats, added sugars, and refined grains and emphasizes nutrient-dense foods and beverages – vegetables, fruits, whole grains, fat-free or low-fat milk and milk products, seafood, lean meats and poultry, eggs, beans and peas, and nuts and seeds.”¹ A basic premise of the Dietary Guidelines is that nutrient needs should be met primarily through food consumption. Though, “In certain cases, fortified foods and dietary supplements may be useful in providing one or more nutrients that otherwise might be consumed in less than recommended amounts.”²

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CHOP℠ was designed specifically with product available to food banks in mind. High value foods such as produce, eggs, baby food and infant formula (within code date), peanut butter (unmixed with other food such as jelly, chocolate, honey etc.) and special dietary supplements, etc. are automatically assigned a rank of ‘1.’ This automatic ranking saves time and acknowledges the unique circumstance of food banks in their efforts to procure nutritious product. CHOP℠ can be updated as the USDA Dietary Guidelines for Americans and Nutrition Facts Label requirements change, making it an adaptable system and keeping it relevant in an evolving nutrition environment. For more information on how to understand and read the Nutrition Facts Label please refer to the FDA publication, “How to Understand and Use the Nutrition Facts Label.”

A consortium of community nutrition experts at food banks using CHOP℠ (from Austin, Boston, Los Angeles, Western Massachusetts, Pittsburgh, Santa Barbara, and San Francisco) has accepted the task of keeping the tools updated as nutrition science and policy changes. This will ensure consistency of use across food banks. As use of the tools expands to more food banks, they will be invited to participate in this expert group. Finally, a web based platform for the CHOP℠ Nutrient Analysis Tools (www.cloudnutrition.net) is under development to broaden its accessibility to more food banks, provide nutrition resources, and give food banks a way to share information in their efforts to assess, procure and distribute nutritious food.

Implementing CHOP℠

There are a number of key factors to consider that will help you successfully implement CHOP℠ into your food bank. Details of implementation will vary as each food bank operates in a unique environment where critical factors may differ:

- The quantity and type of food available
- Staffing
- Budget
- Local product donors
- Current donor/vendor relationships
- Type and capacity of storage at the food bank and agency level, etc.

1 http://www.fda.gov/Food/ResourcesForYou/Consumers/NFLPM/ucm274593.htm
Understanding these factors will help you to clearly define goals that are realistic to your food bank. There is no one right way to go about improving the nutritional quality of the food you distribute, just start where you are and move ahead. Considering and addressing the needs of your stakeholders are key to the success of your efforts to distribute the most nutritious foods possible.

Creating an Implementation Team

It is very important that key food bank staff understands the basics of how CHOP℠ works and are part of the implementation and evaluation. Identify staff to work on the Implementation Team based on the function they fill at your food bank. Consider all those whose responsibilities will be affected by incorporating CHOP℠ and recruit them for your team.

CHOP℠ implementation will affect the following responsibilities:

- Product procurement: donations, government, purchased
- Receiving and storing product
- Ranking product
- Accounting for product (inventory control, accounting, finance)
- Relations with donors and vendors
- Relations with agencies and consumers
- Relations with volunteers
- Inventory and other food bank software
- Internal and external communications
- Fundraising

Developing an Implementation Plan

The more attention you pay to details when you design your Implementation Plan, the more smoothly your transition to incorporating CHOP℠ rankings into your inventory management will go.
At a minimum, focusing on the following areas will create a solid foundation for implementation:

- A written plan that is both comprehensive and detailed
- A realistic implementation time line:
  - That all team members agree to follow
  - With specific dates by which important pre-implementation tasks need to be accomplished
  - That takes into consideration the other work at the food bank that team members need to accomplish
  - That allows team members to hold each other accountable for meeting reasonable deadlines
- All team members need to have a clear understanding of what they need to do and in what order the various tasks need to be accomplished and by when
- A clear communication plan that allows team members to quickly address and resolve any issues that may arise before, during, and after CHOPSM is implemented
- A method to report on implementation and progress to goals

Analyzing Inventory

For the first time, your food bank may be considering more than cost and pounds in your product acquisition activities. First and foremost, CHOPSM will affect how you acquire food. To introduce nutrition as a criterion for food you procure, you must have a clear understanding of how you currently make acquisition decisions and determine how considering nutrition will change this process.

Analyze your current procurement practices and the typical composition of your inventory. What does your inventory mix look like? What percentage of donated, purchased and government food do you currently handle? This mix varies widely across food banks and will influence how you set goals for nutritious product. (See page 11 for more on goal setting.) You will need to assess how each product line can contribute to your goals and coordinate product acquisition across these lines to achieve them.
Purchased Foods
Purchased product is the area where you can exercise the most control. Most food banks have found that they can purchase more nutritious product at the same cost or for just pennies more per case. Vendors are interested in keeping your business and will work with you to find the product you want. Many products such as fruit packed in its own juice and reduced or no-salt canned vegetables, are now available at a good price due to a higher demand for them by an increasingly health-conscious public. Your vendors may be challenged to find this type of product for you initially, but food banks have found that over time when vendors understand your shift toward purchasing more nutritious product, they will seek out and offer you the product you want to purchase. Food banks have begun to share vendors who supply foods that meet CHOP℠ goals. (See to Appendix A for a list of vendors currently providing healthy products to food banks.)

Government Foods
The Emergency Food Assistance Program (TEFAP/TFAP/government commodities) operates differently from state to state. In some, food banks play a significant role in what commodities are offered to them and have the opportunity to either choose more nutritious product for acquisition or to advocate for more nutritious food at the State and Federal level. The same advocacy can occur regarding product in the Commodity Supplemental Food Program (CSFP.) Currently, an average of 88% of TEFAP items (92% of TEFAP pounds) received by Greater Pittsburgh Community Food Bank rank a ‘1’ or ‘2’ on the CHOP℠ scale. By using CHOP℠, you may be able to achieve significant progress in your nutrition goals through government product.

Donated Foods
Donated food may present you with some unique challenges. Many food banks cannot afford or are disinclined to turn down donations. Some choose not to discuss with donors the nutritional quality of the food they donate. Other food banks have experienced success in this area and have been able to enlist the cooperation of donors in their quest to not just provide calories for the food insecure, but to provide them with healthy food that supports good nutrition. Donors understand the public health/obesity crisis the nation is facing and are willing to work with food banks to do their part in addressing this crisis among low-income food recipients.
“Our Chief Product Acquisition Officer (CPAO) reached out to regular vendors to advise them of our transition to purchase more nutritious products. The vendors responded positively to our bid requests by actively seeking healthier products.

During donor meetings our CPAO provided donors with information about the CHOPSM program and the intent to offer healthy food choices. Although we still accept a limited amount of “red” coded product (which accounted for 4.6% of overall volume in 2011), we actively pursue healthier food options.

As a result of utilizing the CHOPSM system, there are donors who we no longer reach out to because of the donors’ product line and what is subsequently offered for a donation.”

- Michael Flood

**Procurement Strategies**

Once you have analyzed your inventory mix to determine which product sources afford you the best opportunity to increase nutrition quality, you need to strategize how you will manage each product line – purchased, donated and government – to continue to meet agency and program demands. Equally important is making sure that you are reaching the goals that you set for nutritious product and overall inventory. Most likely, staff at your food bank already knows what type of product is needed and acceptable to your consumers. Your task is to find the healthiest version of these products you can afford based on current DGA recommendations (such as whole grain, low-sodium, lean protein, etc.) and on your nutrition policy.

