



RESULTS

10%

Increase

IN VOLUME OF
NUTRITIONAL MEALS
DELIVERED

1,600

Meals

PER DAY



Higher

CULINARY QUALITY

CASE STUDY

CUSTOM CONGREGATE SOLUTION

FIGHTING HUNGER THROUGH THOUSANDS OF NOURISHING MEALS TO NEEDY SENIORS

Situation Overview

A national Area Agency on Aging for disadvantaged seniors lacked the expertise and resources to accommodate the magnitude of senior hunger in Central Arkansas.

In a region with the highest concentration of food-deprived seniors in the nation, the agency was faced with the need to expand its reach and increase the nutritional value and quality of the food it delivered.

Business Challenge

Valley set out to create solutions to the dual dilemma of needing to feed more seniors while offering menus that maximized nourishment and enjoyment—all on a limited budget.

Our Solution

Valley's operations team and registered dietitians worked with the agency to create and provide meals that meet nutritional requirements, high culinary standards and regional preferences.

Key elements:

- ▶ Collaborative menu planning between Valley dietitians and the agency
- ▶ Special touches integrated into each meal raise its culinary quality and increase satisfaction among the seniors
- ▶ The adoption of regional menu preferences elevates the foodservice to a dining occasion that seniors relish
- ▶ Development of a more personal approach to food delivery for all meals, especially holiday meals and other special occasions

Benefits

10% more seniors, both in local senior centers and homebound, have been fed since the program launched.

Cost Benefits

Volume of nutritional meals delivered to needy seniors increased by 10%, extending the agency's reach to 1,600 meals per day while maintaining economies of scale. The agency knows Valley is capable of producing and delivering more meals as the agency receives additional funds.

Impact on Morale

- ▶ **Team:** The introduction of Valley's personnel and competencies has complemented the agency's volunteers and staff, empowering them with greater confidence in their ability to make a difference in the lives of the seniors they serve.
- ▶ **End Users:** An increase in well-fed, well-nourished seniors has led to an outpouring of gratitude for the program's emphasis on the satisfying quality of the menus.

Improved Guest Satisfaction

The agency seniors report that the foodservice has resulted in significantly greater satisfaction, citing:

- ▶ Greater variety
- ▶ Higher culinary quality
- ▶ Personal service
- ▶ Healthier menus

How We Implemented the Program

- ▶ Valley develops senior services programs by cultivating relationships with clients—providing a quality product and exemplary service for a competitive cost
- ▶ Commitment of Valley resources and personnel, including registered dietitians and other nutritional and culinary experts
- ▶ Development of protocols to balance food volume, nutritional value and culinary quality
- ▶ Ongoing expressions of team solidarity and gratitude to staff and volunteers

“ The Area Agency on Aging/Valley senior program is a great partnership. ”

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