

# Service Food Launches 'Fresh on the Go'



Mexican Shaker Salads



Leafy Green Salads

## Convenience Made Healthy

Finding healthy food options when you're short on time can be a challenge. Convenience foods are rarely healthy; however, that is changing due to the work PartnerSHIP 4 Health's Eat Well project.

Over the past 3 years, PartnerSHIP 4 Health dietitians have worked with 15 food service establishments (6 locally-owned restaurants/coffee shops, 6 healthcare facilities, and 3 grocery stores/food co-ops) in a partnership relationship to increase availability and accessibility to healthy foods by modifying existing or adding new menu items.

PartnerSHIP 4 Health drives the program by recruiting the partners, researching creative ideas tailored to each partner's needs and abilities while providing extensive technical assistance. SHIP has provided funding to pay for special projects and/or equipment for each partner, to allow the work to move forward.



Yogurt Parfaits

## Technical Assistance Leads to Profits

Our Eat Well partners all report that making healthy changes to their menu is important to them, but lack the time and expertise to make it happen. One of the best examples of this work is with Service Food, a locally owned grocery store in Fergus Falls. The partnership has resulted in creating a new line of healthy grab and go, 'Fresh on the Go', which was launched in February 2017 and has increased sales for the store (\$30,000 in 2017 and \$46,000 in 2018). The line of foods includes leafy green salads with salad dressings made in-house, shaker salads, energy balls, yogurt parfaits, and other seasonal items. These new grab and go options have improved community health by changing people's shopping patterns by purchasing healthy options for breakfast, lunch, and dinner that were not previously available. Kevin King, Vice President at Service Food says, "Service Food's partnership with PS4H has been very well received by our employees and customers. It has given us the opportunity to bring healthy, homemade options to our customers for fresh meals and snacks. The ability to combine our employees' expertise with PS4H's expertise has been a very beneficial and greatly appreciated relationship."

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CONTACT INFORMATION:  
Katrina Mouser  
PartnerSHIP 4 Health  
218-770-9788  
katmouser@gmail.com



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