Having a deep understanding of the challenges and opportunities of your different product lines will help you to determine the best approach to take with each. This will allow you to find those products that improve nutrition and stay within budget, and to set goals accordingly. As mentioned above, you don’t have to sacrifice nutrition for cost. A well thought out procurement strategy will allow you to achieve gains that make sense for your food bank and are most cost effective given the food environment in which you work.
Not every product you distribute will be nutritious. Remember, your goal is to increase the healthy choices you can offer. Look for the easier gains. Strategies to increase healthy food will vary by food bank:

- For some, increasing the distribution of fresh produce may be a viable strategy (All fresh produce is automatically assigned a rank of 1).
- For others, working with vendors to supply healthier versions of currently acquired product may be what works best.
- Simply explaining to a donor why you can no longer accept donations of soda or candy may be a good strategy that moves you toward your goals. This same donor may have other ways to support you.

**Communicating the Change to Donors & Vendors**

A move to a focus on acquiring and distributing nutritious foods can be a significant change in the way your food bank has historically done business. As mentioned earlier, you need to have a communication plan with clear and consistent messages for each group of stakeholders at the precise time they need to hear it. Prior to actual implementation, you should have had in-depth discussions with both internal and external stakeholders to explain the changes you are planning to make and the value of your deeper focus on nutrition. Developing these messages is a critical part of your implementation plan.

When talking to a donor about how your organization is emphasizing nutrition, you may include some of the following talking points:

- Explain your new nutrition policy and the goals you have set for your inventory.
- Reiterate how you have valued and will continue to value your relationship with the donor.
- Explain how your new policy may affect donations you currently receive from the donor.
- If the donor only gives food that you now plan to exclude, discuss other product such as ingredients, boxes, labels, bags, etc. that the donor may be able to donate.
- Discuss other ways the donor can remain involved in your mission (this should be coordinated with your Development staff).

Prepare your food donors for your change in policy and ask them to partner with you in your efforts to support the health of your consumers. This is a powerful approach that donors understand.
Prepare your vendors in the same way. Remember, your vendors want to keep your business and will likely find you the healthy food you want to buy at a good price. Your food sourcing team can ask vendors to email or fax the Nutrition Facts Label and ingredients list as part of their normal solicitation conversation. Using CHOPSM, the label information for each product can be analyzed and the ranks compared to identify the most nutritious choice. In this way, the nutrition quality of the food can easily be considered along with cost, pack size, etc. as part of decision making when purchasing product. Some foods highly desired by food banks (canned meals, lean protein and dairy, etc., can be expensive if not an ‘opportunity buy.’ Funding to provide healthier food is attractive to donors and can be proposed by your development team to underwrite their cost. (See Appendix F for additional information on CHOPSM Nutrient Analysis Tools.)

Setting Goals

Rank product that you are considering acquiring on the CHOPSM Nutrient Analysis Tool for Potential Product to keep it separate from product you actually acquire and offer on your inventory. (Product you actually receive for distribution can be ranked on the CHOPSM Nutrient Analysis Tool for Inventory Product. For tracking and analysis, it is necessary to keep these two data sets separate).

There are many different ways your food bank can set goals using CHOPSM. How you set goals for nutritious food will depend on the type and amount of food your food bank typically handles. (See ‘Analyzing Inventory’ p. 7.)

You can set goals by total inventory pounds and/or by their specific category:

- purchased, government and/or donated
- by program: Kids Café, Senior Boxes etc.
- by fiscal year or over multiple years
- or you can set goals around how many pounds rank ‘1’ vs. ‘2’ vs. ‘3’ etc.

If a food bank handles a high percentage of produce, then the automatic ranking of ‘1’ easily defines the nutrition quality for a large portion of their product, and CHOPSM can be used to analyze the rest. Goals can be set for total product, inventory and produce and subgoals set for inventory product with Nutrition Fact Labels. For example, if 60% of product is distributed, then goals can be set for the remaining 40%.
There is no right or wrong way to set goals for nutritious food - above all, the goals need to make sense and be achievable given the specific environment your food bank works within. Remember, the overarching goal of your food bank is to distribute more healthy food, so just start where you are and plan to move forward in a way that best suits your needs and your policy.

**A few examples of SMART goals:**

- Of total pounds of food distributed in each fiscal year, 75% will rank ‘1’ or ‘2’ on the CHOP℠ scale.
- 90% of items purchased during fiscal year 2013 will rank ‘1’ on the CHOP℠ scale.
- 65% of donated pounds will rank a ‘1’ or ‘2’ on the CHOP℠ scale by 2014.
- 100% of purchased items, 75% of government items and 25% of donated items will rank ‘1’ on the CHOP℠ scale starting fiscal year 2013 and each year thereafter.
- 95% of pounds distributed through the Back Pack Program will rank ‘1’ or ‘2’ beginning next fiscal year.
- Of all pounds received that can be ranked using CHOP℠, in 2013 55% will rank ‘1’; in 2014 65% will rank ‘1’; in 2015 80% will rank ‘1’

**Setting SMART Goals**

Using a framework for goal setting can ensure your success. SMART goals are: **Specific, Measurable, Attainable, Realistic**, and **Timely/time bound**. (See Appendix B for more on SMART goals.)

At a minimum, you should set goals for percentage of pounds and items that rank ‘1’ and ‘2’ out of the total amount of food for which ranking is possible. This will enable data aggregation across food banks to accurately demonstrate our collective effort to improve the nutritional quality of the food we distribute to our consumers. (Remember, other than those foods that receive automatic rankings, you need the Nutrition Facts Label and the ingredients to rank a food. It may be impractical to rank food drive, salvage and other assorted foods.)

Those food banks that are in the fortunate position of distributing a large amount of fresh produce - remember, all produce automatically ranks ‘1’ - can use CHOP℠ to improve the nutritional quality of the remaining food they distribute and set goals focused on this portion of their distribution.
Some things to consider when goal setting:

- Think about how your current goals for inventory are reported.
- Determine if you can integrate your goals for nutrition into how you currently measure success, or if you need to create different measures.
- Make sure that when you are defining your nutrition goals you have the capacity to collect whatever data you will need to measure your progress in achieving those goals.
- Everyone needs to be clear on what the goals are for acquisition and distribution of nutritious product and why these goals have been set.
- Goals should be documented and accessible by all.

Integrating CHOP<sup>SM</sup> into Receiving and Inventory

To begin using CHOP<sup>SM</sup> ranks with your inventory, all staff involved will need to understand, in detail, your current receiving-to-inventory posting procedures and the tasks and responsibilities of each staff member involved. A flow chart or process diagram with tasks, staff, and paperwork flow can be very helpful in clarifying the process and making the various steps easily understood by all. Once your current processes have been mapped out:

- Identify where changes need to be made to efficiently incorporate CHOP<sup>SM</sup> rankings.
- Identify and secure any resources you may need - people, forms, computers, software upgrades, etc. and define any new tasks.
- Identify who will be responsible for ranking product and who will ensure CHOP<sup>SM</sup> rankings are correct. (See p. 17 for more on data integrity.)
- The ranks need to be added to other ‘item card’ information in your inventory software so they will appear on the inventory menu seen by agencies or others when ordering. This allows agencies to see the relative nutrition value of food and include nutrition as a consideration when making food choices for their agency. It is also an excellent aid to teach and support agencies and others in making healthy choices from your inventory.
Develop and document new (or revise existing) procedures and review them with key staff. These procedures should be written down and shared by paper or electronically, easily accessible, and revised if changes are made. If you don’t have goals for dock-to-inventory posting in place, now may be the time to set them. CHOP℠ ranking should not hold product up from being posted on inventory and available to order. For example, a goal could be that all product will be received and posted within 24 or 48 hours or by the end of the business day. These goals will vary by food bank and depend on quantity and frequency of product received, who is ranking product, and any other factors at your food bank that impact your receiving-to-inventory process. Before you actually implement CHOP℠, test, evaluate, refine, and retest your new procedures to ensure the accuracy and timeliness of integrating the ranks into your receiving-to-posting practices.

