

Food Notes

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

Summer Issue, 2014



This year's Letter Carriers' Food Drive was a huge success thanks to the efforts of local letter carriers, many volunteers and even a visit from Congressman Huffman (center photo with Anne Holcomb, Executive Director of Food for People and Dustin Roberto, Eureka letter carrier).

Pantry Summit 2014

By Darci Gibson,
Pantry Network Coordinator

The annual Pantry Summit meeting for our network of food pantries and congregate meal sites is a day of networking, sharing and learning. Food for People's Pantry Network consists of 15 food pantries and 4 congregate meal programs in communities countywide. We help supply them with food, technical support and monthly monitoring in order to extend the reach of hunger relief for local residents suffering from food insecurity. This year's summit, held on April 21st at Humboldt Area Foundation, was an educational and always cherished reunion for our site partners to gather in one room.

The meeting kicked off with an introduction from each pantry and sharing of successes, blessings, and high notes they have experienced in their work this year. These include gratitude for donors and community partners in their various regions of the county, and

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Local Letter Carriers Deliver!

By Laura Hughes, Local Food Resources Coordinator

Three cheers to our amazing local letter carriers for making this year's Letter Carriers Food Drive such a wild success! Each year, on the second Saturday in May, the National Association of Letter Carriers hosts a nationwide food drive to "Stamp Out Hunger," in partnership with local pantries and food banks. Saturday, May 10th marked the 22nd annual Letter Carriers' Food Drive as the largest single-day food drive in the nation. Residents of Humboldt County were asked to participate locally by leaving donations of nonperishable food items by their mailboxes. Food for People and our local Letter Carriers Union teamed up once again to coordinate the pick up and delivery of non-perishable food donations from throughout the

county.

Thanks to the generosity of the local community, the food received through this annual drive will help Food for People replenish the shelves of local food pantries, many of which have already used up donations gathered over the holidays. The food collected during the Letter Carriers' Food Drive is therefore critical in their efforts to provide for low-income residents during the summer months when school is out and many families need to compensate for the missed meals and food assistance their children receive at school. For the second year running, we used blue, pre-printed, recyclable donation bags in our outreach efforts, and worked with letter carriers to have them distributed to mailboxes throughout the county during the week leading up to the

drive. This helped to significantly increase donations compared to previous years by making it easier for folks to donate. Truckload after truckload of donated food came in throughout the day to our Eureka warehouse alone, and blue bags full of donations continue to trickle in from the community even after the big day.

Food for People would not have been able to coordinate such a successful drive without all of the people and businesses who contributed to this year's efforts. A big shout of thanks goes to our dedicated letter carriers for working long hours picking up and delivering tens of thousands of pounds of food throughout the county! Special thanks go to Dana Uttman and Dustin Roberto from our local National Letter Carriers Association for helping

to coordinate the drive locally, and for their ongoing support and involvement. Thanks also goes to the many, many volunteers who helped out here in Eureka, and at other sites throughout the county, helping to make the Letter Carriers Food Drive a success by staffing remote sites, unloading mail trucks, sorting donations, packing boxes, and much more. Particular thanks go to our volunteer groups from UPS, local Girl Scouts, Boys & Girls Club, California Conservation Corps, AFACTR Americorps, Northern Redwood Federal Credit Union, Redwood Capital Bank and the College of the Redwoods Police Academy.

A big thank you also goes to Ming Tree Realtors, the McLean Foundation and Northern Redwood Federal Credit Union for generously sponsoring the

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We feel it's important to keep you 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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Gleaning Frontiers

By Laura Hughes, Local Food Programs Coordinator

Now that winter is over and spring is in full swing, Food for People's Gleaning program is taking off once again and we are looking forward to another bountiful growing season. We are already bringing in weekly produce left over from Deep Seeded Community Farm's Community Supported Agriculture (CSA) shares in Arcata, and have harvested several hundred row feet of broccoli side shoots left from a patch after the main heads were cut. Paul Giuntoli of Warren Creek Farms has also generously donated several thousand pounds of potatoes to Food for People as he makes room in his barn for the new season. Walk-in donations from gardeners and homesteaders are also becoming more frequent as folks bring in their extra greens, herbs, veggies, eggs, and more to share with our friends and neighbors in need.

