



Food Notes

The Newsletter of Food For People • The Food Bank of Humboldt County

Fall Issue, 2012

Upcoming Holiday Spirit Food and Fund Drive

By Laura Hughes, Local Foods Community Resource Coordinator



seniors had enough to eat during the winter months, including and beyond the holidays.

The Holiday Spirit Food and Fund Drive kicks off this year with our annual Cowboy Canned Food Convoy taking place on November 17th at our Eureka location at 307 West 14th Street. Each year, the Redwood Unit of the Backcountry Horsemen of California collects non-perishable food items and makes the trek across Eureka with saddle bags full of nutritious goodies that are donated to the food bank. Once they arrive, the Food for People team provides apples and carrots for the horses while their riders unload hundreds of pounds of food.

During the holiday season, Food for People places food collection barrels at a number of locations throughout the county, including local grocery stores, banks and businesses. These busi-

nesses and their locations are listed on our holiday donation bags, to make it easy for people to donate wherever they can. We partner with the Times-Standard to distribute these holiday bags with the newspaper, and you can expect to receive our bags by Thanksgiving. Keep in mind that food donations stay in the communities in which they were donated. Many thanks to all of the markets, businesses, churches, post offices and resource centers (listed by city on the back of our holiday bag) for hosting our collection efforts this season throughout the county.

One of the most anticipated events for our staff during the holidays is the week-long, on-air food drive we host in partnership with KHUM just after Thanksgiving. Each day we broadcast live from a different grocery store throughout the county, and the KHUM DJs invite various Food for People staff

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The CalFresh Challenge

By Heidi McHugh, Community Education and Outreach Coordinator

September was Hunger Action Month - a time to build awareness about food insecurity in our community, while taking steps to eliminate the problem. For the week of September 9th through September 15th, awareness was raised in the form of walking in the shoes of a person whose only source of food and drink is from CalFresh, the program formerly known as Food Stamps.

For one week, Harriet Pecot and myself from Food for People, and Grant Scott-Goforth, Megan Hansen, and Kaci Poor from the Eureka Times-Standard newspaper, took the CalFresh Challenge and lived on a food budget of \$34.30 for the week, or \$4.90 per day. In addition to the limited budget, participants are asked not to accept free food from work events or friends, as many people do not have such offerings. Items grown in one's garden and condiments are acceptable additions to the week's menu.

Everyone who participated in the challenge blogged about the experience on a special online forum set up by the Times-Standard

for the CalFresh Challenge. They also posted on Facebook and Twitter. While there were only a few instances of participants being unable to address hunger pains (nothing affordable in an airport on a budget), three themes remained consistent: the inability to afford enough produce, a lack of variety in diet and the realization of how much time is spent planning and cooking on such a limited food budget.

Whether all shopping was done at once for the entire week, or in two to three trips, it quickly became apparent that produce was a luxury that could only be afforded with the risk of feeling hungry. I really wanted grapes, but I chose peanut butter instead, as it would provide filling protein. I did have spinach and bananas for the week, which are nutritious, but not enough to meet the recommended daily servings of four cups of fruits and vegetables per day. Not even close. I found myself wanting to eat more in order to feel full towards the end of week. Could it have been from a lack of nutrients?

Poverty creates additional risk factors for food-related health

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We feel it's important to keep you, our supporters, updated on the programs and progress we are making at the food bank. If you do not wish to receive a newsletter, please don't hesitate to contact us and have your name removed from our newsletter mailing list.

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Food For People, Inc.
 The Food Bank for Humboldt County
 307 West 14th Street
 Eureka CA 95501
 707-445-3166
 www.foodforpeople.org

Notes from the Director

Dear Friends,

I was recently honored and humbled to have been chosen as the Northern California Association of Nonprofits (NORCAN) Nonprofit Leader of the Year, which was presented at NorCAN's annual conference held September 20th at the River Lodge in Fortuna. It feels even more special given the number of amazing nonprofit leaders here on the North Coast that do so much to improve the quality of life for everyone in our communities. In accepting the award, I was asked to give a brief speech, which I wanted to share with you, our readers and supporters. The work we do on a daily basis is an important part of our commitment to providing dignified and thoughtful solutions to the pervasive problems of hunger and poverty right here in our own backyard, and I am grateful to all who contribute their time, talents and resources to make it all possible.

"It's been almost 12 years since I first moved to Humboldt County, a move that I have to blame entirely on my family. Had it not been for them, I probably would never have heard about Humboldt nor had occasion to visit here. As big a draw as the redwoods are, when you live in Maine, you don't go to damp, foggy places for vacations. You head for sun and warmth.

My son was the first to voyage west, coming to HSU through the National Student Exchange program, and then deciding that this was a place he really wanted to live. My daughter followed about two years later, and as time went on, they both ended up marrying Californians and starting families. So they played the grandparent card, and as any of you grandparents can attest, it works, big time. I like to characterize it as the big reward for surviving the teenage years.

I can't imagine at this point not having had the opportunity to live near my kids and grandkids during these developmental years. I've had a chance to see my children grow into amazing parents, and to watch and be a part of my grandchildren's lives in a very

hands-on way. And that is what has driven me to want to help create the kind of community that I want my grandchildren to grow up in - a community in which the kids they are sitting next to in the classroom are not feeling the physical and emotional effects of hunger and poverty. Kids that feel loved and supported by their schools, families, neighborhoods and communities.

I don't have to tell any of you that this is a pretty unique place. Our location here on the north coast is breathtakingly beautiful, but isolated. We lack the transportation infrastructure necessary to move people and goods in and out of the county easily or cost effectively, our broadband access often hangs by a thread, and we have no major "legal" industries left to employ local residents and provide a decent, living wage or draw people new people here for jobs. It can also be tough for our local nonprofits to "compete" with the larger, more urban areas for the grant funds necessary to support our services because the outcomes they are looking for typically focus on the numbers served.

But as I was saying to today's keynote speaker David Thompson when we spoke last week; that sense of isolation is also something we've learned to use to our advantage to a certain extent. In one of those "six degrees from Humboldt" moments, David's Public Policy Associate Tammie Smith served as a Bill Emerson National Hunger Fellow with my former staffer Becca Shively. Becca evidently told Tammie that David should ask me for input on the issues facing Humboldt to help him frame his speech, and that is actually the essence of what I shared with him. So if some of what you are hearing today sounds familiar, that may be why.

We here on the North Coast have to be creative with our resources and think outside the box. We have to collaborate and partner with both like-minded and sometimes unusual or less than cooperative partners, and learn to share the limited resources available without fear of undermining our respective organizations' abil-



Anne accepting the 2012 Nonprofit Leader Achievement Award at the conference for Northern California Association of NonProfits (NORCAN) held recently at the River Lodge in Fortuna.

ity to achieve our mission. We have to remember that educating the community about the importance of our services is just as important as delivering them if we want to effect real change. And we have to remember that burning bridges can have long term, negative implications. People in small communities don't quickly forget. And last but certainly not least, we want to recruit cheerleaders for social change and inspire the next generation of leaders in the process.

As you have probably guessed based on my age, my roots in the social justice movement date back to the 60's, motivated by the powerful influences of people like Dr. Martin Luther King Jr., President JFK and his brother Bobby Kennedy and so many other lesser known individuals who risked and often gave their lives while trying to create a better world that provided equal opportunities for all. It was a time when anything felt possible. And for me, it was a time when despite the demonstrations and sit-ins that got so much attention, it didn't seem political so much as heartfelt. The sense of anger and frustration were often directed, thanks to the teachings of Gandhi and Dr. King, into motivat-

ing and inspiring people to make the changes necessary to provide for a more equitable quality of life for all. It was hard work and still is.