Food banks have taken different approaches to the quantity of an individual item they rank. Some rank only items that come in one pallet or more. Others limit ranking to items that weigh at least 2,000 pounds total. Another ranks all items that come in by the case, regardless of the amount.

The flow chart to the left represents the process used by Greater Pittsburgh Community Food Bank. Each food bank needs to make this decision based on its own capacity and what makes most sense based on the types and quantities of product it receives on a regular basis.
Assigning the Responsibility for Product Ranking

No specialized nutrition knowledge is needed to rank food using CHOPSM - anyone who can transfer data accurately is qualified to do product ranking. All the data needed for analysis is available on the Nutrition Facts Label and the numbers just need to be transferred into the Analysis Tool. For a few food categories, the person ranking will also have to read the ingredients label to see if added sugars, partially hydrogenated oils or whole grains appear. The most important skills for ranking are the ability to accurately transfer data and review data entry to make sure no mistakes have been made. Among the food banks using CHOPSM the task of ranking differs and has been assigned to various people: receiving staff, CHOPSM trained intake specialists, interns, volunteers, administrative or nutrition staff, and nutrition educators. Some food banks assign the task to one person; in others, the responsibility rotates among staff. It is important that whoever ranks product is well trained, understands how the system works, and is available to rank product as it comes in. To avoid errors and ensure accuracy, it is best to limit the number of people involved in ranking.

Each food bank should decide what will work best for them. It is important that adding the step of ranking to your receiving-to-posting process does not delay product from getting onto your inventory. Whoever ranks product at your food bank will depend on how much and how often you receive product, how ranking fits best into your processes, and the availability of staff for ranking product in a timely manner when it is received. Once a product is ranked, the rank is entered into the inventory software and appears on your shopping list. (See page 19 for details and an example on how to rank a product.)

Entering a CHOPSM Rank into Inventory Software

CHOPSM ranks are entered into a data field in inventory software and associated with a product’s item card. Food banks using both Ceres and Primarius software have a nutrition field that can be used to enter data that references nutrition quality. Whatever inventory software your food bank uses, you will need a field where you can collect a nutrition rating.
Below is a sample of a product ranked in Ceres.

This screenshot demonstrates the Nutrition Tab on a Ceres Item Card. This Tab allows the recording of an item’s Kosher status, Food Rating date, Food Rating Code and Food Rating information. The Kosher and Food Rating components have accordion style input that only allows for Yes/No and 1/2/3/MC/NR/NF respectively.

And here is a sample of product ranked in Primarius:
Collecting and Using Data

Integrating nutrition into your food bank model will likely be an organization-wide change from ‘business as usual.’ Keeping everyone informed of your progress and challenges is essential to your food bank’s success, measured not just by pounds distributed, but by nutrition quality as well. (See Appendix C for sample reporting documents.)

Collecting Baseline Inventory Data

In order to measure progress to your nutrition goals for inventory, your food bank first needs to establish a baseline nutrition level. Change in the nutrition level of product will be measured from this baseline. There are currently two main strategies that food banks have used to establish a baseline inventory for product ranking when they begin implementation of CHOP™:

1. **Rank products as they are received starting on an agreed upon date.** According to partners in the field, each product takes between 30 seconds and 1 minute to rank. Several food banks report that one day’s product takes no more than a total of 10 to 20 minutes to rank. The amount of product to be ranked in this way will vary by food bank. The average amount of new product reported has been 4-6 per day, or 20-30 per week. Depending on the amount and frequency of new product you receive and the turnover of your inventory (2 weeks, 1 month, 3 months, etc.), you will reach a point where all inventory will have been ranked. This will be your nutrition baseline for measuring ranked product in your inventory.

2. **Rank all inventory currently in warehouse and all new inventory as it is received starting at a predetermined date.** The amount of product to be ranked in this way will vary by food bank. In the case of one current CHOP™ user, Los Angeles Regional Foodbank (LARFB) ranked their product in stages. First they ranked all purchased and CSFP product. After about two months,
all other Foodbank programs and cooler and freezer items were ranked. This process accounted for roughly one third of their product. The next step was to rank the rest of their inventory. This took two weeks for two full-time inventory control clerks to complete (while performing their normal duties). Overall, it took LARFB several months, not working on it continuously, to get everything ranked.

**Ensuring Data Integrity**

It is essential you ensure that you are ranking items and generating reports accurately. For your data to be reliable and useful, it has to be correct and complete. Taking the following measures will help to ensure integrity in your data gathering and reporting processes.

- A detailed, written protocol or procedure for how you rank product at your food bank needs to be developed, and everyone who ranks product needs to follow the same protocol.

- Those ranking need to be trained to rank product, practice ranking, be reviewed for their accuracy and retrained if needed. Errors are usually at the data entry level, but at times even the best software has glitches.

- Monitor the ranks as they are generated by staff/volunteers, in reports, on the inventory menu and on agency orders - wherever they appear - to maintain accuracy and to catch and correct any problems as early as possible.

A good practice is to rank the same product every time it comes in. Although infrequent, manufacturers can change formulation without any notification. Because ranking an item takes so little time, doing this should not present a burden to food banks and will ensure the accuracy of your ranking data.

**Monitoring Implementation**

It is important to closely monitor how CHOP℠ ranking of inventory is progressing once implementation begins. You will need to evaluate both the process you are using to rank the food and the results. Decide how your team will do this. Daily or weekly group meetings? E-mails? A team leader who is responsible to monitor and report back to the team? You may want to schedule post-implementation meetings with your Implementation Team and other key food bank staff so issues can be addressed as soon as they arise. If this scheduling is done before implementation you can assure that key staff will be available when needed. Update any staff or key stakeholders on how implementation is going according to your communication plan.
Identify the benchmarks that specify what you need to monitor to know how the implementation is going:

- Are all products you have targeted getting ranked?
- Are the ranks being generated and posted to inventory in a timely manner?
- Are the ranks accurate?
- Are the ranks appearing on the inventory menu as planned?
- Are agreed upon reports being generated and disseminated on schedule?
- Are you on track to meet the goals you have set?
- Can you explain why you are surpassing or not attaining your goals?

### Ranking Product Using CHOP<sup>SM</sup>

#### Product Categories

CHOP<sup>SM</sup> product categories are based on how a food functions in a diet as well as its nutrient content. The categories allow ‘like’ foods to be compared. CHOP<sup>SM</sup> assigns points based on the Recommended Daily Value of nutrients in a 2000-calorie diet - adding points for nutrients to be encouraged and subtracting for those to be discouraged. All types of food - donations, government and purchased - can be evaluated using CHOP<sup>SM</sup>.

CHOP<sup>SM</sup> was designed specifically with product available to food banks in mind. High value foods such as produce, eggs, water, baby food and infant formula (within code date), peanut butter (unmixed with other food), etc. are automatically assigned a rank of ‘1.’ This automatic ranking saves time and acknowledges the unique circumstance of food banks in their effort to procure nutritious product.

