

A little giving goes a long way

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WAL-MART GIVING FRESH FOOD THROUGH COMMUNITY FOOD SHARE TO COMBAT HUNGER

Responding to the economic downturn, Wal-Mart Stores, Inc. plans to give more than 90 million pounds of fresh food annually to Feeding America (formerly America's Second Harvest) the nation's largest non profit organization addressing hunger. This national store pick-up program comes at a time when food banks across the country are reporting increased demand due to the recession.

Locally, Community Food Share, a Feeding America food bank, will pick up food from the six Wal-Mart's in our service area of Boulder and Broomfield Counties. *"The program will be completely operational by the first half of 2009, and will provide approximately 50,000 pounds of fresh food annually, per store, adding more than three hundred thousand pounds of food to Community Food Share's inventory,"* according to Michael StaffordCrane, Community Food Share's Operations Director. *"The Wal-Mart stores will provide different fresh protein product, which is rarely donated and too costly to purchase, even on the wholesale market. The amounts of fresh produce we will receive will be significant."*

The local program was launched at the Longmont Super Wal-Mart at 2513 Main Street, under the leadership of Store Manager Kent McCoy, at the beginning of November. A second Super Wal-Mart, at 136th Avenue, was added in December. Examples of food already donated include meat, fresh produce, prepared meals and bread. The Wal-Mart program was piloted at Sam's Clubs, earlier in the year, including the local Sam's Club in Louisville. Because of the success of these pilots, the pick up program was expanded nationally.

"The importance of this program to those in need of food assistance in our community cannot be understated," noted Jim Baldwin, CEO of Community Food Share. *"We are seeing upwards of a 20% increase in demand from all of our distribution points, which include local food pantries, soup kitchens, shelters and emergency box programs, and our own Direct Service programs. This year we will distribute over 5.2 million meals (1 pound = 1 meal), representing a 16% increase over 2007. The Wal-Mart store pick up program will help us to meet, in a very substantial way, the increased need for food assistance we anticipate in 2009 as the recession continues."*

About Community Food Share

Community Food Share exists to ensure that no one in Boulder and Broomfield counties goes hungry. The need in our community for food assistance is great. There are over 45,000 people in Boulder and Broomfield counties living in poverty, and 10,000 children enrolled in the School Free Lunch program in the Boulder Valley and St. Vrain Valley school districts. Now in our 27th year of service, Community Food Share distributes food to those in need through a network of 60 Member Agencies including food pantries, soup kitchens, shelters and emergency food box programs, and several Direct Service programs targeting at-risk populations. All food is distributed free of charge. Community Food Share will distribute over 5 million meals in 2008, 500,000 more meals than in 2007. www.communityfoodshare.org.

About Feeding America

Founded in 1979, Feeding America (then known as Second Harvest) distributed 2.5 million pounds of food to a network of 13 food banks in its first year of operation. Today, their national network secures and distributes nearly two billion pounds of food and grocery products to more than 200 regional food banks and food-rescue organizations in all 50 states, the District of Columbia and Puerto Rico. www.feedingamerica.org.

“Our mission is to feed America’s hungry through a nationwide network of food banks and engage our country in the fight to end hunger.”

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