

Food Line

A publication for friends of The Foodbank of Southern California | FALL 2014



FRESH PRODUCE—FROM THE FIELDS TO THE TABLE

For many low-income households, the lack of money simultaneously contributes to both hunger and obesity. Healthy foods can be expensive, and impoverished people find it difficult to purchase foods for healthier diets, often relying on cheaper, nutrient poor foods to stave off hunger.

Fresh produce is a vital part of a healthy diet and good nutrition. Since The Foodbank's inception in 1975, the distribution of fresh fruits and vegetables and access to healthy food choices have been core to its operation. In July 2012 The Foodbank began a massive effort to increase the acquisition and distribution of fresh produce. Through its partnerships with local growers and packers, 7.1 million pounds of fresh produce was distributed from June 2012 to July 2013. With a commitment to have a 10% increase in fresh produce distribution by June 2014, The Foodbank sustained its existing relationships, found additional sources of nutritious food, solicited donations, and made bulk purchases at steep discounts whenever funds were available. By the fiscal year ending, June 2014, The Foodbank increased its annual distribution of fresh produce to 15 million pounds; a 111% increase in one year.

The Foodbank's primary source of fresh produce comes from the Salinas and Imperial Valleys. For the last few months, each week, The Foodbank has received nearly 300,000 pounds of fresh produce directly from the fields, before it goes to grocery stores. The produce we receive is picked in the morning, and either arrives at The Foodbank's docks in the afternoon or is transported by our drivers. The produce is ready to feed hungry children, families and seniors the very next day. Fresh produce is in such high demand by the people we serve, it is completely depleted from our warehouse within 24- hours of receipt.

Thirty-nine years ago, hungry people who relied on The Foodbank, primarily received boxes and cans of food. Today, fresh fruits and vegetables make up nearly one-third of the vital food provided. Produce is one of the best products for The Foodbank to obtain and distribute, because it is it wholesome and nutritious, as well as readily available in Southern California.

All donated and purchased produce has always been and continues to be free of any charge to our network of Nonprofit Partner Agencies. The Foodbank often incurs a 1 cent per pound transportation fee for this free fresh produce. Your donations help to offset these costs.

FAMILY DAYS AT THE FOODBANK

JOIN US

Saturday
November 8, 2014
8 am to 1 pm

Parents and their children are invited to team up to pack tens of thousands of pounds of wholesome nutritious food for the needy.

For more information and to sign up, call us at 562.435.3577.

WHOLE FOODS MARKET—FEED FOUR MORE CAMPAIGN

Whole Foods Market – Redondo Beach has announced that The Foodbank of Southern California has been named the Feed Four More recipient for a second consecutive year. All Whole Foods Market stores are banding together to raise meals or money for their own community food banks under one umbrella program – Feed Four More. The goal of the program is to raise money to help feed families in need. Last year Whole Foods Market raised \$5.8 million in food and cash donations to support local organizations in our communities and helped feed hundreds of families during the holiday season.



Redondo Beach

Throughout the month of November, shoppers are invited to stop by Whole Foods Market – Redondo Beach to learn more about how the Feed Four More program helps to plant the seeds of prosperity throughout our local community. Help Whole Foods Market – Redondo Beach reach its goal of raising \$19,000 for The Foodbank of Southern California! For more information on this program and all the community outreach events, please email sprdb.marketing@wholefoods.com or call 310-376-6931.



Whole Foods Market – Redondo Beach presents The Foodbank a generous financial contribution. Whole Foods also makes nutritious foods donations to The Foodbank throughout the year.

RECURRING GIFTS MAKE AN IMPACT

Every month you can transform the life of someone in need of healthy food by signing up to make a recurring donation. Setting up a recurring gift takes less than a minute. Even a small monthly gift can make a BIG difference.

12 months x \$25 = \$8,400 worth of food

You can establish a recurring donation on The Foodbank's secure web site. Click the [DONATE NOW!](#) tab at the top of any page and follow the simple instructions. Your credit card automatically gets billed monthly so you don't have to do any extra work. If you prefer, you can contact The Foodbank at 562.435.3577 to set up your recurring donation.

www.foodbankofsocal.org 562.435.3577

AGENCY SPOTLIGHT: PARENTS OF WATTS

Dr. "Sweet" Alice Harris witnessed the Watts riots of 1965, and for fourteen years was the instrumental force in bringing Black and Hispanic neighbors together for peaceful communication. In 1979 as a logical extension of caring for a community in need, "Sweet" Alice founded Parents of Watts Working with Youth and Adults (POW). Located in South Central Los Angeles, POW enriches the lives of disadvantaged youth and adults through education, job training, counseling, food, clothing, and shelter. POW also provides wholesome and safe environments to care for the mentally challenged and physically disabled.



Dr. "Sweet" Alice Harris

As a place of refuge and support for over 35 years, most residents throughout Watts and Compton know POW is there to help them through challenging times. Nearly everyone in the community knows of someone who has been helped by POW. Though POW's doors are open to all, young women with children are those who most often seek assistance. They commonly need food, clothing, diapers, toys, and housing. For those dealing with addiction, POW finds a rehab program and a safe haven for the children. For the newly employed and underemployed, with pre-school age children, POW's "Diane Feinstein School Readiness Center" has the capacity to serve 24 children ages 3 to 5. POW also provides State approved job training, with a history of construction, fiber optics, and fire extinguisher technician training.

POW has several homes in the community that provide temporary shelter for the frail elderly, families of domestic violence, and the recently unemployed. POW is also a Los Angeles County Department of Mental Health "Basic Living Sup-

port Services" provider with a 27-bed temporary shelter facility for adults with mental health challenges who require monitoring or assistance.

POW also provides court ordered and court referred Anger Management & Domestic Violence Perpetrator Classes, as well as court ordered or social worker/case manager referred Parenting Classes required for either reunification with children, or to prevent the removal of children from the home.

POW is most visible to the community at large when it hosts one of its four annual community give away events. In the summer, before school starts, POW hosts a Back-to-School Block Party. The party is held for 350 children who live and attend schools in Watts, including five local housing projects. The children receive backpacks filled with a half-year of school supplies, and one school uniform. At Thanksgiving, POW hosts a Turkey Give Away, distributing 700 turkeys as well as rice, beans and cranberry sauce to help residents provide their families a holiday meal. The annual POW Christmas Celebration is held at its "Dianne Feinstein School Readiness Center" for 250+ 3rd and 4th grade students from eight local elementary schools. The youth are treated to lunch, toys, and a brand new bicycle. Finally in the spring of each year, POW hosts a Dye & Egg Giveaway for parents and grandparents who want to make Easter a special day for their children.



POW serves as a beacon of hope for all of Los Angeles County. Those who engage with POW recognize its strength as a place of refuge, safety, and hope. The Foodbank of Southern California takes great pride in association with Parents of Watts.