Because CHOP<sup>SM</sup> categories group foods according to how they function in the diet, they can be used to teach agencies and others how to order balanced, varied and healthy food for their consumers. An example of this is milk. In CHOP<sup>SM</sup>, milk is analyzed in the beverage category. As a beverage, milk can be compared to juice, soda, ades (lemonade, Gatorade), etc. by an agency when choosing a beverage to order. Although usually thought of as a dairy product, in the beverage category, milk can be seen to be a healthier beverage choice than soda. (See Appendix D for a detailed list of CHOP<sup>SM</sup> Product Categories. See Appendix E for a listing of other names for Sugar, Trans Fat, & Whole Grain.)
CHOPSM Ranking

On the CHOPSM CD-ROM there are three tools. Choose the one that best fits your task:

- **CHOPSM Nutrient Analysis Tool for Inventory Product:**
  To rank product that you know you will be placing on inventory.

- **CHOPSM Nutrient Analysis Tool for Potential Product:**
  To rank and compare similar products you are considering for acquisition.

- **CHOPSM Nutrient Analysis Tool for Recipes:**
  To rank recipes.

Create a file on your network, upload each of these tools and add the fiscal year to the name. For example: 2012 CHOPSM NAT-InventoryProduct or 2012 CHOPSM NAT-PotentialProduct. Do not enter data directly onto the CD-ROM. When you need to rank, go to the file and choose the Tool that meets your purpose. Each fiscal year, you can upload the blank Tools again and name them for that year. This will prevent your spreadsheets from becoming too large and unwieldy and enable you to collect data by fiscal or calendar year.

The first step in product ranking is choosing the product category. There are 12 food categories in CHOPSM including MC or Minimal Contribution. MC is automatically assigned to a food that is not expected to contribute significantly to the diet, like ketchup, mustard, spices, etc. The food is not analyzed with the CHOPSM tool. This saves time in ranking and also allows a food bank to collect data on how much of this type of product it is distributing.

There are two additional categories, Not-Ranked (NR) and Non-Food (NF) that quantify product outside the food ranking system and are useful in tracking inventory and progress to goals.

There may be foods that we are unable to rank, or can choose not to rank for practical reasons. A mixed donation of crackers may contain too many varieties to make ranking and assigning item cards to each one possible. Your food bank may handle them as “assorted crackers” and assign a ‘NR’ to the item. There may also be food for which accurate data on nutrient content cannot be found. Assigning NR to an item confirms that the product was included in the data collection and not missed. Without this designation, staff would need to go back and check on the disposition of all items without a rank to determine if it was missed in error. Using the NR category facilitates accuracy in tracking and reporting data.
Similar to the NR rank, assigning NF or Non-Food to an item confirms that the product was included in the data collection and not missed. If non-food items are left blank, staff would have to verify that this was a non-food item and not a food item that was missed but should have been ranked. Using the NF category facilitates accuracy in tracking and reporting data and provides more complete data for inventory analysis. (See Appendix F for a sample ranking of a product using CHOPSM.)

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We commend your food bank’s efforts to increase access to healthy food reaching the low-income communities you serve. The practices we have highlighted throughout this guide demonstrate how current CHOPSM users have implemented the program at their food bank. From ranking product to running reports, we encourage you to identify the ways that best fit your food bank as you begin to implement CHOPSM.
Appendix A: Vendors CHOP\textsuperscript{SM} food banks have used to procure healthier product (product ranking 1 or 2)

(Vendors below courtesy of Greater Pittsburgh Community Food Bank)

**MIKE FELLINGER COMPANY**
State College, PA  
Phone: 814.234.1400  
Contact Name: Mike Fellinger

Product(s):
- Spaghetti Sauce
- Pasta: Spaghetti, Egg Noodles
- Juice: Orange Juice, Apple Juice
- Vegetables: Green Beans, Corn, Peas, Carrots, White & Sweet Potatoes, Tomatoes
- Canned Beans: Baked Beans, Chili, Kidney, Pinto, Black Eyes
- Peanut Butter
- Cereal (opportunity buy)

**HILLANDALE FARMS**
New Kensington, PA  
Phone: 724.339.3600  
Contact Name: Louise Kwasneski

Product(s):
- Eggs

**GIBB-MCCORMICK, INC.**
Milbrae, CA  
Phone: 925.327.7330  
Contact Name: Stu Winograd

Product(s):
- Cereal
- Pancake Mix

**FEEDING AMERICA’S PURCHASING PORTAL**
Chicago, IL  
Phone: 800.771.2303 or 312.263.4357  
Contact Name: Jack Friend

Product(s):
- Milk
- Meals: Skillet Tuna, Mac ‘n Cheese, Ravioli with Beef, Spaghetti Rings, Beef Stew, Pasta Salad Mix
- Peanut Butter
- Rice
- Fruit: Fruit Cocktail (opportunity buy)
MAV SALES INC.
Buffalo, NY
Phone: 716.822.2711
Contact Name: Marty Burke

Product(s):
• Meals: Chili with Beans, Red Beans & Rice

SIMCO USA
Los Angeles, CA
Phone: 310.284.9050
Contact Name: Jaime Gonzalez

Product(s):
• Tuna
• Fruits: Peaches, Pears, Mixed Fruit

SUPERIOR FOODS
Grand Rapids, MI
Phone: 616.698.7700
Contact Name: Rick Somerville

Product(s):
• Pasta: Spaghetti, Elbow, Eggs Noodles
• Rice
• Meat: Ground Beef

COLOMBIA FRESH PRODUCE
Walla Walla, WA
Phone: 877.968.9067 x103
Contact Name: Alison Bruggeman

Product(s):
• Fresh produce

PROJECT PRESERVE
Nashville, TN
Phone: 615.329.3491
Contact Name: Chris Cochran

Product(s):
• Canned Vegetables
• Canned Soups or Stews
• Ravioli
• Corn Muffin Mix

MCLANE GLOBAL
Houston, TX
Phone: 214.697.8484
Contact Name: Brad Timberlake

Product(s):
• Canned Vegetables

(Vendors below courtesy of Capital Area Food Bank of Texas)
Appendix B: SMART Goals*

**SPECIFIC**
The first term stresses the need for a specific goal over and against a more general one. This means the goal is clear and unambiguous; without vagaries and platitudes. To make goals specific, they must tell a team exactly what is expected, why it is important, who's involved, where it is going to happen and which attributes are important.

A specific goal will usually answer the five “W” questions:
- What: What do I want to accomplish?
- Why: Specific reasons, purpose or benefits of accomplishing the goal.
- Who: Who is involved?
- Where: Identify a location.
- Which: Identify requirements and constraints.

**MEASURABLE**
The second term stresses the need for concrete criteria for measuring progress toward the attainment of the goal. If a goal is not measurable, it is not possible to know whether a team is making progress toward successful completion. Measuring progress is supposed to help a team stay on track, reach its target dates, and experience the exhilaration of achievement that spurs it on to the continued effort required to reach the ultimate goal.

A measurable goal will usually answer questions such as:
- How much?
- How many?
- How will I know when it is accomplished?

**ATTAINABLE**
The third term stresses the importance of goals that are realistic and attainable. While an attainable goal may stretch a team in order to achieve it, the goal is not extreme. That is, the goals are neither out of reach

---

nor below standard performance, as these may be considered meaningless. When you identify goals that are most important to you, you begin to figure out ways you can make them come true. You develop the attitudes, abilities, skills, and financial capacity to reach them. The theory states that an attainable goal may cause goal-setters to identify previously overlooked opportunities to bring themselves closer to the achievement of their goals.

