



The Many Faces of Know Your Farmer, Know Your Food and Feeding America



Today's Agenda

- I. Hunger in America – The Need
- II. Feeding America's Member Network
- III. Fresh Produce Models
- IV. How to Engage



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THE PROBLEM IS SEVERE, THE URGENCY IS ACUTE.

48,800,000

PEOPLE FOOD INSECURE: LIMITED OR UNCERTAIN AVAILABILITY

- That's 1 in 6 Americans
- Driving force is unemployment



THE PROBLEM IS SEVERE.

THE URGENCY IS ACUTE.

1 in 5

UNDER THE AGE OF 18
(16 MILLION CHILDREN)
DON'T HAVE ACCESS TO
ENOUGH NUTRITIOUS
FOOD TO LEARN, GROW
OR THRIVE



CURRENT REALITY...

4 million

SENIORS FACE CHOICES
BETWEEN PAYING RENT,
UTILITIES, AND HAVING
ENOUGH NUTRITIOUS FOOD





The People We Serve...

Just because a person has a job does not mean he or she has enough money to put a meal on the table:

- 46%** of households served report having to choose between paying for food and paying for utilities or heating fuel
- 36%** of client households served have one or more adults working
- Unemployment is still **8.5%** nationwide, higher in many regions; “99’ ers” exhaust unemployment insurance benefits
- Only 10 percent of client households** served by the Feeding America network are homeless



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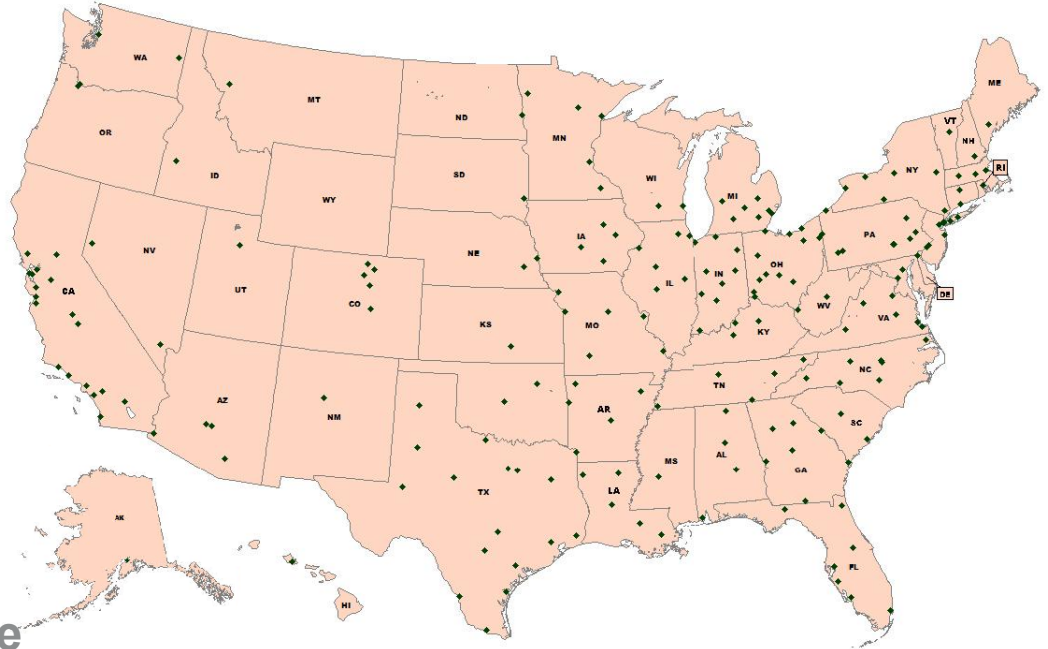
III. Fresh Produce Models

IV. How to Engage



Who We Are...What We Do...Feeding America...

- Is the nation's leading domestic hunger-relief charity.
- Our network includes a **national office in Chicago** & **more than 200 food banks** that fight hunger in every state.
- **Distributes more than 3 billion pounds** of food and grocery product annually.
- Feed **more than 37 million people each year**, including **14 million children** and **3 million seniors** through approximately 61,000 local agencies.





