Deeper Causes of Hunger: Embracing Solutions

In this issue:
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- Black Birch 10 Miler
- Farmer of the Year: Atlas Farm
The following businesses, organizations and foundations made a gift of $1,000 or more between October 1 and December 31, 2019

10 Bridge Street Restaurant
Arctic Refrigeration Company, LLC
Avangrid Foundation
Bank of America Charitable Foundation, Inc.
Behavioral Health Network
Blue Cross Blue Shield of Massachusetts
Bob’s Discount Furniture
Charitable Foundation, Inc.
Boston Foundation
Boston Mutual Life Insurance Co.
Caroline Blanton Thayer Charitable Trust
Chicago Community Trust
Church World Service
Clayton And Canby Dental
CoBank
Community Foundation of New Jersey
Community Foundation of Western Massachusetts
Connecticut Valley Region Antique Auto Club
Country Bank for Savings
Dean’s Beans Organic Coffee Company
Delta Sand & Gravel, Inc.
Enterprise Rent-A-Car Foundation
Ernst Financial Services
Eversource Energy
Excel Dryer Corporation
Fallon Community Health Plan
Farm Credit East Cares
Feeding America
First Church of Christ Congregational
First Church of Christ in Longmeadow
Ford Motor Company
Freedom Credit Union
Gage-Wiley & Co., Inc.
Greenfield Cooperative Bank
Henry P. Kendall Foundation
Highland Street Foundation
Holyoke Community College
Holyoke Pediatrics Associates
HUB International Limited
Irving & Sulamith Blackberg Charitable Foundation
J. L. Raymakers and Sons, Inc.
Joe Kennedy For Congress
Linde Family Foundation
Living Springs Foundation
Lydia B. Stokes Foundation
Mass Mutual
MGMRosorts International
Montague B.P.O. Elks #2521
New England Lawn Companies, Inc.
Newell Brands Community Fund
Northeast Solar
Ostberg & Associates
Packaging Corporation of America
Partners HealthCare
People’s United Community Foundation
Pioneer Registration Services
Prentice Foundation, Inc.
Pritchard Family Foundation
RAPV Charitable & Educational Fund, Inc.
Re-elect McGovern Committee
River Valley Market LLC
Sodexo Foundation
Sawłowski Potato Farms
Thorns Marketplace
Tighe & Bond, Inc.
UMass Five College Federal Credit Union Buzz Points
UMass Memorial Health Care, Inc.
United Way of Hampshire County, Inc.
Vivian and Paul Olum Charitable Foundation
Webber & Grinnell Insurance
Wendell State Forest Alliance
Whole Foods Market
Williston Northampton School
Xeric Foundation
Yankee Candle Company
Yawkey Foundation

The top food donors between October 1 and December 31, 2019

1. Big Y*
2. Stop & Shop*
3. BJ’s Wholesale Club*
4. Walmart*
5. Cumberland Farms
6. Target
7. C&S Wholesale Grocers
8. Costco
9. Carando Foods
10. Aldi’s

*multiple stores combined

The Food Bank’s vision is a western Massachusetts where no one goes hungry and everyone has access to nutritious food.
Dear friends,

The world is complicated and so is hunger. At The Food Bank of Western Massachusetts, we believe there is no one cause of hunger; there are many underlying causes. At a basic level, households struggling to put food on the table lack employment with adequate wages to cover the cost of living. Education, job training, medical care, housing, transportation, childcare and other life necessities are unaffordable to many Americans. Of course, employment is not an option for others like elders, children, and people with chronic disabilities, including many veterans.

To make things even more complicated, deeper causes of hunger include income inequality, racism, political disenfranchisement, and many others. At times, the challenge to end hunger seems overwhelming. What do we do? Where do we focus our energy and resources?

At The Food Bank, we embrace multiple solutions to ending hunger precisely because hunger is both a symptom of its many causes and a condition that causes people to have poor health, fall behind, and fall between the cracks. For this reason, we adopt a “big tent” approach to our mission that everyone in the community can be part of and support. ...

Last year, we provided the equivalent of 10 million meals to an estimated 207,000 individuals across the four counties of western Massachusetts. The good news is this number has not increased compared to the previous year. The bad news is that far too many individuals still either experience or remain regularly at risk of hunger.

... We invite you to be part of the solution to hunger as we know it in this new decade by going to foodbankwma.org and clicking on “Get Involved.” Together, we can ensure that no one goes hungry and everyone has access to nutritious food. ◆

Andrew Morehouse
Executive Director

This is an abridged version of Andrew’s Op-Ed. Read the full version at: foodbankwma.org/news
When The Food Bank received a generous donation of 27,000 frozen turkey breasts from Target in November, Shirley Del Rio, Director of Food Operations was thrilled.