An attainable goal will usually answer the question:
- How can the goal be accomplished?

**RELEVANT**
The fourth term stresses the importance of choosing goals that matter. A Bank Manager’s goal to “make 50 peanut butter and jelly sandwiches by 2:00pm” may be Specific, Measurable, Attainable, and Time-Bound, but lacks Relevance. Many times you will need support to accomplish a goal: Resources, a champion voice, or someone to knock down obstacles. Goals that are relevant to your boss, your team, and your organization will receive that needed support. Relevant goals (when met) drive the team, department, and organization forward. A goal that supports or is in alignment with other goals would be considered a relevant goal.

A relevant goal can answer yes to these questions:
- Does this seem worthwhile?
- Is this the right time?
- Does this match our other efforts/needs?
- Are you the right person?

**TIME-BOUND**
The fifth term stresses the importance of grounding goals within a time frame, giving them a target date. A commitment to a deadline helps a team focus their efforts on completion of the goal on or before the due date. This part of the S.M.A.R.T. goal criteria is intended to prevent goals from being overtaken by the day-to-day crises that invariably arise in an organization. A time-bound goal is intended to establish a sense of urgency.

A time-bound goal will usually answer the question:
- When is the due-date?
- What can I do 6 months from now?
- What can I do 6 weeks from now?
- What can I do today?
Appendix C: Sample Reporting Documents

**LOS ANGELES REGIONAL FOODBANK ANNUAL REPORT**

The following chart is a year-to-date report displaying the percentage of pounds distributed that are ranked as (Green-1, Yellow-2, Red-3, NF, NR, MC) by CHOPSM during fiscal year 2011.

<table>
<thead>
<tr>
<th>RANKING</th>
<th>RECEIPTS</th>
<th>% OF TOTAL</th>
<th>DISTR.</th>
<th>% OF TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>GREEN</td>
<td>35,649,099</td>
<td>58.1%</td>
<td>37,388,393</td>
<td>63.9% (high nutritional content)</td>
</tr>
<tr>
<td>YELLOW</td>
<td>11,267,105</td>
<td>18.4%</td>
<td>8,300,666</td>
<td>14.2% (good nutritional content)</td>
</tr>
<tr>
<td>RED</td>
<td>2,879,764</td>
<td>4.7%</td>
<td>2,686,907</td>
<td>4.6% (minimal nutritional content)</td>
</tr>
<tr>
<td>NON FOOD</td>
<td>476,429</td>
<td>0.8%</td>
<td>873,754</td>
<td>1.5%</td>
</tr>
<tr>
<td>NOT RATED</td>
<td>11,083,072</td>
<td>18.1%</td>
<td>9,141,480</td>
<td>15.6% (misc. categories)</td>
</tr>
<tr>
<td>MINIMAL CONTRIBUTION</td>
<td>18,921</td>
<td>0.0%</td>
<td>113,642</td>
<td>0.2% (condiment...etc)</td>
</tr>
<tr>
<td>TOTAL RANKED</td>
<td>61,374,391</td>
<td>100%</td>
<td>58,504,842</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

| ACTUALS            | 61,374,391 | 58,504,842 |
| DIFF. (UN-RANKED)  | 0          | 0          |

**CAPITAL AREA FOOD BANK OF TEXAS QUARTERLY NUTRITION REPORT**

The chart below shows this food bank’s CHOPSM averages on a quarterly basis, within a one year time period. The lower bracket highlights the yearly % of total items ranked as 1, 2, 3, MC or NR by CHOPSM.

<table>
<thead>
<tr>
<th>Oct 2010 – Sept 2011</th>
<th>Rank 1</th>
<th>Rank 2</th>
<th>Rank 3</th>
<th>Rank MC</th>
<th>Rank NR</th>
<th>Total Pounds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Averages</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>#</td>
</tr>
<tr>
<td>October</td>
<td>60.01</td>
<td>11.11</td>
<td>28.01</td>
<td>0.37</td>
<td>0.41</td>
<td>970980.68</td>
</tr>
<tr>
<td>November</td>
<td>48.2</td>
<td>17.56</td>
<td>30.52</td>
<td>3.02</td>
<td>0.63</td>
<td>1049171.06</td>
</tr>
<tr>
<td>December</td>
<td>57.73</td>
<td>23.71</td>
<td>14.74</td>
<td>3.26</td>
<td>0.51</td>
<td>1044678.94</td>
</tr>
<tr>
<td>Q1 Average</td>
<td>55.31</td>
<td>17.46</td>
<td>24.42</td>
<td>2.22</td>
<td>0.52</td>
<td>1021610.23</td>
</tr>
<tr>
<td>January</td>
<td>60.52</td>
<td>31.05</td>
<td>5.56</td>
<td>2.36</td>
<td>0.34</td>
<td>1306430.83</td>
</tr>
<tr>
<td>February</td>
<td>55.44</td>
<td>36.74</td>
<td>5.71</td>
<td>1.90</td>
<td>0.14</td>
<td>1407978.84</td>
</tr>
<tr>
<td>March</td>
<td>61.05</td>
<td>31.37</td>
<td>4.73</td>
<td>1.69</td>
<td>1.10</td>
<td>1304307.01</td>
</tr>
<tr>
<td>Q2 Average</td>
<td>59.00</td>
<td>33.05</td>
<td>5.33</td>
<td>1.98</td>
<td>0.53</td>
<td>1339572.23</td>
</tr>
<tr>
<td>April</td>
<td>57.84</td>
<td>33.76</td>
<td>5.83</td>
<td>1.54</td>
<td>0.96</td>
<td>1147379.17</td>
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<tr>
<td>May</td>
<td>60.99</td>
<td>28.49</td>
<td>8.28</td>
<td>1.51</td>
<td>0.65</td>
<td>1187954.48</td>
</tr>
<tr>
<td>June</td>
<td>58.62</td>
<td>24.19</td>
<td>14.65</td>
<td>1.65</td>
<td>0.61</td>
<td>1232952.75</td>
</tr>
<tr>
<td>Q3 Average</td>
<td>59.15</td>
<td>28.81</td>
<td>9.59</td>
<td>1.57</td>
<td>0.81</td>
<td>1198295.47</td>
</tr>
<tr>
<td>July</td>
<td>62.71</td>
<td>21.01</td>
<td>15.27</td>
<td>0.08</td>
<td>0.76</td>
<td>967360.78</td>
</tr>
<tr>
<td>August</td>
<td>65.42</td>
<td>15.30</td>
<td>16.82</td>
<td>0.15</td>
<td>2.18</td>
<td>743845.11</td>
</tr>
<tr>
<td>September</td>
<td>58.62</td>
<td>25.18</td>
<td>12.92</td>
<td>0.22</td>
<td>2.72</td>
<td>542407.39</td>
</tr>
<tr>
<td>Q4 Average</td>
<td>62.32</td>
<td>20.50</td>
<td>15.00</td>
<td>0.15</td>
<td>1.89</td>
<td>751204.43</td>
</tr>
<tr>
<td>AVERAGE FY2011</td>
<td>58.95</td>
<td>24.96</td>
<td>13.59</td>
<td>1.48</td>
<td>0.93</td>
<td>1077670.59</td>
</tr>
</tbody>
</table>
GREATER PITTSBURGH COMMUNITY FOOD BANK NUTRITION ANALYSIS REPORT

Each month, a report developed by the IT Department is automatically run to extract ranking information from Ceres for that month’s distribution (see chart). Product distribution is analyzed by major product source – purchased, government and donated subcategories of major product sources; and rank – 1, 2, 3, MC, NR and NF.