We've been busy in lots of

other ways as well, promoting the Gleaning program through outreach at events like the Humboldt Permaculture Guild's Seed & Plant Exchange held in March, and the Sustainable Living Skills Fair at the Jefferson Project in April. These events are always fun, and are a great way to get the word out, gather resources and meet people in the community.

We've also hosted two volunteer gleaning trainings so far this season to provide information about the program, as well as resources and procedures for volunteers who are interested in helping out. The aim of these trainings is to develop a more independent, well-trained corps of volunteer gleaners to assist with harvests from local farms, gardens and fruit trees. As we move forward, we hope to develop future Gleaning Team Leaders or "neighborhood captains" who will be responsible for fielding gleaning requests in their respective neighborhoods, coordinating harvest efforts, and



bringing the produce to Food for People to be tracked and distributed. This would allow us to not only cover more ground and increase the amount of produce collected, but also engage more local residents in our gleaning efforts throughout the county. Let us know if you are interested in future gleaning trainings or would like to set something up for your group.

We plan to emphasize fruit tree harvests again this season as a critical part of our Gleaning program and as an easy way community members can help improve food security locally. With the additional volunteer involvement provided through our trainings, we can enhance our outreach to residents with fruit trees and advertise harvest assistance to those willing to donate, thereby bringing in more fresh, local produce to help the households we serve. If you or someone you know has fruit trees and may be interested in sharing the harvest, please help spread the word and let us know!

As most of us are aware, fresh produce is a vital part of any healthy diet, but too often is left out when money is tight. Donations made through our Gleaning program support the health and wellness of our communities by increasing access to fresh, healthy fruits and vegetables for low-income residents in Humboldt County. In the last year, Food for People's Gleaning program collected over 73,000 lbs. of produce from farms and gardens throughout Humboldt County to be distributed through our programs.

Food for People is always recruiting donors and volunteers for the Gleaning program. There

are a number of ways to participate:

- Join Food for People's team of volunteer gleaners to help harvest produce from local farms, orchards and gardens throughout the county
- Include your fruit tree(s) in our Humboldt County fruit tree gleaning database
- Plant an extra row of food in your garden dedicated to the *Plant a Row for the Hungry* Campaign
- Harvest and donate your extra produce to Food for People or to one of our 15 food pantries located throughout the county
- Donate seeds, soil or plant starts to be distributed to *Plant a Row* gardeners
- "Like" our gleaning Facebook page at www.facebook.com/PARHumboldt.

Food for People can provide additional assistance to donors when possible, including information, seed packets, and even volunteers to help harvest the bounty if the donation is large or donors are unable to do so themselves. Once harvested, donations can be dropped off at 307 W. 14th Street in Eureka from 9:00 am to 4:30 pm Monday through Friday. Any residents living in outlying areas may directly drop off any excess produce at their local food pantries. A list of pantry locations can be found online at <http://www.foodforpeople.org/pantry-network-schedule-and-locations>.

For more information about Food for People's Gleaning program, please contact Local Food Resources Coordinator, Laura Hughes, at 707-445-3166 extension 312 or lhughes@foodforpeople.org. Thank you for being a part of the solution!



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Gleaned apples from Chastain's yard in above photo; fall gleaning crew pose in front of Food for People van; Laura speaks about the Gleaning Program at the Seed & Plant Exchange in photo at top right.

Notes from the Director

Politics and the Farm Bill

By Anne Holcomb



SNAP/CalFresh funding, some new funding for initiatives that encourage recipients to purchase more fruits and vegetables with their benefits and increased funding for the Emergency Food Assistance Program.

To help set the stage for the impact the cuts will have, consider the fact that approximately 47 million Americans, 50% of whom are children, utilize SNAP benefits to help them obtain adequate nutrition. It has been one of the most effective tools for addressing hunger and preventing low income households from falling deeper into poverty as the recession raged on. Just a year ago, an Institute of Medicine committee found that SNAP benefits are already inadequate for most families to purchase a healthy diet throughout the month. At the same time, a spate of studies over the last year has shown how important adequate monthly benefits are to health and well-being, and how inadequate benefits drive up hospital admissions and various other costs. (FRAC.org)

As noted above, one of the biggest disappointments was the cut in funding for SNAP, known in California as CalFresh (formerly the food stamp program), but there were also a few pieces of good news in the final version of the bill. Here are the highlights:

- The final bill included \$8 billion in cuts to SNAP/CalFresh funding over the next 10 years

(better than the \$40 billion in cuts sought by the House but still tough given the number of food insecure households that could benefit), which translates into a drop of about \$90/month in benefits for 850,000 households; an estimated 320,000 of those households are in California. Efforts to institute mandatory drug testing and mandatory work requirements for all recipients were not successful.

