



**Meeting the demand  
for food assistance  
now and in the future**

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- Big Y Q&A
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# THANK YOU

The following businesses, organizations and foundations made a gift of \$1,000 or more between October 1 and December 31, 2020

ACTBLUE Charities	Estate of Bernard Vinick	NCFI Barnhardt Foundation
Agnes M. Lindsay Trust	Excel Dryer, Inc.	NETA Production Facility
Alekman DiTusa, LLC	Fair Share Foundation	New England MCA
Alice Willard Dorr Foundation	Fallon Community Health Plan	Newell Brands Community Fund
Amelia Peabody Charitable Fund	Farm Credit East Cares	Northeast Solar
America's Gardening Resource, Inc.	Feeding America	Panera Bread
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Arcana Chapter No. 50 O.E.S.	First Church of Christ in Longmeadow	Paul Clark Architect
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Associated Builders, Inc.	Fresh American, LLC	Physicians Insurance
Avangrid Foundation	Greenfield Cooperative Bank	Pilot Precision Products
Axia Insurance Services	Greenfield Savings Bank	Pioneer Cold
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Berkshire Taconic Community Foundation	Guardian Life Insurance Company	Pioneer Valley Photovoltaics
Berkshire United Way, Inc.	Guido's Fresh Marketplace, Pittsfield	Polish National Credit Union
Bob's Discount Furniture Charitable Foundation, Inc.	Havican Wealth Strategies, Inc.	Prentice Foundation, Inc.
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Commonwealth Care Alliance	J.P. Morgan Charitable Trust	Signature Sound Recordings
Community Foundation of New Jersey	Jameson Family Foundation	Sinai Temple
Community Foundation of Western Massachusetts	Jewish Federation of Greater Springfield	Stop & Shop New England
Cooper's Dairyland of Northampton	Key Bank Foundation	Szawlowski Potato Farms
Country Bank for Savings	Kittredge Foundation	The First Congregational Church of Westfield
Crawley Family Foundation	Law Offices of Leighton, Katz & Drapeau, LLC	The Iqbal and Shelby Mamdani Foundation
Crowley & Associates Appraisals	Legacy Counsellors, PC	The Paper Store
Curran & Keegan Financial	Lennox Foundation	The Paul and Phyllis Fireman Charitable Foundation
Dale A. Frank Insurance Agency, Inc.	Lexalytics, Inc.	UMass Five College Federal Credit Union
Delta Sand and Gravel, Inc.	Linde Family Foundation	UMass Memorial Health Care, Inc.
DFA Cares Foundation	Marian Fathers of the Immaculate Conception	United Way of Hampshire County, Inc.
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EOS Foundation	Mohawk 4x4 Adventures, Inc.	Wil-Dae Charitable Foundation, Inc.
	Monson Savings Bank	Wisdom Lodge, A.F and A.M.

## The top food donors between October 1 and December 31, 2020

1. Big Y\*
2. Stop & Shop\*
3. BJ's Wholesale Club
4. Target
5. Atlas Farm
6. Walmart
7. C&S Wholesale Grocers
8. Cumberland Farms
9. Coca Cola/Minute Maid
10. Costco

\*multiple stores combined



## The Food Bank of Western Massachusetts



For regular updates on  
Food Bank activities,  
sign up for our  
newsletter at  
[foodbankwma.org](mailto:foodbankwma.org)



**The Food Bank's vision is a western Massachusetts where no one goes hungry and everyone has access to nutritious food.**

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*Your name is safe. We have never rented, sold, or loaned our donor list, and we never will. Without our donors, our work would not be possible. We value your support and privacy.*



From the Executive Director

# Meeting the demand for food assistance now and in the future

## I hope you all are well and safe.

As always, thank you so very much for your support of our cause. I am excited to announce The Food Bank has purchased vacant property in the city of Chicopee with plans to build a new and larger warehouse and our future headquarters. This move is essential to continue to meet the demand for food assistance now and in the future.

