

# Feeding Hope

a newsletter for food industry donors

## WHOLE FOODS MARKET PROVES THAT SERVING COMMUNITY IS JOB #1

With its grand opening in December last year, Whole Foods Market immediately began contributing to its new Jacksonville community. Before the store even opened, Neda Yazdanpanah, marketing director at Whole Foods Market Jacksonville, contacted Second Harvest Food Bank about donating surplus food for weekly pickups.

The Food Bank is picking up food three times a week — dry grocery goods, produce, dairy, deli, prepared food and bakery items — to help the growing numbers of people in need in north

Florida. A January in-store donations promotion also raised \$919 for the Food Bank! A check presentation will be made to Second Harvest on Tuesday, March 24, at 11 a.m.

In addition, Whole Foods Market placed Food Bank donation barrels in its store to encourage customers to buy a few extra products to donate as they left the store. Not only did Whole Foods Market benefit from the extra sales, it was able to donate almost 4,000 pounds of shelf-stable dry grocery products to help feed hungry people in our community — enough food for 2,667 meals.

Whole Foods Market engages in programs to help local nonprofits as part of living out one of its core values: "Caring about our communities and our environment." In addition to supporting sustainable agriculture, wise environmental practices and integrity in all business dealings, the company recognizes its responsibility to be active in its local communities, giving five percent of its profits annually to community and nonprofit organizations.



Whole Foods Market opened its new store in the Mandarin Landing Shopping Center off San Jose Boulevard.

### Whole Foods Market/SHFB Program:

- ▶ Surplus food donated for weekly pickups
- ▶ In-store promotion at cash register for financial donations by customers
- ▶ SHFB donation barrels placed in store for food donations from customers

[www.WholeFoodsMarket.com](http://www.WholeFoodsMarket.com)

"Our number one goal is to provide the community with the freshest, most flavorful and highest quality products," Karina Coryell, Whole Foods Market

store team leader, said. That commitment clearly extends even to those who depend on the Food Bank to help them provide food for their families.

### PEANUT PRODUCT RECALL

Second Harvest Food Bank knows you take food safety very seriously. So do we. During the past several months, the food industry has been affected negatively by the peanut product recalls. Fortunately, none of the donated products at the Food Bank were involved; however, we remain ready to respond to any recall.

Our national food network, Feeding America (formerly known as America's Second Harvest) sends us e-mail notifications of product recalls. With a computerized receipting, inventory and distribution system, we have the ability to very rapidly identify, remove and destroy any recalled products.

**Q:** Who does the Food Bank help?

**A:** In America, one person in eight struggles at some point in the year to find enough food to eat. The majority of these are working, productive members of their communities. As the current recession has deepened, we have seen a 32 percent increase in demand for food due in large part to layoffs, pay cuts and hour cutbacks. Most often, the people we help are individuals or a family who have been barely getting by and then a family crisis pushes them beyond their limits, requiring them to seek help to feed their family. Last year, with your help, the Second Harvest Food Bank helped distribute nearly eight million pounds of food — providing about five million meals!

▶ See more about donating food at [www.WeNourishHope.org/partners](http://www.WeNourishHope.org/partners)

### Playing it Safe

▶ Time and temperature control matter! Foods kept in the danger zone (41° - 135°) for more than two hours cannot be donated and should be thrown away.

▶ To maximize the amount of food you can donate and minimize waste, ensure that all prepared foods are cooled to 40° or frozen solid within the appropriate cooling times. Our refrigerated vehicles are designed to keep food cold; therefore, we cannot accept any hot/warm products.

### Did You Know?

You are legally protected when you donate to the Food Bank due to the Bill Emerson Good Samaritan Food Donation Act signed into law in 1996.

▶ See more about donating food at [www.WeNourishHope.org/partners](http://www.WeNourishHope.org/partners)

## What do employees do when they can't afford both gas and food? They drive to work hungry.

The mission of the Second Harvest Food Bank of North Florida is to distribute food and grocery products to hungry people and to educate the public about the causes and possible solutions to problems of domestic hunger.



### CONTACT US

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## FOOD INDUSTRY DONORS VITAL TO FIGHTING HUNGER

By Jim Chynoweth  
 Food Donations Coordinator



Those of us working for the Second Harvest Food Bank recognize that you and others in the food industry are a vital part of our ability to fight hunger here in north Florida. Whether you are working for a retailer, restaurant, food manufacturer or food distributor, your organization's commitment to work as a partner with the Food Bank by donating your unsalable but still safe-for-consumption products is invaluable to us. Last year, these types of businesses donated more than two million pounds of the nearly eight million pounds in total that we distributed — enough to serve about 1.5 million meals!

In recognition of how important your efforts are to us in taking responsibility for the issue of hunger in our community, we are sending you this new monthly newsletter, *Feeding Hope*, to share news about what the industry is doing to help us, keep you aware of the challenges and successes we face in meeting the needs of hungry people and spotlight some ways that your industry is helping to make a difference. Our goals are to help you understand who we are and how we operate so that you can contribute your services in a meaningful way and to share the most up-to-date industry best practices for food donations.

If you have questions about how you can help or if you have suggestions for other food industry donors who might be able and willing to donate product to us, please contact me.