- The conference agreement amends how Low-Income Home Energy Assistance Program (LIHEAP) payments are treated in the calculation of SNAP benefits. SNAP recipients enrolled in LIHEAP have been able to claim the maximum Standard Utility Allowance (SUA) which increases their monthly benefit amount. The 17 states that were using the minimum amount of funding necessary for each LIHEAP recipient will now have to provide at least \$20 in LIHEAP benefits per household in order to qualify for the SUA. It is estimated that households that are no longer able to access LIHEAP and apply the SUA will lose an average of \$60/month in benefits.
- Retains funding for the Commodity Supplemental Food Program and transitions the program to “seniors only”. CSFP had served small numbers of pregnant, post partum

women and children up to age 6 who were not enrolled in WIC, but the majority of those served nationwide are seniors with an average age of 74. Here in Humboldt County, an average of 200 seniors each month are enrolled in CSFP.

- Increases funding for the Emergency Food Assistance Program (TEFAP), the program that provides USDA foods and federal support to emergency feeding organizations (e.g., food banks and food pantries) by \$205 million over 10 years. This is great news, but the impact of the additional funding will likely be reduced by the increases in food prices as a result of the drought.
- Supports nutrition incentive programs such as our local Market Match program that provides incentives for CalFresh recipients to use their benefits to purchase fresh fruits and vegetables at farmers’ markets. States applying for these funds are required to provide a 50% match.
- Allows recipients to use their CalFresh benefits to purchase weekly food shares at local farms through CSA’s (community supported agriculture).
- Requires retailers that accept CalFresh to offer more fresh fruits and vegetables. Retailers that participate in SNAP must typically offer a certain level of diversity in the food they

offer, but current law does not define diversity. New standards would require them to offer at least seven items in each of four basic categories (fruits and vegetables, grains, dairy, and meat) and to offer perishable items in at least three of these categories (up from the current requirement of two).

There is a lot more in the Farm Bill than can ever be addressed in the limited space available in our newsletter, but I encourage our readers to check the websites of the Food Research and Action Center (www.frac.org) and the Center on Budget and Policy Priorities (www.cbpp.org) for more information. Hunger and food insecurity are not stand alone issues; they are linked to policies that address housing, education, job training, access to medical care and so much more. We’ve been encouraged by the increased media focus on the growing income gap in the United States and the impact it has on our health as a nation, but nothing will change unless we all get involved. Election Day provides the perfect opportunity to educate ourselves on local, state and federal legislation that address these income inequalities and research how the candidates plan to address these issues. Remember — every vote counts!

Welcome Erin!

Erin Tharp joined us recently as Community Food Programs Coordinator. She oversees the Senior Brown Bag, Commodity Supplemental Food and Homebound Delivery programs. Erin is originally from Santa Cruz and moved to Humboldt County in 2013 with her children (who by the way, love going to the beach and hiking through the woods with their mom).

Erin works mostly with seniors in our community who are in need

of assistance, and she tells me she didn’t realize the huge impact of just delivering the food to local seniors. Many of these seniors have very few people in their lives, and the drivers who deliver food often form relationships with them that are meaningful. One day Erin went to a homebound senior’s home in order to recertify her application for the program. This woman couldn’t even leave her bed. She currently has the help of a caretaker but there was a period of time when she did not

have that kind of support. This is an elder who needs help and was very vulnerable because she can not function on her own. She told Erin that she was “so lonely.”

Erin’s work is more than just providing food. One day she dropped off food boxes to some elderly recipients on the way home from work, when her kids were with her, and they helped deliver the bags and boxes. Those seniors still remember meeting her children and continue to ask for them. Erin recognizes that this

generation is not accustomed to asking for help. Many of them feel stigmatized for needing assistance, and many have no idea where to go for help or what resources are available for them.

Erin believes strongly in Food for People’s mission and is grateful for the opportunity to be part of that work. And by the way she tells me, “I love my job.”





Why 800 Club?

The 800 Club is our regular giving program comprised of community members who donate monthly or quarterly. 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 community. 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.