THE FEEDING AMERICA NETWORK

200+ COMMUNITY FOOD BANKS

61,000 AGENCIES

37,000,000 AMERICANS SERVED



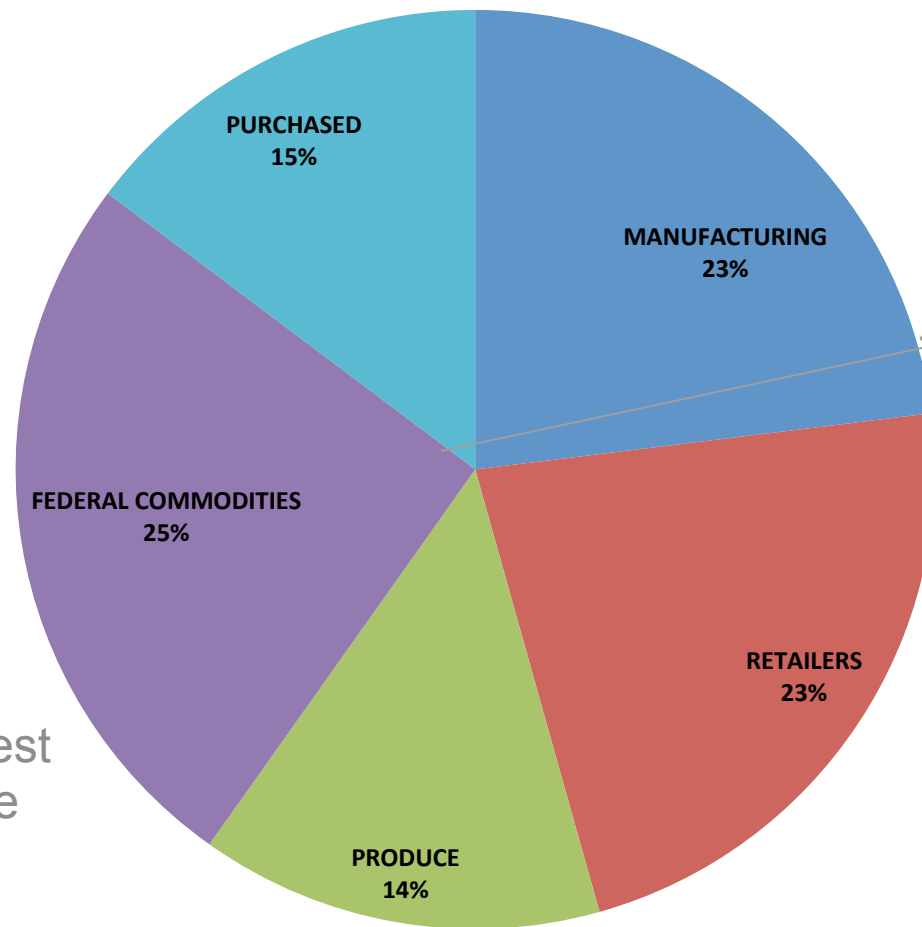
How we help feed America: by advancing our mission across four dimensions

- 1 Source and transport product donations** from retailers, manufacturers, distributors, farmers, 3rd party warehouses and other donor partners
- 2 Implement programs** to help people in need on their journey to self-sufficiency and wellness
- 3 Educate** national, state and local elected officials and the public on hunger in America
- 4 Raise funds** to purchase food and grocery products and distribute nationwide



The Need Remains Great: FoodStreams, October 1, 2010 to September 30, 2011

(Federal Fiscal Year 2011)



Note: Nationally, food drives only account for 3% of total food donations.