I was lucky enough to find some incredible mentors in my early days in nonprofit work whose guidance has served me well. I worked in a variety of nonprofit positions in Maine; most of them involved working with people with disabilities at the advent of Maine's de-institutionalization movement. It was good and rewarding work, often incredibly gratifying and just as often extremely frustrating. Integrating people with disabilities into our schools and communities was a huge paradigm shift that required enormous changes to monolithic state bureaucracies that didn't really want to change. But my mentors were also greatly influenced by the 60's, and their experiences in the Peace Corps and the Civil Rights movement, which helped them understand the importance of forging unusual partnerships at all levels and how to strike a balance between patience and urgency.

Those are the lessons I try to incorporate every single day, because if I am not passionate and committed in the work that I do,



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The above photo shows Anne with her family outside the award ceremony at the River Lodge in Fortuna. Beginning on the left is her son Gabe Waterhouse with his daughter, Ella, and son, Noah, both hugging their grandma, Anne Holcomb; Anne's daughter, Amy Cooper and son-in-law, Andy Cooper with their twins, Henry and Marin, her eldest granddaughter, Johanna and eldest grandson, Zach.

2012 Nonprofit Leader Achievement Award

"I remember admiring her patience, empathy, and ability to make others feel adequate and whole. These are qualities that she also has as a mother, and now as a grandmother of seven."

Amy Cooper, Anne's Daughter

"Anne is a wonderful person, a great mother, and a superb grandmother and elder to our community. We admire who you are. Congratulations mom!"

Gabe Waterhouse, Anne's Son

"Anne Holcomb has always put service before self. Her long history of working for nonprofits whose aim is to enrich the community is a testament to her commitment and her resolve."

Congressman Mike Thompson

"Congratulations, Anne, on a well-deserved award! Humboldt County is blessed that you are engaged and helping to lead the long struggle to combat hunger and poverty."

Assemblymember Wesley Chesbro

"She has an incredible ability to stay grounded and connected to the people served by her organization and to humanize an issue that people often don't want to acknowledge as pervasive."

Peter Pennekamp, Humboldt Area Foundation

"As a member of the media, I can tell you that she is always professional and effective in explaining the needs of Food for People and putting a real face on their clients."

Amy Berkowitz, KHUM Radio Extraordinaire

"Anne Holcomb has been on the ground floor of creating the Humboldt Food Policy Council, and we treasure her humble leadership, passion and knowledge around food systems."

Connie Stewart, California Center for Rural Policy

"She cultivates leadership and creativity amongst staff in a very supportive environment, and treats all relationships, within the organization and on behalf of it, with great care and heart."

Deb Waxman, Director of Programs at Food for People

"Anne blends the perfect mixture of sage wisdom, compassion, forward-thinking, and humor - which makes her, quite literally, the best Executive Director that I've ever worked with."

Nick Vogel, Food for People Board Member

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I will not be an effective advocate or a force for change in addressing the issues specific to hunger and poverty. I'm not sure how many of you heard the speech that Sister Simone Campbell, the executive director of the NETWORK, a national Catholic social justice lobby, gave at the Democratic National Convention, but in terms of a dialogue about hunger and poverty, she nailed it for me. She talked about the importance of caring for each other as community and she told the real life stories of people living in poverty. It was a call to action. I think one of the reasons it spoke to me so powerfully is because these are challenging times and it often feels like we as a nation have lost the sense of optimism and creativity necessary to challenge and engage the polarizing forces that have led to such political and ideological gridlock over the past few years. But we have to remember that it is often a series of small steps and shared vision, applied right in our own back yards, that ultimately makes a difference. And that's where Humboldt shines.

I would like to take this opportunity to thank the larger

community of Humboldt for its ability to listen to each other and maintain the flexibility necessary to respond to the changing needs of our communities. I would also like to extend my heartfelt thanks to my incredible staff whose teamwork makes me proud every day, to the wonderful volunteers from all walks of life who give so generously of themselves and to the businesses and funders who make our work possible. I feel blessed to be surrounded by such high quality and impassioned leaders who help inform and guide my work and I am truly honored and humbled by this award. And I want to thank my family, and especially my grandchildren, for reminding me why the community building work we all do is so important. And I want to give them and their peers their very own call to action. Get ready to grab the baton."

Warmest thanks to each of you,

Anne Holcomb



Anne receives well wishes and flowers from the Food for People Board Members and is shown here with Annie Bolick-Floss, the new board president for the coming fiscal year.



The 800 Club is our regular giving program comprised of community members who donate monthly or quarterly. Why 800? Many, many years ago, 800 people donating \$5 a month is what it took to cover our yearly budget. Since that time we have greatly increased our services to children, seniors and working families in need throughout our county. We currently provide food assistance for more than 12,000 people monthly, and our yearly budget has grown proportionately.

What remains the same is that everyone doing their part, and donating a comfortable monthly amount turns into something powerful. Money we can depend upon allows us to make long-term plans, while building strong foundations for our programs. Your donations will make a direct impact locally. Thank you to all 800 Club members - your commitment is making a difference and is allowing us to help when we are needed most.

It's easy to become an 800 Club member. Just fill out the slip on this page and send it in. You will receive a packet of 12 envelopes that makes sending in your monthly donation easy. Or contact us directly to help you set up a monthly or quarterly charge on the credit card of your choice. You can also set up an automatic fund transfer with your bank. For more information, contact Harriet Pecot, our Fund Development Director, at 707-445-3166 extension 306 or email her at harriet@foodforpeople.org.



Better Know a Farmer – John Gary, Organic Matters Ranch

By Laura Hughes, Local Food Resources Coordinator

John Gary (or Johnny G in the farming community) is a local farmer and strong supporter of Food for People's Gleaning Program. His farm, Organic Matters Ranch (formerly G Farm), is in its tenth season with Johnny at the helm.

Last season this farm donated almost 1,500 pounds of broccoli, cabbage, cauliflower and lettuce to the food bank. Organic Matters Ranch also participates in our Locally Delicious produce purchasing project. With proceeds from Locally Delicious cookbook sales, the authors awarded Food for People funds for three years in a row; with additional contributions from St. Joseph Hospital Community Benefit Department and community members. We then use the money to contract with farmers at the beginning of the season to grow food for the food bank. Organic Matters has provided over 1,300 pounds of broccoli and cabbage for our senior programs this season through their Locally Delicious contract. In addition, close to 1,000 pounds has been purchased so far this season to provide produce for our new Mobile Produce Pantry.

I had the opportunity to speak with Johnny in more depth as he was delivering broccoli one day. We talked about his farming experience, his work with Food for People, and his vision for the future.

Johnny has been farming for 14 years. When I asked him how he became interested in farming, he talked about how his very first visit to a local farm was through the food bank to harvest extra produce as a gleaner. He worked with Doug Moyer through the Harvest for the Hungry program at the time, the pre-cursor to our current Gleaning Program. That first farm belonged to Craig Lord on West End Road, who produced lettuce and broccoli for the Co-op. Later, Johnny got his first farming job there, and became further interested in agriculture through soils and botany courses at Humboldt State University. Greg Holder took over Craig's, then G Farm, and Johnny continued to work with him through college. Johnny eventually had the opportunity to purchase G Farm. In

November 2010, Johnny bought new property on Myrtle Avenue and Old Arcata Road, and the farm relocated, changing its name to Organic Matters Ranch.