Pantry Summit

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appreciation for volunteers, who not only serve their communities but also have fun together. Some expressed thanks for the Mobile Produce Pantry that visits some of the pantries and helps foster a sense of community by bringing clients and community members out of their homes for an opportunity to socialize while getting assistance with fresh, healthy food. Some of our pantries have on-site gardens or team up with community gardens, for which they are so appreciative as a reliable source of fresh fruits and vegetables. Many expressed thanks for infrastructure improvements they've been able to make, thanks to donations from local businesses and grant funds Food for People has been able to share. Site coordinators and volunteers also shared the joy it brings them to be able to help their neighbors, deepen relationships, and bring dignity to the pantry process.

The pantries' volunteer leadership and teams come from

all walks of life, and all are residents of the communities they serve. At the summit, attendees shared with each other their heartfelt stories of helping their neighbors in need and the caring that happens throughout Humboldt County.

Pantry coordinators shared their goals for the coming year, including increasing resources for providing a greater quality and quantity of food assistance to people in their communities. Some sites are seeking additional storage space and hand carts to make their day-to-day operations efficient and manageable. Other sites are seeking ways to boost the number of volunteers, increase financial donations for supplemental food purchases (especially for protein), and get involved in gleaning in their geographic regions.

Topics of the day covered a wide spectrum, from the grassroots of how to increase the number of volunteers at a pantry, to reviewing USDA Emergency Food Assistance Program (EFAP)

policies that govern how we distribute commodity foods. Food for People's Food Distribution Coordinator, Jeff Gupton, demonstrated how the food bank's Choice Pantry utilizes Oasis Insight, the pantry's new client database. Laura Hughes, Local Food Resources Coordinator, delivered a presentation on how to set up a gleaning program at a pantry. Debbie Perticara, of Redwood Community Action Agency and the North Coast Community Garden Collaborative, presented on community gardens and how some pantries have linked with them for a consistent source of fresh produce.

Philip Anderson, the food bank's Volunteer Coordinator, discussed volunteer recruitment and retention methods, and then switched to his role as Red Cross Community Disaster Educator, to give an eye-opening presentation on disaster preparedness and response. This helped pantry coordinators deepen their understanding of how to personally prepare for natural disaster, and also how one might then prepare for regional response in partnership with other programs.

Outreach staff, including Michael Quintana, our bilingual CalFresh Application Assister, reviewed CalFresh, the 2014 season of Market Match at local farmers' markets for CalFresh shoppers, and how CalFresh can be utilized to buy plants and seeds for growing food in a home or community garden. Ciel Hoyt, our CalFresh Nutrition Education Coordinator, demonstrated ways that she supports pantries with healthy recipes, taste tests and cooking classes to teach and promote cooking with fresh, healthy foods available at pantries or on a budget. Her presentation also treated everyone at the Pantry Summit to a sample of a recipe for whole grain spiced carrot apple muffins, just at the time of day when everyone needed a tasty pick-me-up.

The Pantry Summit is such a wonderful opportunity for all pantries and meal sites in our network to discuss important topics, problem solve together, network with each other, and see

the big picture of our collective work. We want to thank all of the pantry coordinators and volunteers in our Pantry Network, who help build a more food secure Humboldt County. They put a tremendous amount of heart into their work and continually explore ways to improve services in their local pantry communities.



Welcome Hupa Family Resource Center

Darci Gibson,
Pantry Network Coordinator

Food for People is excited to partner with the Hupa Family Resource Center (HFRC) and welcome them to our Emergency Food Pantry Network. HFRC serves more than 125 families each month, providing social, emotional, physical, mental health and informational support to their community. Services include healthy cooking classes, women's support groups, positive parenting classes, teen clinics, tax assistance and much more. Food for People will provide the resource center with nonperishable food and fresh produce on a monthly basis, which will be distributed to local families who are food insecure and in need of assistance. Additionally, the resource center will receive any necessary technical assistance.

We are look forward to working with HFRC to help alleviate local hunger and extend the reach of our work throughout Humboldt County.



Representatives from pantries throughout the county came together for a day of networking, sharing and learning at Humboldt Area Foundation.

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Local Letter Carriers Deliver!