“I knew that with holidays coming up, our member agencies and our Mobile Food Bank guests would be happy to receive them, but I worried about where we could store such a large volume of frozen meats. Our warehouse was already filled to capacity,” she says.

Del Rio doesn’t like to turn away food donations, so she made a few phone calls asking for assistance. That’s when Pioneer Cold Logistics Services in Chicopee and Lineage Logistics Storage in Westfield stepped in to help. Pioneer Cold donated storage space for 54 pallets of turkeys and assisted with coordinating carriers to pick them up from C&S Wholesale Grocers in Westfield where they had been delivered by Target.

“Contracting a carrier to haul five tractor trailer loads [126 pallets of turkey breasts] at normal cost would have been in the ballpark of $5,000, an unbudgeted cost for The Food Bank,” Del Rio adds.

Lineage Logistics agreed to take the remaining 58 pallets. Jason Adams, sales manager for the national company says, that The Food Bank’s request fit in perfectly with the philanthropic goals of the company and its employees.

“On a National level, we have [also] partnered with Feeding America to limit food waste ... Locally, we support The Food Bank’s mission to end hunger insecurity in western Mass.,” Adams states.

“Donations of this size are few and far between; the impact is nothing short of astonishing,” adds Del Rio.

In February, The Food Bank received another donation from Target of 950 hams. Lineage Logistics will also store these items through the spring of 2020.
This year’s spring event is music to our ears!

LIP SYNC BATTLE AGAINST HUNGER

to benefit The Food Bank of Western Massachusetts

Wednesday, June 17
Log Cabin, Holyoke, MA
6:00 - 9:00 p.m.

Lip Sync Battle Against Hunger is an epic competition where local stars sync their hearts out in front of a live audience to raise funds for The Food Bank of Western Massachusetts. YOU can help choose the Lip Sync Battle Champion by attending the event or donating to your favorite performer’s fundraising page. The evening will feature delicious food and drinks, once-in-a-lifetime performances, door prizes, a silent auction, and special guests! Tickets go on sale April 8 at noon. For information about performing, contact Event Coordinator, Jennifer Therkelsen (JenniferT@foodbankwma.org.) To sponsor, contact Corporate Relations Officer, Jillian Morgan (JillianM@foodbankwma.org.)
The Food Bank presents Farmer of the Year Award to Atlas Farm

Gideon Porth, owner of Atlas Farm in Deerfield, was recently honored with the Farmer of the Year Award. The award is presented annually to the local farm that donates the greatest amount of food to The Food Bank during the year. In 2019, Atlas Farm donated 126,434 pounds of produce to The Food Bank — the equivalent of 105,361 meals for individuals and families in need of healthy food.

“We’re honored to receive the award and have always valued our relationship with The Food Bank and the work you do,” said Porth.

“Atlas Farm has been a longstanding friend and donor to The Food Bank,” says Brandie Taggart, Food Procurement Coordinator, who presented the award.

“We are extremely grateful to Gideon and his team and are thrilled that they are The Food Bank’s 2019 Farm of the Year.”

Map the Meal Gap 2019 is the latest report by Feeding America® on food insecurity and the cost of food at both the county and congressional district level. Map the Meal Gap 2019 reveals that food insecurity exists in every county in The Food Bank’s service area and is higher than the statewide average. Overall, food insecurity in western Massachusetts ranges from a low of 8.8% of the population in Franklin County up to 9.7% in Berkshire County.
Black Birch Vineyard in Whately will host the Black Birch 10 Miler to benefit The Food Bank on Sunday, March 29. The course includes a stunning early-spring landscape, long winding country roads, and a few challenging (but fun) hills.

Check in for the 10K begins at 8:30 a.m. with a 10 a.m. kickoff. Runners who successfully complete the course in three hours will receive a complimentary Black Birch wine glass and a free pour of one of the vineyard’s fine quality wines.

“Black Birch Vineyard has been an incredible supporter of The Food Bank and amazing advocates for our mission,” says Jillian Morgan, Corporate Relations Officer at The Food Bank.

“We encourage runners from up and down the Pioneer Valley to take part in this wonderful event and support households in the region that are facing hunger.”

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2019: Hampshire County Spotlight

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<th>Food Insecurity Rate</th>
<th>Estimated Federal Food Assistance Program Eligibility (SNAP) Among Food Insecure People</th>
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<tr>
<td>All</td>
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<td>Children</td>
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To learn more about the Map the Meal Gap, visit map.feedingamerica.org.
FOOD BANK UPCOMING EVENTS

March 25
Celebrate Local Agriculture
Massachusetts State House, Boston, MA
www.farmbureau.co

April 6 – 7
Legal Food Frenzy
Western MA Bar Associations
foodbankwma.org/LFF

April 16
Food Bank After Hours
The Food Bank, Hatfield, MA
foodbankwma.org/afterhours

For more information, visit foodbankwma.org/events