Johnny says he moved the farm because he was looking for a long-term, settled sense of place and a strong connection to the land—an integrated home and work life, a permanent farm rather than rented land. Organic Matters Ranch now boasts 104 acres, about a third of which is under cultivation with



John Gary, or Johnny G as he is known in the farming community, with his wife Heather at the Saturday Arcata Farmer's Market.

organic vegetables, and 60 acres in organic hay. Organic Matters Ranch grows cool season coastal vegetables including brassicas and lettuce, and offers everything from dry-farmed to irrigated crops. They also have a diverse livestock operation, and Johnny remarks on how he strives toward closed-circuit systems as much as possible throughout the farm in general, but especially with their pork production. For example, the farm grows food for its own livestock.

Organic Matters makes their products available to the public through several means. In addition to selling to all the local natural food stores such as the Co-op, Eureka Natural Foods and Murphy's Markets, Organic Matters also offers a farm stand on Myrtle Avenue (Wednesdays and Fridays, 2-6pm), and sells at both Saturday and weekday farmers markets. They also market to local restaurants and work with Veritable Vegetable on wholesale regional shipping.

When I asked Johnny what inspires him to partner with and donate to Food for People, he talks about his connection to both community service and agriculture, which was first cultivated during his AmeriCorps days, working as a gleaner with Harvest for the Hungry. He says the sense of abundance encourages him to share. His work is a combination of his interests: the altruism of feeding people which is a very basic need, working outside, and his environ-

Tomatoes" (the cookbook authors) who set the good work of the Locally Delicious Food Fund in motion. Johnny comments on another strength of this program, in that it makes high-quality, fresh, local, organic produce available to folks who might not otherwise have access to it. Such produce is often out of the price range of many people, and Johnny states that it is a social and economic flaw that it isn't accessible to everyone.

When asked what his future vision is for the farm, Johnny states that he would like to go beyond just commercial farming. He wants Organic Matters Ranch "to exemplify the productive potential of an old piece of bay mud" through a mixed crop and livestock operation, providing true agricultural and ecological diversity. Johnny talks about how such integrated models have been considered to be the best for a long time, and that Organic Matters is unofficially demonstrative in that way due to its highly visible location. It is a reminder of what used to be more prevalent in this area, and in 20 years he would like the farm to be an example of how much food can be grown. He comments that local food production will have to get real serious when conventional fuel runs out, and we will have to find alternatives. It is a hobby interest of his to farm with horses someday. Eventually the goal is to be post-commercial, or more accurately, trans-commercial. He wants to change gears entirely and serve other farmers, working toward a whole different paradigm about subsistence and sustainability he calls "Farming for Life."

We thank Johnny G for his generosity and vision. We are blessed to have his partnership in the fight against hunger in Humboldt County.

Please send me an 800 Club Packet

Name: _____

Address: _____

City, State, Zip: _____

Please charge my credit Visa or Master Card:

Monthly Quarterly Amount: \$ _____

Card Number: _____

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The CalFresh Challenge

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problems, like obesity and Type II Diabetes. The inability to afford nutritious food, limited transportation options, living in communities that are underserved by retailers who offer fresh produce, few opportunities for exercise, and low or no access to healthcare are a few of the risk factors that accompany living near the poverty line. Time is another factor that impacts food choice, or lack thereof. I completed my shopping for the entire week in twenty minutes, in between work and picking up my toddler. Although I had enough forethought to choose whole grains and unprocessed foods, my menu was very boring. Black bean and spinach burritos were the most exciting items, and I had 11 of those! With the right amount of planning (also known as time)

my week could have offered more variety. But I simply did not have the time, and neither do millions of low-income Americans who often juggle multiple jobs with familial responsibilities.

All in all the experience was positive for me. I am determined to spend more time planning my family's meals to include more variety and cut costs. Our budget isn't as small as the CalFresh Challenge budget, but it is limited, and I want it to be as nutritious as possible. I am also extremely grateful to have access to so many healthy foods in my community via grocery stores and farmers' markets. The experience gave me a new appreciation for the efforts of Food for People in providing fresh produce in the Choice Pantry, the Free Produce Markets and the Mobile

Produce Pantry. The recipes provided by our Nutrition Education Coordinator, Megan Westersund, also offer inspiration and budget friendliness.

CalFresh is not intended to be the sole source of food for program participants. The hope is that it puts more healthy food, like fruits and vegetables, on the table. CalFresh can be used at Humboldt County farmers' markets in McKinleyville, Arcata, Eureka, Fortuna and Garberville and can be used to purchase food-producing seeds and plant starts. Many people are using it in that way. But I can tell you from my experience as a CalFresh application assistant at Food for People that CalFresh is the only regular source of food for many others. There are people whose housing costs

alone take up 80% or more of their monthly income.

Recent data from the Census Bureau reveals that one in six adults and one in four children in California lived in poverty in 2011. Without CalFresh, this number would have been much higher. Currently 3.9 million Californians receive CalFresh, and more than half of them are children. We did not undertake this Challenge to prove that living on such a limited budget can or can't be done - we did it to raise awareness. Many people simply do not know how prevalent hunger is in their own community or how effective a program like CalFresh is at keeping that hunger at bay.



Hunger is not an American Value By Nick Vogel, Board Member

In Humboldt County and across our wealthy nation, hunger is spreading. Millions -- yes, millions -- of American children go to bed hungry. Parents are coping with the crushing stress of juggling jobs, paying bills, and feeding their families. Last year, the California Center for Rural Policy surveyed over 1,000 people at Food for People's food pantries across the county. 29 % of the respondents were classified as having "low" food security; low quality, variety, and desirability of their diet. Even worse, a whopping 59 % were classified as having "very low" food security. These respondents told stories of running out of food and not having enough income to purchase more. Many parents admitted that they regularly skip meals, or go without eating for an entire day, to ensure that their children have enough to eat. These are our friends, neighbors, grandparents, and fellow churchgoers. You might even know someone who is struggling with food insecurity, and who never exhibits a sign of this hidden stress.

Unfortunately, the food safety net continues to shrink. The army against hunger is reduced to a handful of loyal soldiers: local charitable organizations and churches, successful programs

like Women, Infants, and Children (WIC) and the Supplemental Nutrition Assistance Program -- known as SNAP nationwide. In California, we call it CalFresh. This summer, I met a homeless gentleman on the streets of Eureka on a warm Saturday morning. I'll call him Robert. He asked if I had any food to spare. I did, and we chatted. I suggested that he sign up for CalFresh assistance. Robert shook his head in refusal. When I asked why he was disinterested in CalFresh, he nervously replied, "I don't believe I deserve it. I'm not currently working. Even though I have bipolar disorder, I ended my Disability. I don't want any welfare. I didn't want people knowing that I was on welfare." Robert is mentally disabled and refuses public assistance. Many low-income families share this fear of public opinion. They know what is said about them. They know how they are viewed.

Perhaps this is another tragedy of the American hunger epidemic. SNAP is publicly ostracized as a government handout by our leaders in Congress and their supporters. This scorn has seeped into the public's consciousness.

However, CalFresh isn't welfare. It's a food assistance program that provides a supplement; it is not intended to meet a family's

entire food needs. It has helped struggling families and American farmers since 1939. On average, a needy American receives SNAP assistance for only nine months. Perhaps Robert only needed the help for a few months while he figured out a solution to his stressful mental illness.