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Everyone gets put to work during the Letter Carriers Food Drive, even Congressman Huffman (above photo). Local Girl Scouts also showed up to help unload and sort food (bottom photo). Letter Carriers, Food for People representatives and elected and campaigning officials helped kick-off this year's Letter Carriers' Food Drive at the Eureka Post Office (at right).

Putting Life in Perspective

Jeff Gupton, Food Distribution Coordinator

Have you ever had one of those weeks where everything seems to go wrong? As Food Distribution Coordinator, I oversee our Eureka Choice Pantry and make sure everything runs smoothly. The Choice Pantry style of food distribution allows folks to "shop" at our pantry and select the foods they want and need, so none goes to waste. Shopping is based on a nutritional point system to ensure that everyone gets a balance of foods from every nutritional food group. At our Eureka pantry site, we provide food assistance every month to more than 1,000 households from all walks of life. The variety of people we serve is

very diverse and I wouldn't want it any other way.

One week, during a rather stressful and demanding distribution I learned a valuable lesson about the impact and true meaning of our work. This lesson took place during the final day of a full and very busy week of distributions. The weather had been harsh and the moods seemed to match. People seemed to be saying things they didn't mean and hearing things that weren't said.

It was one of those weeks when I was blessed with a message from the universe in the form of an elderly woman. This woman had never been to our pantry and was visibly apprehensive about the

pre-printed donation bags this year. We want to say thanks to the numerous businesses that supported the drive by donating use of their facilities as remote drop sites for letter carriers including Wildberries Marketplace, North Coast Co-Op, Murphy's Markets, Ray's Food Place, Safeway, Umpqua Bank, John's Cigars, Country Club Market, St. Joseph Hospital and Coldwell Banker Cutten. Thank you also goes to Papa Murphy's and Round Table for generously donating lunch items to help keep volunteers fueled throughout the day. In addition, Food for People expresses deep gratitude to the local community, for joining us in the ongoing fight against hunger through generous food donations.

This nationwide effort by the National Association of Letter Carriers, with the help of rural carriers, other postal employees

and numerous other volunteers, has resulted in the delivery of well over one billion pounds of food to community food banks and pantries since its inception over 20 years ago. The food collected is used to supplement food assistance for low-income residents. Food for People and its network of 15 pantries serve more than 12,000 Humboldt County children, seniors and other individuals each month. All food collected by the drive stays in the community in which it was donated to help local individuals and families in need.

For more information about this or other food drives, please contact Laura Hughes at (707) 445-3166 extension 312 or lhughes@foodforpeople.org. As always, donations may be dropped off Monday through Friday at Food for People in Eureka, or at a food pantry in your community.



visit. I've met some people who are too proud to ask for help, but helping is why we are here and the woman seemed to come to the same conclusion. As I assisted her through our Choice Pantry, she would tear up every time I showed her another food choice she could make amongst the assortment of foods available that day at our pantry. Not wanting to make her uncomfortable, I continued our shopping trip with as much compassion as I could show, without drawing possible unwanted attention to her emotions. As I was packing up her food items into bags and boxes, she told me that she was amazed at the amount of food we had provided

and that her stress of not having enough to eat was finally relieved. It was when I told her she could come back next month, she finally broke down crying and just said "Bless you all."

In that moment, my week was put into perspective. I was reminded of the true meaning of our mission and I felt very thankful to be part of the work we do at Food for People.

Jeff Gupton is the Food Distribution Coordinator at Food for People. As coordinator, Jeff oversees food distribution to the public at our on-site Choice Pantry and seasonal free farmers' market-style produce distributions.



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.*



Produce for the People Harriet Pecot, Development Director

We've often been asked about the long line of people stretching for several blocks around Food for People, which appears once a month during the time period from May to October. This just so happens to coincide with our seasonal People's Produce Markets. These free market-style produce distributions provide fresh fruits and vegetables to income-eligible residents thanks to funding from St. Joseph Health System Humboldt. Food for People sponsors four locations for these distributions including sites in Fortuna, Garberville, Redway and at Food for People in Eureka.

During our Eureka market, we are often joined by other organizations in the community. Humboldt County Public Health serves up samples of delicious recipes like watermelon salsa, while providing recipes and recipe books for people as they wait in line. T.O.O.T.H (Teaching Oral

Optimism Throughout Humboldt) is a big favorite and beckons people with their huge toothbrush display and free toothbrushes for families and children. The Redwood Coast Energy Authority has participated in past years with an informative display on saving money while being energy efficient. And we always have one of our Outreach Coordinators available with applications and information regarding CalFresh (formerly the Food Stamp program). Local musicians often join us at the markets and provide an even more festive feel to the day.