Major product sources are subdivided into: purchased - (wholesale/buying program), purchased for donated inventory, and the State Food Purchase Program; government - TEFAP, TEFAP Allegheny County, TEFAP Bonus, and TEFAP Lawrence County; and donated - with produce and without produce. The analysis looks at both pounds and items in each category so that the food bank can ensure both that it meets its poundage goals for nutrition and that there is a good selection of nutritious items.

The first section of the report, Rated, provides the raw pounds and items distributed in that month by the rank they received by subcategory of product.

The second section, Totals, provides the subcategory totals for each food source (purchased, government and donated) for product ranked, food product only, food and non-food, 1’s and 2’s, etc. and category totals for all product, food and non-food, 1’s and 2’s, etc.

The third section, Comparative Percentages, provides information on the percent of products and how they ranked by major product source category and subcategory. % Rated Product vs. Total Product Distributed allows the Food Bank to see how well they are capturing product distributed in the ranking system. Total 1’s and 2’s vs. Total Rated Food Only allows the food bank to see the percentage of 1’s and 2’s vs. all the food (only) distributed in a month by subcategory. The Comparative Percentage section also provides data on nutrition ranking by each major product source - purchased, government and donated, - as well as a grand total for what percent of product ranked 1 and 2 in that's month’s distribution (first line highlighted in red). The food bank’s current goal is that 80% of all the food that can be ranked will rank a 1 or 2 on the CHOPSM scale. This food bank also converts nutritious pounds distributed into nutritious meals (Missing Meals), distributed metric (second red highlighted line) by dividing the pounds of 1’s and 2’s by the current ‘pound-per-meal’ measurement used by the USDA.

The monthly reports are aggregated into an annual report by the Nutrition Manager. The Nutrition Analysis Reports are regularly reviewed by nutrition, food sourcing and executive staff to monitor progress toward goals, to strategize product acquisition, and to communicate the Food Bank’s efforts to provide more nutritious food to its stakeholders. (See next page for illustration.)
### GPCFB - Nutrition Distribution Summary

**7/2/2012**

<table>
<thead>
<tr>
<th>PURCH</th>
<th>PURCH-DON</th>
<th>SFPP</th>
<th>CSFP</th>
<th>TEFAP-ALLG</th>
<th>TEFAP-BONUS</th>
<th>TEFAP-LAW</th>
<th>DON-w/ Produce</th>
<th>DON-w/out Produce</th>
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<tbody>
<tr>
<td>LBS ITEMS</td>
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<tr>
<td>A</td>
<td>166,323</td>
<td>97,703</td>
<td>5,393</td>
<td>8,030</td>
<td>8,030</td>
<td>8,030</td>
<td>11,693</td>
<td>11,693</td>
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<tr>
<td>C</td>
<td>47,571</td>
<td>31,765</td>
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<td>1,166</td>
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<td>1,166</td>
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<tr>
<td>D</td>
<td>35,614</td>
<td>17,972</td>
<td>10,000</td>
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<td>N/A</td>
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<tr>
<td>F</td>
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### Comparison Percentages

- **% of Rated Product vs Total Product Distributed**

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- **Total 1&2 vs Total Rated Food Only**

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<th>CSFP</th>
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<th>TEFAP-BONUS</th>
<th>TEFAP-LAW</th>
<th>DON-w/ Produce</th>
<th>DON-w/out Produce</th>
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<tbody>
<tr>
<td>LBS ITEMS</td>
<td>LBS ITEMS</td>
<td>LBS ITEMS</td>
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<td>LBS ITEMS</td>
<td>LBS ITEMS</td>
<td>LBS ITEMS</td>
</tr>
<tr>
<td>71%</td>
<td>74%</td>
<td>100%</td>
<td>100%</td>
<td>94%</td>
<td>92%</td>
<td>90%</td>
<td>25%</td>
<td>67%</td>
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</table>

### Grand Totals

- **Total 1&2 vs Total All Products**

<table>
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<tr>
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<th>CSFP</th>
<th>TEFAP-ALLG</th>
<th>TEFAP-BONUS</th>
<th>TEFAP-LAW</th>
<th>DON-w/ Produce</th>
<th>DON-w/out Produce</th>
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<tr>
<td>LBS ITEMS</td>
<td>LBS ITEMS</td>
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<td>LBS ITEMS</td>
<td>LBS ITEMS</td>
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<tr>
<td>89%</td>
<td>89%</td>
<td>72%</td>
<td>71%</td>
<td>49%</td>
<td>49%</td>
<td>49%</td>
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</table>

- **Total Rated Food Only vs Total All Products**

<table>
<thead>
<tr>
<th>PURCH</th>
<th>PURCH-DON</th>
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<th>CSFP</th>
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<th>TEFAP-LAW</th>
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</thead>
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<tr>
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<td>LBS ITEMS</td>
<td>LBS ITEMS</td>
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<td>LBS ITEMS</td>
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<td>LBS ITEMS</td>
<td>LBS ITEMS</td>
</tr>
<tr>
<td>89%</td>
<td>89%</td>
<td>72%</td>
<td>71%</td>
<td>49%</td>
<td>49%</td>
<td>49%</td>
<td>49%</td>
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</tr>
</tbody>
</table>

### Number of Nutritious Meals

- **Total 1&2 div by 1.30**

<table>
<thead>
<tr>
<th>PURCH</th>
<th>PURCH-DON</th>
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<th>DON-w/out Produce</th>
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<td>LBS ITEMS</td>
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<td>LBS ITEMS</td>
<td>LBS ITEMS</td>
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</tr>
<tr>
<td>1,015,209</td>
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<td>1,015,209</td>
<td>1,015,209</td>
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</table>
### Appendix D: CHOP℠ Product Categories

CHOP℠ product categories are based on how the food functions in a diet and its nutrient content as a food source. The categories allow 'like' foods to be compared. CHOP℠ assigns points based on the Recommended Daily Value of nutrients in a 2000-calorie diet - adding points for nutrients to be encouraged and subtracting for those to be discouraged. All types of food - donations, government and purchased - can be evaluated using CHOP℠.

CHOP℠ was designed specifically with product available to food banks in mind. High value foods such as produce, eggs, water, peanut butter, baby food and infant formula (within code date), etc. are automatically assigned a rank of ‘1.’ This automatic ranking saves time and acknowledges the unique circumstance of food banks in their effort to procure nutritious product efficiently.

CHOP℠ categories were defined to be used to both identify healthier food for acquisition and to inform the food banking community how to use nutrition and healthy food choices in the fulfillment of their mission to feed the hungry. Because CHOP℠ categorizes foods according to their function in the diet, it can be used to teach agencies and others to differentiate amongst several food choices and find the one that best suits their consumers in terms of both calories and health. An example of this is milk. In CHOP℠ milk is analyzed in the beverage category. Although typically thought of as a ‘dairy product,’ including milk in the beverage category allows an agency to compare it to other drinks like juice, soda, coffee, ades, etc. when choosing among drinks on inventory. Categorized in this way, milk can be seen to be a healthier beverage choice than soda.