Yet there have been multiple attempts by members of Congress to weaken this safety net, in the name of balancing the federal deficit. One Senate amendment to the 2012 Farm Bill, proposed to cut SNAP funding by 45 percent in one year, and \$322 billion over ten years. Fortunately, it was defeated. What the Senate eventually passed is a \$4.5 billion cut to SNAP, which will limit a state's ability to link SNAP benefits to an emergency heating program. What do food stamps and heating have to do with each other? Low income families, and particularly seniors, are reporting difficulty in paying for both food and their monthly heating bills. Congress claims that this is the tough medicine that Americans must swallow.

What do we value as Americans? Many of us are concerned about balancing the federal budget, but does it speak to our values if we balance it by taking assistance away from our most vulnerable citizens? What does it say if our econ-

omy grows, but low and middle income Americans do not share in the gains? This happened in 2011. I hear the presidential candidates speak about important issues: jobs, American innovation, energy, and security. Why are poverty and hunger not part of the presidential discussion?

If we can't rely on political support for hunger programs like SNAP, then we are down to our last line of defense. It has come down to churches, food banks, Rotarians, foundations, and many more local heroes. The American Hunger Emergency is right now.

(This article originally appeared in the Times-Standard My Word column on October 17, 2012.)



Mission Statement

Food For People is working to eliminate hunger and improve the health and well-being of our community through access to healthy and nutritious foods, community education and advocacy.

Our Vision

We envision a hunger-free community where everyone in Humboldt County has access to good quality, nutritious food, everyone in the community understands the consequences of hunger and poor nutrition, and each of us has a role to play in creating a strong, healthy community.

Our Values

- *Respect - We will treat all of our relationships with respect.*
- *Teamwork - We will foster cooperation among our diverse volunteers, staff and community partners.*
- *Innovation - We will continually seek to provide excellent services through the development of new and improved methods to reduce hunger.*
- *Stewardship - We will be accountable to all through the efficient and most appropriate use of resources entrusted to us.*
- *Integrity - We will demonstrate the highest ethical standards in all interactions.*

People's Produce Market By Ivy Matheny, Food Distribution Coordinator



The Eureka People's Produce Markets have been a tremendous success this year! A lot of fresh foods, strong hands and valuable volunteer time go into making each market a healthy, welcoming and educational experience. Several health and education organizations join us at these markets to support our mission to improve the health and well-being of our community through access to nutritious foods, community education and advocacy. In step with most of the country, processed and fast food choices are often the most cost effective and readily available across Humboldt County. For households living on low and fixed incomes, fresh fruits and vegetables are an expensive luxury item. Low income families or individuals that live far from

town or have limited mobility may find themselves with even greater limitations. Rural grocery stores and corner markets may offer limited fresh produce, but the cost will be greater and the selections more limited than could be found in more populated areas. In response, our free farmers' market style produce distributions serve to supply our low income community



members with access to the fresh fruits and vegetables they need to be healthy. The organizations participating in our markets work to support our clients through direct outreach from other critical angles beyond food access. They build upon our mission by providing health and nutrition information and by helping low income households save money where they can.

"Our comprehensive services look at the community as a whole, as an ecosystem of interconnected, interdependent parts," says Ali McGee of Redwood Coast Energy Authority (RCEA). Ali McGee and Ben Winker from RCEA have tabled at our markets several times this season to promote their program, which aims to help low income families "save money by increasing energy efficiency through upgrades, assessments and audits," asserts Winker. "The organization aims to help identify opportunities and offer suggestions and no cost services to realize those savings, from light bulb replacements to wrapping your hot water pipes. We make it easy to save energy, time and money". McGee believes that, "It's not fair to expect lower income families to worry about their carbon footprint when their choices are severely limited by economic hardship. When a family has to choose between putting food on the table or buying efficient light bulbs, the answer is easy and is almost always a short-term solution."

"If we can help them with their electrical bill, and the food bank assures them that they will have food for their families, then they have more choices for their discretionary spending. If we can help one household thrive, then we have increased the standard of living for us all," says McGee.

Another valuable outreach partner at our market is Pam McKnight from Humboldt County Public Health. Each month, just before the market, Pam asks us about the unique selection of produce items that we will have to offer. She then finds simple and healthy recipes that feature those items to share with the community. She creates fresh (and sometimes hot!) samples of that

recipe for the market and distributes recipe cards for anyone who would like to try out her healthy recipe at home.

"Everyone is so friendly and willing to taste new foods and learn new ways to prepare the food they receive," says McKnight. "The People's Produce Market offers an amazing array of fresh fruits and vegetables, many of which clients have never seen or don't know how to use. Oftentimes, it seems that if a new food is provided, it is not enough to just have the food without knowing what to do with it. I think everyone likes a gift, and I believe that by preparing a new dish with fresh produce, and providing a recipe which is simple to prepare, we are giving the gift of good nutrition and empowering individuals."

We are excited to host both Public Health and RCEA regularly at our markets. We have also enjoyed our partnership with T.O.O.T.H. (Teaching Oral Optimism Throughout Humboldt), an Americorps program through the Redwood Community Action Agency, that provides preventative dental hygiene tools and education. Our very own Community Education and Outreach Coordinator, Heidi McHugh, and Nutrition Education Coordinator, Megan Westersund, also join the information tables at the market, featuring nutritional guidance and CalFresh (formerly the Food Stamp Program) application assistance and education.

Thousands of low-income community members will be served this season at our four market locations at Food for People in Eureka, the food pantry in Garberville, Redway Baptist Church, and Fortuna Community Services. The Fortuna market was added three years ago so that we may serve our community members who normally access our Loleta, Ferndale, Fortuna and Scotia pantries.

These markets run monthly at each site from May through October. Contact us or a local pantry for market schedules and details, or go to our website at www.foodforpeople.org.

The primary source of funding for these markets comes from a generous Care for the Poor Grant from St. Joseph's Health System of Humboldt County. Produce is also provided by a statewide program called Farm to Family, which distributes surplus to food banks from California's Central Valley, and the Donate Don't Dump program. Thank you to all of our donors for making these markets a reality and working towards building a stronger, healthier community.

"I'm proud to work for RCEA and Food for People because they symbolize the beautiful dynamic of community comradery," said Ali McGee who is also a regular volunteer in our Choice Pantry. "They are both excellent examples of neighborly cooperation and models of generosity. If every person, service and business looked outward and perceived helping others with utmost priority, the entire community would flourish and raise the quality of life for us all."

If you would like to volunteer at our final Eureka People's Produce market on Thursday, October 18th, please contact Randy Weaver, Food for People's Volunteer Coordinator at (707) 445-3166 extension 310. If you are interested in more information about the programs offered by Redwood Energy Authority, you may visit their office at 517 5th St in Eureka or call (707) 269-1700.



Melissa Hoffmann, Food for People volunteer, sorts lettuce in top photo; Bill Sullivan, also a Food for People volunteer, signs people up at the produce market; Megan Westersund, Nutrition Coordinator at Food for People, displays healthy eating tips in bottom photo; Rachael Gibson and Pam McKnight from Public Health, serve up samples of healthy salsa during the market in photo at right.

Mobile Produce Pantry

By Tim Crosby, Warehouse Distribution Coordinator

"I like being introduced to different types of vegetables that I'm not even familiar with. Last time we had those little cauliflowers (Romanesco Broccoli) that looked like they came from Mars - that was new to me. And the kale this time; I haven't had much experience with that, either."

Cathy Campbell of Orleans looks forward to the arrival of the Mobile Produce Pantry from Food for People. The monthly visit is a chance to receive fresh, mostly local and organic produce. Sometimes the selection is a new experience, and sometimes the onions, potatoes, corn, or zucchini offer a tried and true menu item.