Our People's Produce Markets have an upbeat and positive energy. Staff and volunteers spend the morning setting up tables and getting everything ready. People do line up for many hours ahead of opening time because they value the opportunity to receive free quality produce. Walking through the line of waiting people, one will see a diversity of locals,

including many families with young children, many elderly folks and many people with disabilities who have brought something to sit on or have arrived in wheelchairs. Many will express their gratitude for produce they would not otherwise be able to afford, as all are well aware of the cost of fresh fruits and vegetables, and the possible increase in cost with the impact of our drought year.

Last year we distributed a total of 152,155 pounds of produce during our seasonal markets. Providing people with access to healthy food is paramount, and our produce markets are an opportunity to ensure that low-income families have the nutrition necessary to support a healthy diet. For more times and exact locations of markets, go to <http://www.foodforpeople.org/programs/free-farmers-market-style-produce-distributions>.



Dale Winget plays guitar at our first seasonal market in Eureka in photo at left while volunteers set up our People's Produce Market then sort and distribute the fresh fruits and vegetables including apples, oranges, yams, onions, lettuce and more! Many local residents showed up and waited patiently in line for their turn.



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Please charge my credit Visa or Master Card:

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Mobile Produce Pantry By Tim Crosby, Mobile Produce Pantry Coordinator

“Brocco - liii...cauuuli - flowwwerrrrr...peppers, potatoes, and on - i - yawwwwns!!!”

“Brocco - liii...cauuuli - flowwwerrrrr...peppers, potatoes, and on - i - yawwwwns!!!”

The age old cry of the produce peddler echoes today throughout Humboldt County, in the guise of our Mobile Produce Pantry. With a 10-ton refrigerated truck bursting full of harvested fresh fruits and vegetables, we have distributed more than 75 tons of healthy produce to our more remote communities in need.

It takes creativity to address hunger, and at the same time improve access to fresh fruits and vegetables throughout Humboldt County. Thanks to a network of local partnerships, Food for People launched this program in July 2012. Since then, the Mobile Produce Pantry has delivered nourishment to many specific locations across the county, from the far north, to the remote east, and all the way to the hamlets of Southern Humboldt. Stopping in shires large and small, we have set up free farm-stand style distributions in more than a dozen communities where low-income residents struggle to access fresh fruits and vegetables. (See <http://foodforpeople.org/programs/mobile-produce-pantry> for current schedules and locations.)

Our newest distribution location, on the Hoopa Valley Indian Reservation, has rapidly become our most popular. At each free produce market here, we've seen an enthusiastic response from

over 100 local families. This augurs well for the future, and seems likely to increase as the growing season on the Trinity River shifts to area farmers.

Fresh produce is an important element for maintaining ones health and helping to treat diet-related diseases, including obesity, diabetes, and high blood pressure. Leafy green vegetables are a rich source of minerals, B vitamins, and even small amounts of Omega-3 fats. With nearly 25% of Humboldt County residents facing obesity issues, and nearly one in five with high blood pressure, easy access to fruits and vegetables is important in maintaining healthy lifestyles.

Northern Humboldt County, with its often rural and geographically diverse environments, can be a very isolated place at times. Due to a variety of social and spatial barriers, this can result in “food deserts,” where residents commonly resort to purchasing meals at fast food restaurants and convenience stores with less than optimal selections of fresh produce. With the Mobile Produce Pantry's free, farm-stand style model, residents can “shop” our diverse selections, picking what interests both them and their families. Delicious and nutritious recipes, provided by our Nutrition Education staff, help introduce ways of preparing unfamiliar items, and even offer new twists on some old stand-bys.

Many of our clients report that they eat less fresh produce than they would like, due to high cost and limited availability. This is

especially ironic for a state that has the largest agricultural economy in the United States, and produces large amounts of high quality fruits and vegetables for much of the nation and the world. In our last fiscal year, the Mobile Produce Pantry distributed more than 75 tons of fresh fruits and vegetables throughout the county, with visits from nearly 3,600 separate households.