Two traditionally largest streams are in decline

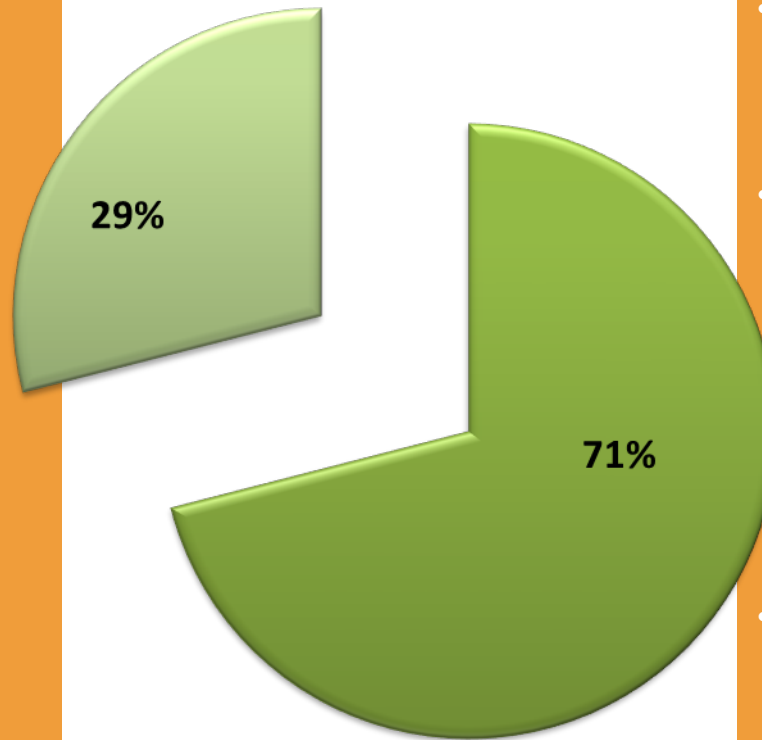
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Model #1 Local: Members Generate +70% of All Fresh Produce Donated Pounds

Fresh Produce FY11



- Each member has it's own designated service area
- Members are a self-contained local food sourcing and distribution system
- ~330 million LBs in FY11 vs 132 million LBs
- Equivalent of 8,250 truckloads

- Spark the movement in each community
- Secure food and funds from local sources
- Distribute food through agency network to people in need
- Uphold standards for food safety, fiscal responsibility and efficiency

Model #2 Regional: Sourcing and Sharing Models

1) Dedicated Fresh Produce Regional Sourcers

A. Pounds secured this FY = nearly 16M LBs offered

- Increased amount of produce made available regionally and nationally

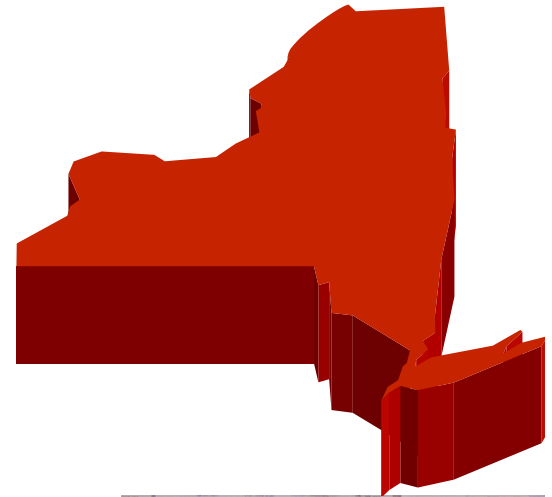
B. Low/reduced product costs

- Avg less than \$0.08 per pound

C. Local agricultural support

- Over 100 top donor prospects have been contacted
- Secured offers from 15 different donors
- Mainly truckload quantities that leverage scale and drive efficiencies but also LTL