Northern Humboldt County, with its very rural and geographically diverse environment, can be a very isolated place at times, especially in some of our more outlying communities. Many households often lack adequate access to healthy foods, like fresh fruits and vegetables. Due to a variety of social and spatial barriers, this often results in "food deserts," where residents commonly resort to purchasing meals at fast food restaurants or convenience stores with poor selections of produce.

On our last visit to Orleans, Raven Celeri gushed, "I love it, and it's all the healthy stuff we can't even get to, or afford - all the fresh produce we can't even get our hands on. We have to drive all the way to Eureka to get real groceries, so this is awesome, really awesome!"

Driving an approximate 400 mile circuit which covers almost 1,200 square miles, our Mobile

Produce Pantry currently serves seven sites ranging from Orick and Rio Dell in the west and to Orleans and Bridgeville to the east. In between, we visit Manila, Weitchpec, and Willow Creek, with possible additions of Carlotta and Hoopa in the near future. Almost 250 families enjoy receiving large bags of some of the freshest food possible. When we can, we source produce from some of our local farmers; including, but certainly not limited to, Flora Organica, Willow Creek Farms, Green Fire Farms, Organic Matters Ranch, Wild Rose Farm, Rain Frog Farm, Claudia's Organic Herbs, Neukom Family Farm and Earthy Edibles. The Farm to Family Program of the California Association of Food Banks is also a welcome contributor to our efforts.

Mary Jane & Randy Hemphill caught us at the Willow Creek Resource Center recently. Remembering a prior visit, Mary Jane said, "We come on Senior Day and get Senior Food Boxes. You gave us produce that was good for weeks. It was so fresh it gave me goose bumps. We're so grateful and thankful. If we'd grown it, we couldn't have grown it that good. We've gotten older and it's not as easy to garden. You gave me a recipe for Zucchini Coleslaw and it was excellent! We've made it several times, and even got our neighbors turned on to it." Randy echoed, "The produce is out of this world. So excellent, and so fresh, we couldn't beat it!"

Many of our clients report that they eat less fresh produce than they would like, due to cost and availability. This is especially ironic for a state that has the larg-

est agricultural economy in the United States, and produces large amounts of high quality fruits and vegetables for much of the nation and world.

With our large refrigerated truck, our goal at Food for People is to provide fresh food where there is a high need, but limited resources. Partnering with the Humboldt County Department of Health and Human Services (DHHS), we can provide healthier food choices in the more rural and remote areas of the county, while also bringing DHHS services, such as CalFresh enrollment, to these communities. In many outlying areas, clients of our 15 food pantries rely on a limited amount of fruits and vegetables. With the Mobile Produce Pantry, we are able to ensure rural clients have a well-rounded amount of produce and access to county services.



Many thanks to The Studio, a fine arts program for visionary artists located in Eureka, for the wonderful mural they designed and painted for Food for People. It is currently displayed on the back of our building where it adds a cheerful dimension to our People's Produce Market. Swing by and see our amazing new mural for yourself!



Happy Anniversary Humboldt Market Match!

By Heidi McHugh, Community Education and Outreach Coordinator

This summer marked the first anniversary of a remarkable program that expands access to locally grown fruits and vegetables to low-income community members, while stimulating our local economy - the Humboldt Market Match! This program is a farmers' market incentive program for CalFresh (formerly Food Stamps) participants. The Humboldt Market Match provides a matching incentive when \$10 worth of wooden tokens, redeemable at each farmer's stall, are purchased with a CalFresh EBT card.

Here are some of the highlights of Humboldt Market Match:

- Spending of CalFresh dollars at North Coast Growers' Association (NCGA) farmers' markets has already increased by 44% in 2012 compared to 2011. CalFresh and Humboldt Market Match have brought an additional \$18,000 to our local economy to date this year!
- NCGA Farmers' Markets are extending Humboldt Market Match incentives to Women Infants and Children (WIC) Farmers' Market Nutrition Program and Senior Farmers' Market Nutrition Program vouchers that can be redeemed at farmers' markets.
- The Fortuna and Garberville farmers' markets now accept CalFresh EBT cards and are offering Humboldt Market Match. The matching benefits are provided by the Humboldt County Department of Health and Human Services through a grant to the Community Alliance with Family Farmers.

The North Coast Growers' Association is part of the California Farmers' Market Consortium (CFMC), a statewide partnership of organizations offering Market Match. The CFMC is managed by Roots of Change, a non-profit organization interested in establishing a sustainable food system.

You can find more information about CalFresh and the Humboldt Market Match, at www.foodforpeople.org. The schedule for the NCGA farmers' markets can be found at <http://www.humfarm.org>.



After School Snack Program Back in Action!

By Christine Parris, Child Nutrition Programs Coordinator

The 2012- 2013 school year marks our 7th year as a sponsor of the After School Snack Program. The food provided by this program helps bridge the gap between lunch and dinner for hungry children in our communities. Food for People partners with many after school programs, resource centers, playgroups, and schools across the county to provide nutritious snacks for children and youth age 18 and younger.

We have started the snack program again with the beginning of the new school year and things are off to a great start. September 4th was our first distribution day to 12 different sites around Humboldt County. The sites include Arcata's

Arts in the Afternoon, Boys and Girls Clubhouse, Boys and Girls Teen Center, Bridgeville Community Center, John Ryan Youth Center, Rio Dell Community Resource Center, Salvation Army, Willow Brook Academy, Dream Quest Youth Center, Redwood Preparatory Charter School, F.U.N. Play Center and Loleta Elementary School.

We serve over 50,000 snacks during the school year and average about 300 snacks daily. We appreciate all of our program partners for their commitment to working with Food for People to eliminate childhood hunger and promote healthy children in Humboldt County.

Tributes, Memorials & Gift Contributions

We would like to sincerely thank the friends and family of those who have made donations in honor and in memory of others. Your generous donations go a long way toward helping the 12,000 and more people we feed each month which include children, seniors and working families in need.

Would you like to honor a friend or family member with a donation to Food for People? Simply add a notation to your donation. If you include an address, we'll send an acknowledgement to that person to let them know about the donation in their name or the name of their loved one. You can also let us know if there is a favorite program of theirs and we'll make sure the donation goes to their program of choice. It is a great way to celebrate or honor the memory of someone you love.

The holidays are coming and you can take advantage of our special Holiday Card (featuring a beautiful photo of Humboldt County) by letting people know you made a donation in their name. Include the address of the person and we will send them the holiday card with your dedication.

We are always happy to know more about the folks for whom you are dedicating your donations. Send us their photo or briefly tell their story and why you wish to honor your friend or family member and we will publish it in our newsletter.



Food for People recently lost a dear friend with the passing of John Jones, beloved husband of Ann Jones, known affectionately to the food bank crew as "AJ". John was a gospel minister for the Church of Christ who often juggled two to three jobs to support his family, and as family and friends alike noted, "he was known to literally give the shirt off his back and the shoes off his feet to those who had none. He believed he was put on this earth to give hope to the hopeless and he practiced that belief until his last breath." John fought the cancer that finally took his life for three long years and the outpouring of love and support that surrounded John and his family during the course of his illness is no small testament to the impact he had on all of our lives. His spirit lives on in all of us and we send our love and prayers to AJ and her family.

