

# Local Eats = A Healthy Solution in a Box



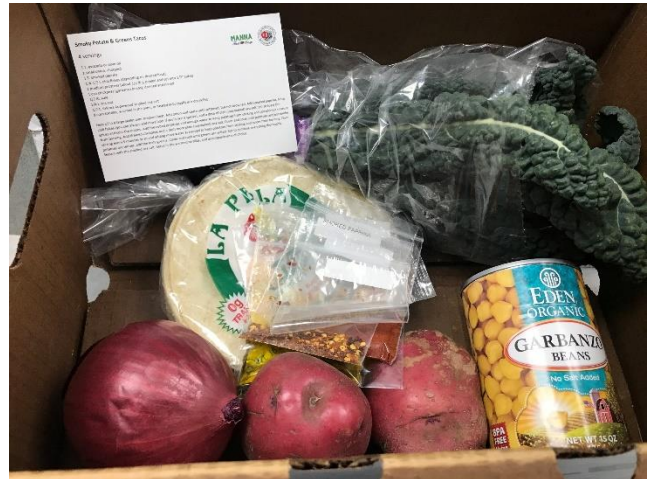
This logo was designed as a spin off from PS4H's healthy restaurant initiative, *Eat Well*, to highlight local foods in the meal kits.

## Healthy, Delicious, and LOCAL

Don't know what to make for supper? Dread grocery shopping? But still want to eat healthy? Manna Food Co-op in Detroit Lakes, Minn. is providing a healthy solution for these common challenges in our fast-paced culture. They kicked off a meal kit program in January of 2019 called *Local Eats*, and is finding it to be a quick success in the community.

Meal kits have been available online for a few years, but recent trends are showing the most successful companies operate out of grocery stores, such as Kroger with their Home Chef line of meals. This move helps to control price, while also reducing loss due to unsold kits. Manna Food Co-op is a young food co-op who is looking at creative ways to increase their customer base while supporting their health. PartnerSHIP 4 Health (PS4H) helped provide the technical assistance and strategy support funding to put their ideas into motion.

*Local Eats* is set apart from other popular mail order meal kits by being local and healthy; the meal kits feature delicious, signature recipes that meet national nutrition guidelines while featuring as much local produce, grains, and meats as are available. The recipes are created and tested by PS4H's consultant chef, and then analyzed by PS4H's dietitians.



Ingredients and recipe for Smoky Potato & Greens Tacos packed up and ready to go!

## Win for Customers, Co-op, and Community Health

Each week, Manna offers an entrée box and a salad box, each serving four people, giving customers the option to buy one or both. The meal kits provide all of the ingredients, each portioned and labeled, along with a recipe card with easy-to-follow instructions. Customers can order the meal kits online, by phone, or in person at the co-op.

Over the first four weeks, the co-op has generated about \$2,500 of sales, with most of the customers being repeat buyers. Member-owner Kelsey Hoss is a regular customer and says "I love to support local businesses, and I love *Local Eats* for its freshness, convenience, and the recipe cards so I can make them again!" Roxie Carr, manager at Manna, says "This program was projected to be a two-month pilot, but because of its popularity, we are planning to continue to offer the meal kits beyond February. We are looking at new recipes including trendy power bowls, as well as offering meals for two!"

According to the Center for Disease Control and Prevention only 10 percent of American adults get the recommended daily amount of fruits and vegetables. Having access to healthy whole foods through Manna's *Local Eats* boxes makes eating healthy meals inexpensive, more convenient while supporting community wellness. To learn more about *Local Eats*, visit their website at <https://mannafoodcoop.com/eats/>.

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