Our new property is located strategically at the intersection of three major highways and has ample room for a greener and larger building to store and distribute more healthy food through our region's emergency food network and directly to struggling households in need of food assistance. It is also located in Hampden County, the region's largest population center with the highest concentration of food-insecure households in western Massachusetts, both historically and during these challenging times of the COVID-19 pandemic.

As The Food Bank increases its capacity to distribute emergency food in all four counties of western Massachusetts, we also intend to have more space for other growing food assistance programs that are working to end hunger through direct assistance and advocacy. This additional space will allow us to open our doors for community education on hunger and food insecurity. In short, our new location will allow us to become greener, more efficient and more effective.

**What's next?** We are moving ahead with plans to design and build a green facility, raising funds for this \$22 million project through a formal capital campaign and other means of financial support. Multi-year pledges are encouraged. Currently, we are assembling county teams of volunteers to assist us with the campaign to reach out to our donor friends. We welcome your input and participation as well as multi-year pledges.

Please know this change, which will occur over several years, will equip us with the means to better serve all four counties of our region. We will maintain our presence in the upper valley with our two Food Bank Farms in Hadley, including a new community engagement parcel for community and student volunteers. We are also beginning to explore the purchase of farmland in Berkshire County.

We're excited to make this journey of change with you, moving toward increased capacity and community partnership to feed our neighbors in need and lead the community to end hunger. ♦

Andrew Morehouse  
*Executive Director*

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## Gideon Porth is once again Farmer of the Year

**F**or the second consecutive year, Gideon Porth, owner of Atlas Farm in South Deerfield, has been selected as The Food Bank's Farmer of the Year. This award is presented annually to the local farm partner who donates the most produce to The Food Bank to feed our neighbors in need of food assistance.

Thanks to the generosity of Porth and Atlas Farm, as well as other local farmers, The Food Bank has been able to distribute record amounts of fresh, healthy food to individuals and families facing food insecurity in our region during the COVID-19 crisis. Atlas alone donated 102,928 pounds during 2020, the equivalent of 85,773 meals. Atlas Farm has also provided 14,307 lbs. from its partnership with the second Food Bank Farm in Hadley.

Recently, our Communications Team connected with Porth to learn about his commitment to sustainable agriculture and neighbors facing food insecurity.

**Q:** *What does it feel like to be Farmer of the Year twice in a row?*

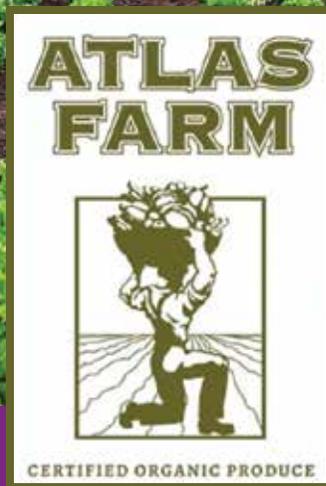
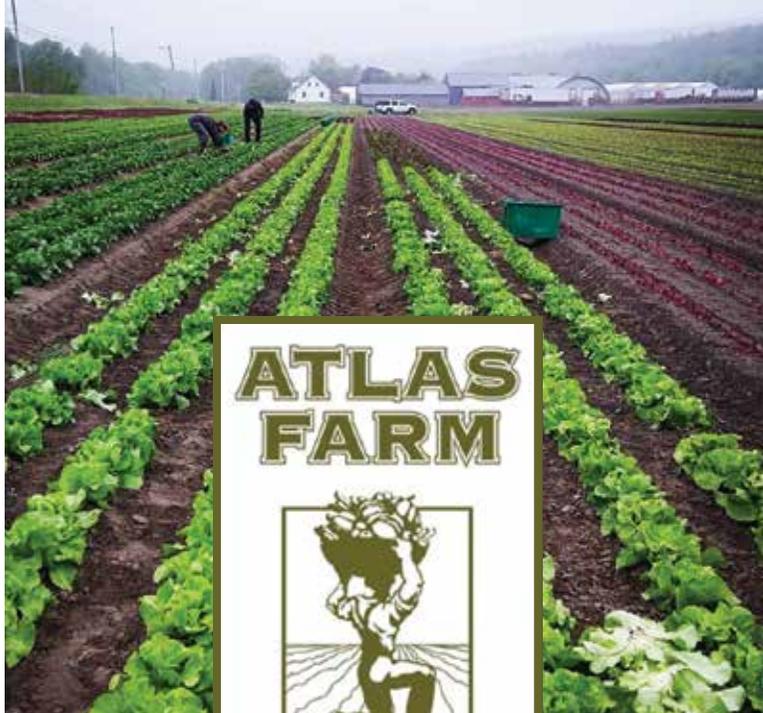
**A:** I am very honored to receive the award twice in a row. The Food Bank's work is more important now than ever, and I'm really glad to be a contributor.