IN MEMORY

ELIZABETH "LIZ" ANKER
EMIOIO GIORI
JAREN BETTENDORF
DIANE L. SANDIGO
AUDREY DESILVA
JOHN, JASON & WENDI
JOHN JONES
DARRELL HANGER
MARILYN MURPHY
DONNA DUSICK
ROBERT DALE
ANDERSON

IN HONOR

NANCY MCCARTHY
HERBERT
THE HART & BUCKLEY
FAMILIES
JIMMY SMITH
JOHN EULEY
TERESA HOOD
JEFF ARNOLD
ELIZABETH BAKER
ALMA LEHTONEN
CATHY ROSENHOLTZ &
FREDERICK SCHMIDT

Hunger Action E-News

Food for People's Hunger Action E-News is your bi-monthly guide to the latest information on hunger, food and nutrition. Follow the most recent news, track upcoming legislation and learn easy ways to voice your opinions to government representatives. Subscribe now for access to hunger action information and advocacy opportunities at the local, state and federal levels.

To subscribe to this monthly e-newsletter, please send your name and e-mail address to HungerAction@foodforpeople.org.

Note: Your personal information will not be shared or sold to any third parties and you can unsubscribe at any time.

DONATE ONLINE BY GOING TO: www.foodforpeople.org

CLICK ON THE LINK:



Network for Good™

The Food Access and Pantry Services Survey

By Jason Herwin, Pantry Network Coordinator

In August and September of 2011, Food for People conducted an expansive client survey in partnership with the California Center for Rural Policy at all of our food pantries across the county. The survey was very successful, with well over 1,000 surveys completed, and provided valuable information on how well our pantries meet clients' needs, including the feedback on the quality and quantity of food received and customer service. We also gained an understanding of overall household food security, other services clients are interested in, health of households, transportation, and basic demographic information. Some of the most surprising data was in relation to respondents' feelings about the health of their households.

One section in the survey asked respondents how often they feel sad or depressed, whether they get enough support and encouragement, and the extent of their social connection. 29% of clients indicated they feel sad or depressed most or all of the time. Coupled with this finding, 25% of clients experience little to no social connection and

24% receive little to no support and encouragement. For me this data highlights two things: First it reminds us of the unfortunate reality of how hard it is today for low-income families. Secondly, it highlights the impact our food pantries can have on those we serve, beyond nutrition, to providing emotional support through genuine caring relationships and connections to additional community resources.

Many of our clients are working families, who despite how hard they are working, still struggle to make ends meet. We also have many clients, especially seniors, who are living on fixed incomes and find it difficult to meet all of their basic necessities with the limited money they receive each month. At our Eureka Choice Pantry, 49% of respondents with children indicated that in the past 12 months they couldn't always afford to feed their children a healthy meal, with 67% saying they had to skip meals themselves in order to have more food for their children. When looking at these statistics, it is easy to see how the challenges low-income households face can have a toll on their emotional health.

Food for People strives to ensure that all of our pantries provide a dignified and compassionate environment.

One of the best parts of my job is traveling to each of our pantries and seeing how the volunteers know many of the clients by name. This personal connection, even if only for the few minutes the client spends at the pantry, is vital to providing support, encouragement,

and connections that the client may not otherwise receive.

While there are many different services available in the community, it can often be difficult for people to navigate how to apply for these programs. It can also be challenging with limited transportation, and a fixed budget, to figure out how to get to a location to apply for many of these programs. Fortunately, our pantries provide a safe and welcoming environment to connect clients to further services of benefit. Following the survey we are working to improve our capacity to connect clients to these services. Two programs that clients indicated were of special interest were housing and CalFresh (formerly the Food Stamp Program). Our Community Education and Outreach team work to help connect our clients to the CalFresh program, to help improve the food security and nutrition of the households we serve. We also work closely with the Department of Health and Human Services' Mobile Engagement Vehicle that travels to many of our pantries offering an array of county services including CalFresh. Connection to these additional programs and services in the community helps to alleviate some of the emotional stress clients face in their struggle to provide for their families and make ends meet.

Having this survey data helps us to better understand our client base, identify ways to improve our services and guide our Pantry Network to better serve low-income families throughout the county. For more information, visit the California Center for Rural Policy website at <http://www.humboldt.edu/ccrp/to> read the completed Food Access and Pantry Services Survey.

Holiday Spirit Food and Fund Drive

Continued from page 1

members to speak on-air about their programs and the work of the organization. Cliff, Amy, Mike and Larry of KHUM are wonderfully supportive of Food for People, and do a great job of motivating listeners. In addition to creating a fun, festive atmosphere that encourages folks to donate, we also have the opportunity to educate our community about the work we do, and have fun while doing it. Thanks to our KHUM friends for their dedication and ongoing support.

Another essential component to the Holiday Spirit Food and Fund Drive is the Hunger Fighter Challenge. Hunger Fighter teams include businesses, churches, civic organizations and community groups, who sign up to participate in a friendly competition to determine which team can collect the most food and funds during the months of November and December. Each Hunger Fighter team has its own

In addition to these efforts, local schools and the university also participate in our Holiday Spirit Food and Fund Drive. Humboldt State University's Service Learning department has partnered with Food for People for several years, distributing holiday food donation bags on campus and in surrounding neighborhoods. These bags are filled with non-perishable food items and donated to Food for People. Thanks to Stacy Becker and Annie Bolick-Floss for their planning and support.

Our annual Holiday Spirit Food and Fund Drive is an ambitious undertaking, and we would not be able to serve the people we do—more than 12,000 people every month—without the sustained commitment of so many donors in our community who join us in the fight against hunger in Humboldt County. Food for People is certainly blessed with the wealth of caring organizations

and individuals that regularly contribute to our food and fund drive efforts. Every donation is important, no matter how small. Every can, every dollar, every hour you donate can make a big difference in a person's life. If you would like to participate in this year's Holiday Spirit Food and Fund Drive, please contact Laura Hughes at (707) 445-3166 extension 312 or lhughes@foodforpeople.org. We wish you and yours a happy, healthy holiday season.



By supplementing fresh produce, dairy products and bread with the non-perishable foods you donate, Food for People can provide nutritious meals for the thousands of children, adults and elderly who suffer from hunger. Here is a list of non-perishable foods that will provide the maximum amount of nutrition for those in need.

Protein Items	Canned Meats
Chili/Stew	Canned Tuna
Peanut Butter	Soups
Grains, Pasta & Rice	Nutritional Drinks
Breakfast Cereals	Beans
Boxed & Canned Juices	Canned Fruits & Veggies

The food you give goes further than you think!



I want to become a Volunteer at Food for People!

Call 707-445-3166 or email:

Volunteer@foodforpeople.org. Or fill out and send in:

Name: _____

Address: _____

City, State, Zip: _____

Please have someone contact me:

Phone: _____

Email: _____

Food for People Cooking Class

By Megan Westersund, Nutrition Education Coordinator



Anne Harris has been the volunteer chef for the monthly classes, held at the beautiful Eureka Co-op Community Kitchen. While speaking with one client who has consistently attended the cooking classes this past year, she told me what she likes about Anne. Anne gives her the confidence to try cooking new recipes she has never made before, including making homemade stock. In addition, Anne's encouragement to adapt recipes to what is on hand has made it easier for her to cook. She said that Anne is responsible for her new found love of cooking.

The most satisfying part of the class for me is after everyone has tasted and critiqued the dishes made that day in class.

People discuss what dish was their favorite and load up on ingredients to recreate the dish at home. Many people who attend the cooking class aren't able to purchase as many vegetables as they would like, and the extra bag of produce and new recipes provided at the class really make their day.

Food for People's monthly Eureka cooking class has been going great. In the month of August, our ingredients consisted almost entirely of local produce. The menu included a warm green bean salad with sun-gold tomatoes and mustard vinaigrette. We also prepared poached cinnamon pears, roasted tomatoes and onions, and a gazpacho with toasted bread. It was an inexpensive and healthy meal, and was still creative and delicious.