D. Expanding model to IL, MI, WI, MN, and PA to start



Model #2 Regional: Sourcing and Sharing Models

2) Food Bank State Association Partnerships

- **Feeding IL**

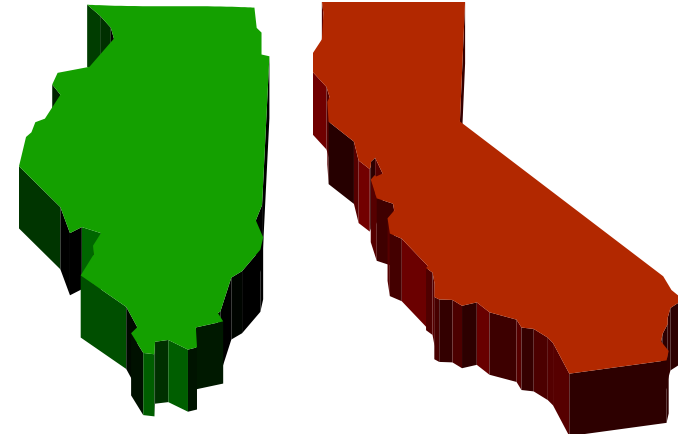
- Assisted sourcing ~60 truckloads in two planned load projects
- Regional Sourcer transitioning to fresh produce focus

- **California Association of Food Banks**

- Assisted moving 27M LBs to Feeding America members in CA

- **Association of Arizona Food Banks**

- Long term partnership – donated ~6M LBs to the national network over past 4 FY' s including a 50+ truckload watermelon donation



3) Dare to Share Northwest & Southwest + Midwest Sharing Group

Model #3 National: FA's Produce Program strives to increase fresh produce LBs distributed in the network

