Optimizing the Hunger Relief Supply Chain: Retail Partner, Food Bank & Agency

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Opportunity with National Partner Retailers

Objective
Identify total pounds of opportunity by individual stores within your Food Bank’s service area.

Methodology
For each active National Partner Donor, Retailer Relative Yield, and find the average for each food bank by retailer. The location relative yield minus the location’s receipted pounds (lbs) divided by the location ACV (lbs) multiplied by the threshold median ratio of pounds donated/ACV (lbs), or what the location relative yield would have been if the retailer had donated all pounds reported in the blue receipt process to Feeding America. In this report version, the date range is 1/1/16-12/31/16.

Net Opportunity: The amount remaining is the “opportunity.”

Definitions
Donor, National Partner
Food Bank Receipted Pounds: An average number of pounds per store since they are not part of the Blue Receipting process.
ACV Pounds: An average food bank in that threshold would be picking up from that exact location.

Top 10% of food banks in each retailer is used. Retailer Relative Yield:

Network Median
Network Outperform
Network Exceptional

Objective
Identify other grocery locations in your Food Bank’s service area. Identify the relative size of these locations by their Total Store Quantity Donations (pounds/month) and find the middle number.

Note
These locations may already be donating to your Food Bank, but Feeding America does not have insight into the number of pounds per store since they are not part of the Blue Receipting process.