Easy Gazpacho

Ingredients:

8 large tomatoes (or canned tomatoes)

1 large cucumber, chopped

1 large pepper, chopped

3 Tbsp vinegar

1 Tbsp oil

3 Tbsp lemon juice

2 1/2 Tbsp chopped fresh parsley or cilantro

Salt and ground pepper to taste

Tabasco sauce to taste (can substitute for a hot pepper)

Directions:

Place all ingredients in a blender or food processor and blend until smooth. Chill and serve cold!



Sybil Garrett from PG&E presents donations of funds, food and supplies to Anne Holcomb of Food for People in photo on left. Thank you PG&E employees and contractors for your recent grass-root efforts resulting in more than \$1,000 plus 654 pounds of food! We appreciate your joining us in the fight against hunger in Humboldt County!

2012 Suddenlink Food Connection

By Laura Hughes, Local Foods Community Resource Coordinator

Food for People partnered with Suddenlink Communications, Redwood Coast Music Festivals and Eureka area schools for the fourth year in a row in order to promote the Suddenlink Food Connection, which took place throughout the month of September. This month-long food drive benefits Food for People with a two-pronged approach to fighting hunger in Humboldt County.

The Suddenlink Food Connection kicked off at the 16th Annual *Blues by the Bay* music festival at Halvorsen Park in Eureka. Representatives from Food for People and Suddenlink Communications staffed booths at the festival, encouraging festival attendees to donate food or funds and enter a raffle drawing for a variety of wonderful prizes donated by generous local businesses. We also talked to people about the work we do to fight hunger in our community. Great music, sunny weather and a festive atmosphere helped our food and fund drive at *Blues by the Bay* to bring in several hundred pounds of food as well as several hundred dollars in financial donations.

During the second half of September, children from nine Eureka City Schools hosted food donation barrels in their classrooms and multipurpose rooms, collecting food to donate to the food bank, while also learning about hunger issues in Humboldt County. A number of local businesses also participated, hosting donation barrels and offering raffle incentives to encourage donations. Suddenlink Communications hosted several barrels themselves, overflowing with food donations

Welcome Laura

Although the position of Local Food Resources Coordinator is new to Laura Hughes, she is not new to Food for People. Laura has been our Volunteer Coordinator for the past two years and has done an amazing job. Laura is a woman of many talents and professional experience. She worked at Fund Development at the Campus Center for Appropriate Technology and she was Program Director

for those in need. All in all, several thousand pounds of non-perishable food items were donated through this food drive.

Food for People would like to thank Suddenlink Communications, Eureka City Schools and Redwood Coast Music Festivals for this partnership and their support. Supplies of locally donated food are typically low this time of year due to the increased need during the summer months and the lull in donations before the holidays. This continued partnership has been an important part of meeting the increased need for assistance in our community.

Food for People would like to extend a heartfelt "thank-you" to all the children at Washington, Grant, Pine Hill, Cutten, South Bay, Ridgewood, Freshwater, Garfield, and Lafayette schools. Our gratitude also goes out to Lynn McKenna and Darlene Morris for helping to organize and plan both

the Blues festival portion and the school portion of this food drive.

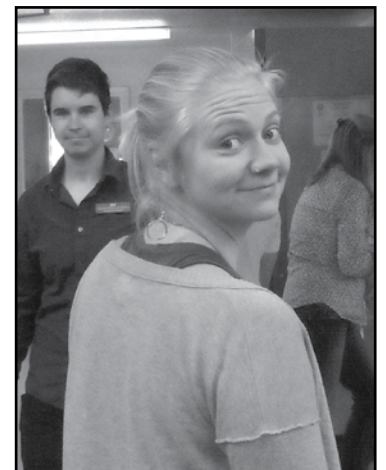
Thanks also to our raffle prize donors which include Baroni Jewelers, Fire and Light, North Coast Growers Association and Miki's Creations. Thank you to Glenn Maxon at Redwood Coast Music Festivals for the support of the Blues Festival and of course the many donors, volunteers, and participants in the *Suddenlink Food Connection* for a sustained dedication to a hunger-free Humboldt County.

This event is now in its fourth year and has helped to supply non-perishable food items to local children, seniors on fixed incomes, working families and other people in need. If you would like to know how to organize your own creative food drive, please email Laura at Food for People lhughes@foodforpeople.org or call (707) 445-3166 extension 312.



Tyler Earls, Heather Crosswhite and Desiree Hill volunteer at the Food for People kiosk during Blues by the Bay

for Friends of the Hudson River Park in New York. Her Master's degree is from the Environment and Community program at Humboldt State University with a focus on food justice issues. You can also find her at the North Coast Growers' Association Saturday Farmers' Markets on the Arcata Plaza as the Assistant Manager. She brings strong organizational skills, good energy and a big heart to her new role at Food for People. We are grateful to have her on our team!



Senior Spotlight By Argelia Munoz, Community Foods Program Coordinator

Sharon Nichols has been a Humboldt County resident since the age of 12 and is also the coordinator of the senior distribution at the Rio Dell Terrace Senior Apartments. Although she is currently a recipient of the Senior Brown Bag program, she became the coordinator a couple of years before she even qualified for the program.

We asked her how she first heard of our program. Sharon explained that when she moved into the Terrace Senior Apartments, the apartment manager needed some help running the distribution. "It was a great way to meet my new neighbors." Twelve years later, Sharon is the main coordinator for this site, and tells us she continues to enjoy the work as "it breaks up my month and gives me something to do."

When she first started out, she

would pick up all of the Terrace clients' commodities at the main Rio Dell distribution at the First Church of Christ on 2nd Avenue. Now, Food for People has arranged a second drop off to help Sharon disperse the commodities. "The extra food is really needed by the residents and it is much appreciated by everyone, especially our two homebound clients."

In addition to providing deliveries to our senior population in Humboldt County through our Senior Brown Bag and Commodity Supplemental Food (CSFP) programs, the Homebound Delivery Program (HBDP) assists temporarily or permanently disabled adults who are under 60 years of age and not able to otherwise access food bank programs. HBDP accepts applications from clients on a referral basis from hospitals, home health and other area service providers. With the exception of the Terrace

site drop off, all of our HBDP clients are serviced by volunteer drivers. This program depends upon volunteer drivers. Becoming a HBDP driver and serving our clients from Garberville to Trinidad to Willow Creek helps increase the number of clients in our program.

Sharon's service to our HBDP clients is not only in delivering food. She first informs the seniors of the programs and helps them sign up. Although Sharon is not the only senior client that volunteers for the senior distribution, her dedication for over a decade at the Terrace Senior Apartments distribution is without a doubt invaluable to the program and to her neighbors. Thank you Sharon for all your years of hard work and dedication!



Hello Randy

We are very happy to welcome Randy Weaver as our new Volunteer Coordinator and a great addition to our staff. Randy hails from a small town in eastern Pennsylvania, where his parents operated a small produce farm. After graduating high school in his home town of Holtwood, he enlisted in the Army and served four years at Fort Bragg, North Carolina. Shortly after being discharged in 1990, he met his future wife Prudence, who convinced him that her home state of California was a great place to live. They first took a detour to Eugene, Oregon where he received his Bachelor's degree in History from the University of Oregon. This past summer, he completed a Master's degree in Humanities from California State University Dominguez Hills in Carson, California. Stop by and say hello to Randy and you can be sure he will sign you up for a volunteer position. Welcome Randy!