<table>
<thead>
<tr>
<th><strong>ANIMAL PROTEIN:</strong></th>
<th><strong>BEVERAGES:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Any meat item that comes from an animal, aseptic pack, canned, frozen or fresh</td>
<td>Milk, fresh</td>
</tr>
<tr>
<td>Chicken</td>
<td>Juice - all</td>
</tr>
<tr>
<td>Pork</td>
<td>Sports Drinks</td>
</tr>
<tr>
<td>Fish</td>
<td>Shelf-Stable Milk</td>
</tr>
<tr>
<td>Turkey</td>
<td>Juice beverages</td>
</tr>
<tr>
<td>Venison</td>
<td>Energy Drinks</td>
</tr>
<tr>
<td>*Eggs automatically receive a ranking of 1.</td>
<td>Ades, e.g. lemonade</td>
</tr>
<tr>
<td>Lunch Meats</td>
<td>Rice Milk</td>
</tr>
<tr>
<td>Sausage Eggs*</td>
<td>Soy Milk</td>
</tr>
<tr>
<td>Lunch Meats</td>
<td>Pop/Soda</td>
</tr>
<tr>
<td>Sausage Eggs*</td>
<td>Kool Aid</td>
</tr>
<tr>
<td>Lunch Meats</td>
<td>Drink powders, e.g.</td>
</tr>
<tr>
<td>Sausage Eggs*</td>
<td>Tang</td>
</tr>
<tr>
<td>Lunch Meats</td>
<td>Water*</td>
</tr>
<tr>
<td>Sausage Eggs*</td>
<td>Flavored Water</td>
</tr>
<tr>
<td>Lunch Meats</td>
<td>Hugs</td>
</tr>
</tbody>
</table>

*Water (Unflavored, no sweeteners (nutritive or non-nutritive), noncarbonated, caffeine-free) automatically receives a ranking of 1.
### CEREAL:
All hot and cold cereals

### DAIRY & MILK PRODUCTS:
Yogurt, cheese, cheese foods, cheese spreads

### FRUIT:
All fruits, including dried, canned, and frozen, including cranberry sauce

### GRAINS AND PASTA:
- Bread
- Pancake Mix
- Pasta
- Rice
- Rice Mixes

### VEGETABLES:
All vegetables including tomato sauce, spaghetti sauce, carrots, greens, corn, peas, green beans, mushrooms, etc. which are canned or frozen

### VEGETABLE PROTEIN:
- Nuts
- Legumes
- Textured Vegetable Protein
- Seeds

*100% nut butters automatically receive a ranking of 1 (Does not include peanut butter mixes such as peanut butter with jelly, honey or chocolate.)*

### MEALS:
Foods containing multiple food groups, aseptic pack, canned, frozen or fresh:
- Soups, liquid
- Soup
- Entrees
- Ramen
- Pizza
- Noodles
- Soups, dry
- “Helpers”
- Side Dishes
- Canned Pastas e.g. Spaghetti-O's

### SNACKS/DESSERTS:
- Cake Mix
- Ice Cream Cones
- Dips
- Pudding
- Gelatin
- Crackers—all types
- Cakes/Cupcakes
- Frosting
- Sherbet/Sorbet
- Frosting
- Nutrition Bars
- Jell-O
- Candy
- Beef Jerky
- Ice Pops
- Dessert Toppings
- Marshmallows
- Pork Rinds
- Cheese Curls/Puffs
- Fruit Roll-Ups, Leather, etc.
- Ice Cream
- Slim Jim
- Pretzels
- Pie Crust
- Chips
- Pastries
- Cereal Bars
- Expired Nutritional Supplements
- Cookies
- Snack/Cajeta
SPECIAL NEEDS:

These foods are considered to provide maximum nutrition for a specific purpose. All products in the Special Needs category receive an automatic rank of 1. The assumption is that these foods, when within code date, meet the accepted nutrition standards for which they were developed.

Baby Formula  Baby Food
Nutrition Supplements, e.g. Boost, Ensure

MINIMAL CONTRIBUTION:

MC or minimal contribution is automatically assigned to a food that is not expected to contribute significantly to the diet, for example ketchup, mustard, a spice, etc. The food is not analyzed with the CHOP\textsuperscript{SM} tool. This saves time in ranking and also allows a food bank to collect data on how much of this type of product it is distributing.

- Jellies
- Ketchup
- Pickles
- Oil, liquid & spray
- Jams
- Mayonnaise
- Relishes
- Tartar Sauce
- Fruit Spreads
- Mustard
- Salad Dressing
- Cocktail Sauce
- Gravy
- Margarine
- Butter
- Salsa
- Syrup
- Butter
- Substitutes
- Sour Cream
- Coffee
- Gum
- Mints
- Candy
- Tea

NON-FOOD:

Similar to the NR rank, assigning NF or Non-Food to an item confirms that the product was included in the data collection and not just missed. If non-food items are left blank, staff would have to verify that this was a non-food item and not a food item that was missed but should have been ranked. Using the NF category facilitates accuracy in tracking and reporting data.

NOT RANKED:

There are foods that we are unable to rank, or can choose not to rank for practical reasons. A mixed donation of crackers may contain too many varieties to make ranking and assigning item cards to each one possible. Assigning NR or Not Ranked to an item confirms that the product was included in the data collection and not just missed. Without this designation, staff would need to go back and check on the disposition of all items with a blank to determine if any were missed in error. Using the NR category facilitates accuracy in tracking and reporting data.

- Amount of product does not meet minimum quantity established by food bank
- Assorted or Mixed
- Food Drive
- Product without nutrition labels
- Salvage
Appendix E: Other Names for Sugar, Trans Fat, & Whole Grain

SUGARS & SWEETENERS

Excess sugar consumption is known to contribute to a wide variety of adverse health conditions. Aiming to reduce sugar consumption is a good step toward averting many of these preventable diseases. Many foods with large amounts of added sugar provide calories but have little to no nutrient content.

<table>
<thead>
<tr>
<th>Other names for sugar include:</th>
<th>Brown Sugar</th>
<th>Glucose</th>
<th>Malt syrup</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Corn Sweetener</td>
<td>High fructose corn syrup</td>
<td>Molasses</td>
</tr>
<tr>
<td></td>
<td>Corn Syrup</td>
<td>Honey</td>
<td>Raw sugar</td>
</tr>
<tr>
<td></td>
<td>Dextrose</td>
<td>Invert sugar</td>
<td>Sucrose</td>
</tr>
<tr>
<td></td>
<td>Fructose</td>
<td>Lactose</td>
<td>Sugar</td>
</tr>
<tr>
<td></td>
<td>Fruit juice concentrate</td>
<td>Maltose</td>
<td>Syrup</td>
</tr>
</tbody>
</table>

TRANS FATS

Trans fats are now widely known to adversely impact health by increasing cholesterol levels and contributing to weight gain. Health experts recommend ‘weeding out’ foods containing trans fats to the best of your ability.

<table>
<thead>
<tr>
<th>Other names for trans fats include:</th>
<th>Partially hydrogenated oils</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Vegetable shortening</td>
</tr>
<tr>
<td></td>
<td>Partially hydrogenated vegetable shortening</td>
</tr>
<tr>
<td></td>
<td>Margarine</td>
</tr>
</tbody>
</table>

WHOLE GRAINS

Look for grains (ex. cereal, rice, bread) with ‘whole’ or ‘whole grain’ as the first ingredient to obtain the benefits of eating a whole grain food.