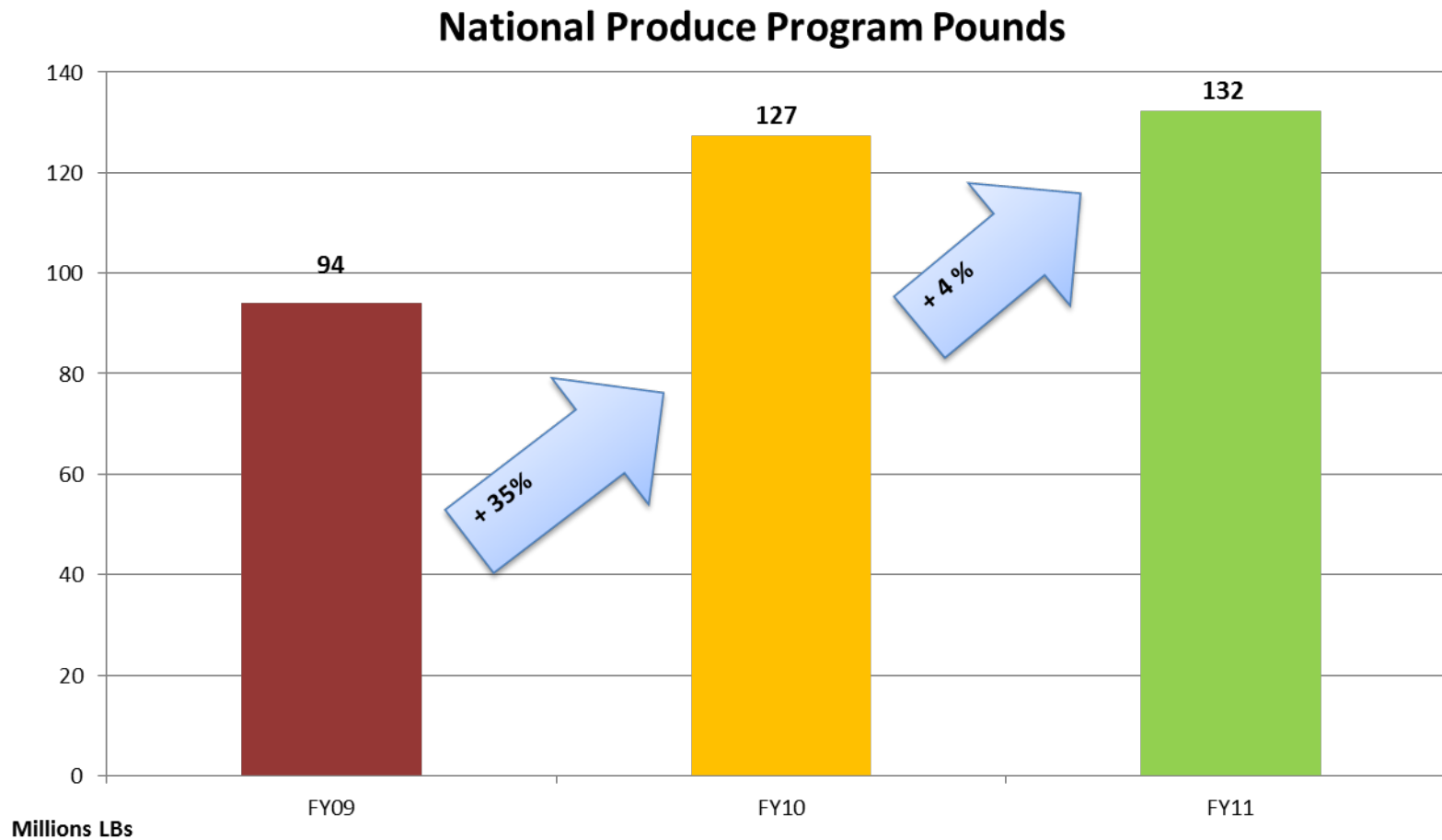
National Produce Program: What it does

- Creates a national office / local member cost sharing partnership focused on offering as many fresh produce lbs to members at the lower possible cost
- Leverages a **Value Added Processing (VAP) model**
 - Covers processors' costs to make lbs donatable
 - Facilitates produce being packaged for easier network distribution
- **Ability to handle non #1 product**
- Provides members with a fresh produce source to complement

National Produce Program provides member support by...

- Sourcing fresh produce donation offers
- Making offers available to the network via the Choice System
- Coordinating transportation
- Cost sharing on produce acquisition and transportation
- Providing centralized billing
- Expanding / deepening the fresh produce donor base and relationships with trade organizations
- Providing produce market / supply chain information

National Produce Program Pounds are +40% Past Two Years



Model #3 National: Partnership with American Farm Bureau Federation

A successful, 9-year collaborative effort with Young Farmer & Rancher Farm Bureau partners has generated:

- (1) Nearly **49 million pounds** of donated food
- (2) **\$1.8 million** raised
- (3) Nearly **60,000** volunteer hours



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Take Action – Considerations

Feeding America has already enabled the distribution of billions of pounds of fresh produce to hungry Americans...



Take Action – Considerations

Feeding America now distributes over a half billion pounds of fresh produce per year that may otherwise go to waste...



The equivalent of over 12,000 truckloads!





Take Action – Considerations

We have committed to increase poundage to 1 billion pounds annually in 3 years...

The equivalent of more than 300 miles of tractor trailers...





Take Action – Considerations

Billions of pounds of fresh produce are going to waste...millions of Americans are food insecure...

Can you be a part of Feeding America's solution?



Take Action – Considerations

- **Fresh produce represents the highest volume, lowest cost and most nutritious potential food source for fighting hunger.**
- Partnering with Feeding America and our network of community food banks also provides a bottom-line business solution for partners who donate excess, distressed or unsalable products.



Take Action – Considerations

Feeding America offers:

- Product pick-up with refrigerated equipment
- Receipts for potential tax deductions; please consult your tax advisor
- Reduction of costs associated with storage, transportation and disposal
- Waste minimization and assistance with sustainability



Take Action – Considerations

1) Already work closely with FNS regarding nutrition programs (SNAP, TEFAP, etc.)

- Need to build Rural Development relationships – visit your local food bank?



- Feasibility study grant with a local member? Processing opportunities?

Take Action – Considerations

2) Could you donate product?

3) If not, what would be next lowest sustainable cost?



4) Could you participate in a planned load model and commit to loads months in advance?

Take Action – Considerations

5) What more can we do to deepen our partnership to access, process, store, and distribute more product from more farmers...



...that generates jobs and enhances sustainability?