**Q:** *How many years have you been donating to The Food Bank?*

**A:** Since about 2006.

**Q:** *What inspired you to donate? Where does your commitment to our neighbors in need come from?*

**A:** I have always been appalled by the amount of waste in the food system, especially given the huge unmet needs of many in our community. The Food Bank does an outstanding job connecting the dots between those in need and the big resources of food that would otherwise go to waste. My



parents taught me that helping those in need is part of living a fulfilling life, and I'm grateful to partner with The Food Bank in this meaningful work.

**Q:** *You have a unique relationship with The Food Bank and, in particular, at our second farm. Tell us how this partnership came about?*

**A:** I was very fortunate to be offered land for rent when The Food Bank purchased its second farm in Hadley last year. It's an excellent piece of land and has been a huge improvement to our farm's land base. We are able to exchange food donations in lieu of cash rent – a win-win for both us and The Food Bank.

**Q:** *What kinds of practices do you use as an organic farmer to promote sustainability and the health of local ecosystems?*

**A:** All of the materials we use in crop production are derived from natural sources and we carefully consider the

environmental impact of all parts of our production systems. We focus a lot on soil health by growing cover crops to provide soil fertility and designing crop rotation plans with the health of the soil as top priority. That's probably the biggest difference between conventional and organic farming. Conventional agriculture focuses on feeding the plant and organic agriculture focuses on feeding the soil.

**Q:** *Where do you see yourself and Atlas Farm in five years?*

**A:** In the coming years, I see our farm continuing to refine our practices of sustainable crop production, renewable energy, and working with partners like The Food Bank to improve access to healthy food for all.

*Learn more about The Food Bank's farms and how they are providing locally grown vegetables in the region. [foodbankwma.org/special-initiatives/food-bank-farm](https://www.foodbankwma.org/special-initiatives/food-bank-farm). ♦*

# Big Y:

## Supporting The Food Bank is part of our mission



*George Newman, Director of Distribution and Support Services at Big Y Foods, tells us about Big Y's commitment to The Food Bank and the western Mass. region.*

**Q:** *Big Y has a long history of supporting The Food Bank. Would you briefly explain when and how it began?*

**A:** I've served on the board of directors since 2017. Before me, my boss, Ed Burke, was on the board for nine years. Claire D'Amour-Daley, Vice President Corporate Communications, was the first Big Y representative on The Food Bank board of directors in 1989. Supporting The Food Bank is part of our mission through service, and food and cash donations. To date, I believe Big Y has donated about a quarter million dollars to The Food Bank.

**Q:** *Last year, COVID-19 wrought havoc on people's health, lives, the economy, and food insecurity. What was Big Y's response to food insecurity?*

**A:** Yeah, we felt it was important to respond quickly to support all six regional food banks in our market in Massachusetts and Connecticut. We made two \$25,000 donations to each food bank to make sure people had food to eat.