<table>
<thead>
<tr>
<th>The following are whole grains:</th>
<th>Whole barley</th>
<th>Popcorn</th>
<th>Whole cornmeal</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Whole oats</td>
<td>Whole rye</td>
<td>Whole wheat</td>
</tr>
<tr>
<td></td>
<td>Wild Rice</td>
<td>Brown rice</td>
<td>Whole-wheat bulgur</td>
</tr>
<tr>
<td></td>
<td>Graham flour</td>
<td>Oatmeal</td>
<td>Quinoa</td>
</tr>
</tbody>
</table>
Appendix F: How to Rank Product Using CHOP℠

On the CHOP℠ CD-ROM there are three tools. Choose the one that best fits your task:

- **CHOP℠ Nutrient Analysis Tool for Inventory Product**: use this tool to rank product that you know you will be placing on inventory.

- **CHOP℠ Nutrient Analysis Tool for Potential Product**: use this tool to rank and compare similar products you are considering for acquisition.

- **CHOP℠ Nutrient Analysis Tool for Recipes**: you have received this bonus tool for ranking recipes using CHOP℠ analysis. To rank recipes, you will need to use software such as Food Processor or any other that allows you to input ingredients and generate a Nutrition Facts Label. You will be able to determine the relative nutrition of any recipes you use and reformulate recipes to make healthier versions. This version of the tool allows you to ensure that the recipes you distribute are healthy!

**SAVING YOUR DATA**
Create a file on your network, and upload each of these tools and add the fiscal year to the name. For example:

- 2012CHOPSM_NAT_Inventory Product
- 2012CHOPSM_NAT_Potential Product

Do not enter data directly onto the CD-ROM. When you need to rank, go to the file and choose the tool that meets your purpose. Each fiscal year, you can upload the blank tools again and name them for that year. This will prevent your spreadsheets from becoming too large and unwieldy and enable you to collect data by fiscal or calendar year.

**WHO SHOULD RANK PRODUCT?**
CHOP℠ is a user-friendly tool that someone without a nutrition background can learn to use. Ranking can be conducted by a variety of individuals within various departments including: receiving, nutrition
staff, inventory team or volunteers trained as CHOPSM intake specialists.

**Product Ranking Using CHOPSM**

There are 12 food categories in CHOPSM. There are two additional categories, Not-Ranked (NR) and Non-Food (NF), that quantify product outside the food ranking system and are useful in tracking inventory and data accuracy.

Begin by choosing the food category for the product you want to rank. If the category is not obvious, refer to CHOPSM Product Categories on page 29 (common foods are provided for each category). If you don’t see the exact product, find the food that it most resembles and use that food category for ranking.

The actual ranking consists of entering the data from the Nutrition Facts Label into the calculator in the appropriate CHOPSM Nutrient Analysis Tool (contained in the Excel Workbook). Look at the food categories on the tabs at the bottom of the workbook and open the worksheet that matches your product. This is where you will enter the data. When all the data is completed, the rank for that food will be generated.

Following your item card procedures, enter the rank into the item card in your inventory software (Primarius, Ceres, etc.) with other product details. Because the CHOPSM rank becomes part of the information associated with an item via the item card, it will track that item and then be used for inventory nutrition analysis and reporting.

**RANKING BASICS:**

- Get one item from the case or use a photo of the item’s front label, the Nutrition Facts Label and the ingredient list.

- Decide which tool of the three tools you need to use. Open that Excel workbook. This is the tool you will be using to rank products using CHOPSM.

- Decide which category the food belongs to. There are separate worksheets within the Excel workbooks for each of the CHOPSM food categories. (Example: A can of salmon would be ranked in Animal Protein; a can of pinto beans would be ranked in Vegetable Protein, etc.)

- Find the Excel worksheet that corresponds to the category of food you want to rank. Names of categories are listed at tabs along the bottom of the Excel spreadsheet (you may have to scroll to find them). Click on the correct tab to open the worksheet.
• Using the Nutrition Facts Label and ingredient list, input the data horizontally across the spreadsheet. Labels at the top of the columns indicate what info to add in the cells below.

• When you have filled in all of the columns, the sum of the item's nutrition points and its rank will automatically populate.

• The ranking process is the same for all the food categories.

**Ranking Southgate Chili with Beans using CHOPSM**

1. Choose the appropriate CHOPSM tool.

2. Chili with Beans is a meal, so open the worksheet tab entitled “Meals.”

3. The nutrients to be limited are highlighted in light yellow at the top of the spreadsheet. The nutrients to be maximized are in white.

4. In column A, enter your initials.

5. In column B, enter the date.

6. In column C, enter the date that the nutrition ranking is entered into Ceres, Primarius, or whatever inventory software you use. Column B and C will be the same if the food is analyzed and the rank entered into your software on the same day.

7. In column D, enter the product’s item number.

8. In column E, enter the item brand. This is important as the ranking of the same item may vary between different brands depending on its specific formulation.

9. In column F, enter the description of the food you are using on the item card.
10. Fill in columns G-Q, using the data on the Nutrition Facts Label and the ingredient list. Enter the numeral only, not the ‘%’ or ‘g’.

   g. Saturated fat = 30
   h. Trans fat = 0
   i. Cholesterol = 10
   j. Sodium = 37
   k. Fiber = 9 g or 35%
   l. Sugar = n (for NO - sugar is not listed in the first three ingredients)
   m. Protein = 14 (this nutrient is on the label in grams, not percent)
   n. Vitamin A = 15
   o. Vitamin C = 0
   p. Calcium = 6
   q. Iron (Fe) = 20

13. Based on the data you entered, the algorithm calculates the nutrition rank based on nutrient content compared to the percent Daily Value. The total points for the Chili with Beans is 5, resulting in a CHOPSM rank of 2.

14. Save the data in the spreadsheet.

15. Open your inventory software; navigate to the item card and the data field where the nutrition rank is entered.

16. If your software allows you to indicate Kosher or any other data, enter it now.

17. If your software has a space for comments, enter initials of the person ranking, date ranked, brand name and any other information you may want to record.
Appendix G: Useful Links

- **USDA FOODS TO INCREASE/DECREASE:**

- **DGA 2010 KEY RECOMMENDATIONS PG. X, XI:**

- **USDA CENTER FOR NUTRITION AND POLICY PROMOTION:**
  http://www.cnpp.usda.gov/

- **FOOD LABELING GUIDE:**

- **FOOD LABELING:**
  http://www.fda.gov/Food/LabelingNutrition/default.htm

- **DIETARY GUIDANCE:**

- **READING A NUTRITION FACTS LABEL:**
  http://www.fda.gov/Food/ResourcesForYou/Consumers/NFLPM/ucm274593.htm

- **MYPLATE:**
  http://www.choosemyplate.gov/food-groups/

- **HEALTHY EATING TIPS:**
  http://www.choosemyplate.gov/healthy-eating-tips.html

- **RECIPE RAINBOW:**
  http://www.cloudnutrition.net/?page_id=43

- **CLOUD NUTRITION:**
  http://www.cloudnutrition.net (Currently a test site only)
Acknowledgements

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- Los Angeles Regional Food Bank
- The Greater Boston Food Bank

CHOPSM was developed by nutrition staff and the Food and Nutrition Committee of Greater Pittsburgh Community Food Bank (GPCFB) in 2002 in an effort to distribute healthier food and promote the health and wellness of the communities they serve. GPCFB is now sharing CHOPSM with food banks across the country.

Healthy Options, Healthy Meals™ is a partnership between MAZON: A Jewish Response to Hunger and Kaiser Permanente.
Healthy Options, Healthy Meals™ is a groundbreaking national initiative, funded by Kaiser Permanente, aimed at helping food banks across the country make healthy and nutritious food more accessible for low-income families.