Take Action – Get Involved

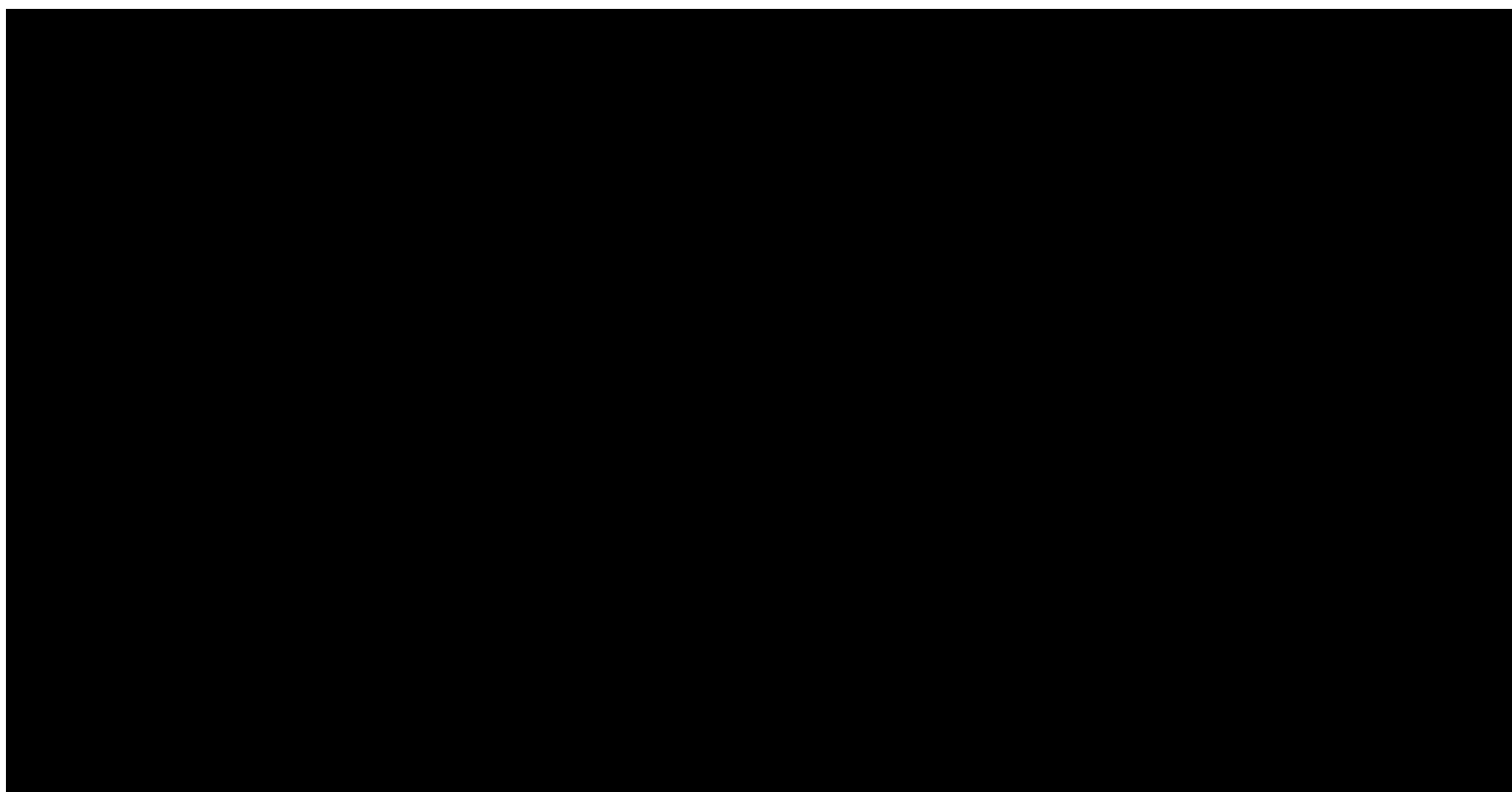
Donate, Advocate, Volunteer

You can help provide food, enrich lives, and catapult hope by joining the fight to end Hunger

To get involved today, visit feedingamerica.org



Some Final Thoughts...



...Thank You...

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