**Q:** *Last year, Big Y also donated to our food bank alone 1.57 million lbs. of shelf-stable and perishable food items, especially frozen meats – the equivalent of 1.3 million meals. Why do you donate so much food to The Food Bank?*

**A:** We don't want anyone to go hungry, and we don't want to waste food. It's standard in the food industry that there will be surplus and damaged food items as well as perishable food like dairy and meats that approach the sell-by date. Rather

than throwing out otherwise healthy food, we donate it to food banks that inspect it carefully to make sure it's still safe to distribute. In the case of meats, we freeze them at the sell-by date and deliver them to the regional food banks. The Food Bank of Western

**We don't want anyone to go hungry, and we don't want to waste food.**

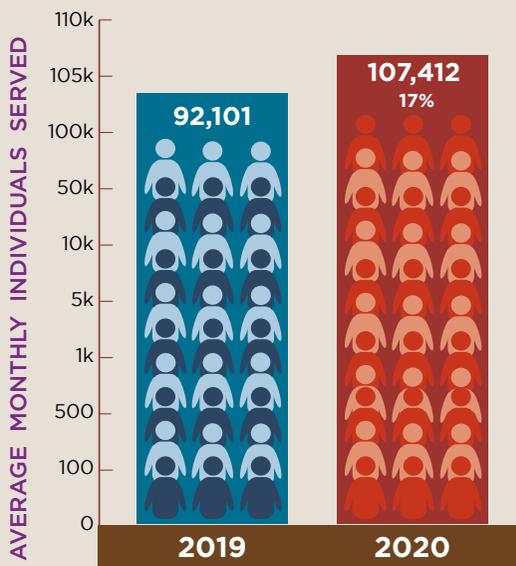
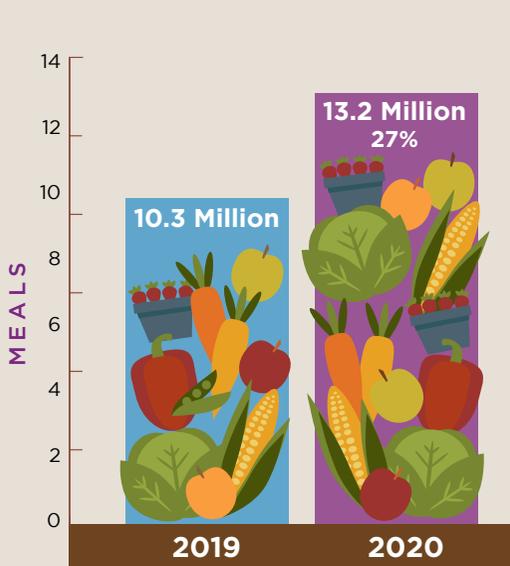
Mass. stores the assorted meats in its freezers and within weeks delivers them in refrigerated trucks either directly to individuals at risk of hunger on the Mobile Food Bank or to more than 60 local member food pantries and meal sites in the region. The other 100 or so local members pick up their food allocations at The Food Bank warehouse in Hatfield.

**Q:** *Since 2013, Big Y has donated the services of a tractor trailer. Would you explain how this works and why you provide this service?*

**A:** Back in 2013, The Food Bank reached out to us to ask how we might be able to help them deliver more food in Berkshire County. We offered one of our tractor trailers. Once a week, our truck transports food from The Food Bank to the parking lot of Berkshire Community Action Agency in Pittsfield where more than a dozen local Food Bank member food pantries receive their weekly allocation of healthy food. We're glad this in-kind support [valued at \$88,000], expands your delivery capacity to be able to feed more healthy food to more people in Berkshire County. ♦

# RISING DEMAND FOR FOOD

The Food Bank's distribution has increased more than anytime in our 39-year history.



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The Food Bank  
of Western Massachusetts  
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*Establishing a connection...*



*...stay tuned!*



**WB4F**

2021

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