Pantry Network Volunteer Spotlight

By Jason Herwin, Pantry Network Coordinator

Our Pantry Network is filled with amazing volunteers whose dedication and commitment to serving their community is truly inspirational. It is great to visit our pantries and see the personal connection that pantry volunteers have with the clients they serve. Bill and Winifred Park are volunteers with the Scotia Pantry, and their compassion for people in need of assistance shines through in every interaction they have with their community. Below is a short conversation with Bill and Winifred about their experience volunteering at the pantry.

How did you get involved with the Scotia Pantry?

"We were friends with the previous pantry coordinators in Rio Dell, Les Miranda and Betty Madieros. We always told them if they ever needed help we would be there. After dealing with some health issues, they asked us to start volunteering and eventually help coordinate the pantry."

What made you want to volunteer?

"We wanted to help our community. We love this town and wanted to give back to the town we have received so much from,

and Food for People is a great way to give back. We volunteered with another organization and didn't feel as connected to their mission. With the food pantry, we are definitely involved and get to do a lot to help the community. It is hard work but rewarding."

What do you enjoy the most about volunteering?

"We enjoy meeting people. There are a lot of people going through hard times and they show so much appreciation for the services we provide. We helped with the client survey project last year at the Garberville Pantry. During a break from the project, we went into town and met a couple there who asked us if we knew any place locally where they could get food. We told them about the pantry in Garberville. We saw them later and they were nearly in tears expressing their gratitude, saying they were on their last dollar and did not know what they were going to do to make it through the month."

At our pantry we try to interact with everyone right when they come in, help them through the whole process, and get to know them. We help each other out too - some of our clients also volunteer to give back to the pantry."

Your donation is important!

I am enclosing a donation to help eliminate hunger in our community.

I would like to join the 800 Club & donate regularly. Please send me a packet of envelopes

~~~~~ or ~~~~~

Please charge my Visa or Master Card:

Monthly  Quarterly  One Time

For the amount of: \$ \_\_\_\_\_

CC#: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

Security Code (on back of card): \_\_\_\_\_

Name \_\_\_\_\_

Street \_\_\_\_\_

Town, ZIP \_\_\_\_\_

Please contact me about including Food for People in my Estate Plans

*Food for People, Inc., is a 501 (c)(3). Donations are deductible to the fullest extent of the law.*



Photo by Chris Wisner

### Good Bye Jason Whitley

We are sad to say good bye to Jason Whitley, our former Local Food Resources Coordinator here at Food for People. Jason worked as part of the Food for People family for three years and moved on to pursue his teaching inter-

ests in the Sociology Department at Humboldt State University. Jason's creativity and engaging demeanor in working with community businesses and organizations contributed to the success of our numerous food drives, bringing in much-needed non-perishable food donations to the food bank to sustain our many programs. Jason has also been deeply involved in the local agriculture community for many years, and was committed to making fresh, healthy produce from local farmers available to those in our community who need it most. Through his dedicated efforts and strong relationships with local farmers and gardeners, Jason brought tens of thousands of pounds of produce into the food bank each season to distribute to folks in need. Jason was always eager to lend a helping hand to co-workers and volunteers, and his smile and warmth were appreciated by many. Jason will be sorely missed, but we wish him success in his teaching endeavors!



## Interview with Georgeanne Fulstone-Pucillo

By Harriet Pecot, Fund Development Director

After spending time with Georgeanne Fulstone-Pucillo, Alice Birney Elementary School principal, I was wishing I could repeat my elementary school years at Alice Birney. The school was filled with an incredible upbeat energy and, wherever we went, children would come darting over to give her a hug. Even though I knew this was a school where nearly 94% of the children qualify for free or reduced-price school meals, there was no sense of deprivation or lesser education. This is a place where creativity and caring abounds and it shows up in every thing they do.

According to Fulstone-Pucillo, many of the children who come to the school are from "working poor" families who often have to double up with another family in order to survive. Their car is usually the one they bought because it was affordable and is not always dependable transportation. Fulstone-Pucillo tells me, "Our children sometimes arrive here hungry." The solution is a universal breakfast for all beginning at 7:40 a.m. The breakfast comes from a multitude of sources, including local farmers and businesses, and consists of fresh fruit, protein, grains and milk. Food is a big part of a child coming to school to learn. They need to start their day with something solid in their stomachs.

Arlene Lazio, Director of the Central Kitchen, has come up with a playful and educational system for school meals with color coded choices offering an opportunity for students to learn about nutrition while choosing healthy meals. The school works as a team to have nu-

tritionally sound food choices that appeal to school children and are also budget conscious. Even now, the school continues to work at improving its system and is always open to feedback. It is exciting to see the healthy foods, the integrated nutrition education and even a "hydration station" where the children have access to fresh water during meals.

Everything has a positive spin at Alice Birney, including the Backpacks for Kids program. They call it the "Friday Backpack Club" and blend it in with other school activities. The food received from this program is healthy and kid-friendly. The children are happy with the selection and appreciate the generosity of their community which includes the school's long-time partnership with Food for People and the Rotary Clubs of Eureka who provide the weekly food and "people power." Yet only 20% of the eligible school children at Alice Birney actually receive Backpacks. It is a constant challenge to discern who gets picked, and often families with siblings are at the top of the list. It can be tough for those children who don't participate in the program and they often have to find other sources of help for the weekend, such as the meals at St. Vincent de Paul or food from Food for People's Choice Pantry in Eureka.

Fulstone-Pucillo has an insider's view on how this economy has impacted her students' families. She has seen lots of families lose their jobs and, consequently, their homes. It has made the school's work more demanding on many social levels, including integrating the 43% of the children

who arrive speaking another language. Currently, there is a social work intern from Humboldt State University working with the families in crisis. There is a constant going and coming of the families due to the economy, a constant relocating because there is not enough money for them to make it on their own and a constant need for shelter, clothing and food for their families. Often the poverty is generational. Some of Fulstone-Pucillo's most heartwarming experiences are when former students, who grew up with limited supervision and without direction or hope, return and are now positive role models for their children and for their next generation. School teaches us that socialization and educating children is a three legged stool - parents, school and kids. Everyone has to work together to succeed.

The After School program includes about 100 of the school children. Usually the participating children have at least one employed parent and the program includes school snacks as well as a homework component. Everyone must do their homework before participating in one of the daily choice activities! Some of these kids arrive at school for the breakfast at 7:40 a.m. and don't leave until 6 p.m. Through the programs available at Alice Birney, their children are receiving a safe, caring and academically stimulating environment.

There is also an exciting behavior program at their school with positive behavior intervention and support. Fulstone-Pucillo tells me, "We are a family here with clear expectations, positive reinforce-

ments and corrective measures." The big message focuses on being safe, being respectful and being responsible. There are even weekly and monthly positive person awards to recognize good behavior. Staff feels a child who is "on track" with behavior builds self-esteem and is much more likely to access what is being taught in the classroom. This past year, Alice Birney saw an overall 20 point increase in their STAR testing amongst all children, a 40% point increase for their Latino children and a 38% increase for their Asian children. "We know we make a difference every day - every single one of us commits our time, our energy and our hearts and, hopefully, we impact the future of our kids as individuals and build a better world at the same time."



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A big shout of thanks goes to the Humboldt Association of Realtors for raising more than \$9,000 for our Backpacks for Kids program during their recent Golf Tournament. As you can see, a great time was had by all, including a playful sculpture competition using backpack food and live, silent and Dutch auctions the night before the tournament at the Elks' Lodge which hosted the cook-your-own steak dinner. The tournament itself was held at the Beau Pre Golf Course in McKinleyville. We appreciate teaming up with the Humboldt Association of Realtors to make sure every that child, every day, has enough to eat in Humboldt County!