Our prioritizing of fresh produce helps to ensure families in need do not go without this important part of the diet. In order to provide fresh and often organic produce, we source from local Humboldt County farms, combined with the statewide Farm to Family program through which the California Association of Food Banks accesses surplus from the Central Valley. In 2011, more than 120 million pounds of low-cost, high-quality produce was obtained this way by food banks throughout California. This makes it possible for us to support our local farmers, stretching funding as far as possible, while still providing great variety and quality.

With the help of “Izzy” (our 10-ton refrigerated Isuzu truck), we can provide healthier food choices where there is a high need, but limited resources. As we travel to some of Humboldt's less accessible communities, we are able to ensure rural clients have a well-rounded amount of fresh produce and access to much needed county services. “I don't have to try and find a car ride to get to town, and then haul everything back,” Orick's Mary Wilde relates. “The produce

is always of a very high quality and very fresh. It's the kind you would find in co-ops.”

Our Food for People outreach staff provides on-site information and assistance with applying for CalFresh, the nutrition assistance program that helps income-eligible households stretch food budgets. With CalFresh, households can afford to purchase healthy foods like fresh fruits and vegetables from local stores and farmer's markets throughout the rest of the month. We also partner with the Humboldt County Department of Health and Human Services (DHHS) and their Mobile Engagement Vehicle (MEV) at the various distribution sites. Together, both the MEV and the Mobile Produce Pantry collaborate and visit sites together on a monthly schedule, so that residents can easily access both groups' services in one convenient location.



Above photos clockwise from top - Produce selection changes seasonally; Joyce Bray visits our distribution in Fortuna; Marcella Gurin and Hayden Hubbs enjoy the fresh produce at Redway; Evalyn King and Janice Tripp access produce at our Orleans stopover; setting up our farmers' market-style distribution in Hoopa.

Know Your Farmer: Frederic Diekmeyer of Luna Farm

By Laura Hughes, Local Food Resources Coordinator

Luna Farm is a small, highly diversified farm of approximately 3.5 acres situated near the Trinity River in Willow Creek. Fred Diekmeyer has been farming at this location for seven years, and produces a wide array of fruits and vegetables. He specializes in hot crops like heirloom and cherry tomatoes and several varieties of melons. If you're at the Arcata Plaza Farmers' Market on Saturday or the Tuesday afternoon Wildberries' market in the late summer, be sure to stop by his booth and try the Charentais melon - you won't regret it! He also cultivates many different fruit trees including peaches, plums, nectarines and figs.

I caught up with Fred during the first real heat of the season while he was between the work of spreading manure and planting crops and a necessary midday trip down to the river to cool off. He was conversing to a neighbor about the most recent incursion of a bear on the property, and remarked that his loyal dog Luna (after whom the farm is named), had been barking at it the night before. Such is the life of a Willow Creek farmer!



Fred shared with me the experiences which inspired him into farming. "I got started a long time ago in Germany. I randomly worked on a small farm for two years. At that time I thought I could never farm for a living because it's too much work. But afterwards I did a lot of traveling and working abroad. I worked with WWOOFing (World Wide Opportunities on Organic Farms) and they placed me on different farms in different countries. And I liked it well enough to start my own farm." When I asked how he got settled in Humboldt, he explained that he did an internship with Neukom Family Farm (just around the corner from his current location), and liked the neighborhood and community so well that he decided to stay. His current farm is made up of two separate pieces of land that he secured through connections with neighbors.



Currently, Fred markets his produce through local farmers' markets and a Community Supported Agriculture (CSA) operation with about 24 shareholders. He also sells produce

wholesale to the North Coast Co-op, Riversong Natural Foods in Willow Creek, and occasionally Eureka Natural Foods. "And the Food Bank of course, is one of my preferred outlets," Fred says with a chuckle.



Diekmeyer is shown in photo on left selling his wonderful Charentais melons while above photos show his farm stand at the Arcata Plaza Farmers' Market and specialties such as broccoli and red onions.

Luna Farm is one of our Locally Delicious contracted producers and has worked with us for the past several seasons growing beets, turnips, carrots and kohlrabi for our senior distribution programs. He tells us his relationship with Food for People has been very pleasant and says the Locally Delicious program is well set up and runs efficiently. He appreciates contracting with us early in the season when there are more expenses than income.

Separately, we contract with Luna Farm to provide produce for

our Mobile Produce Pantry. Fred remarks that produce purchases for our Mobile Produce Pantry have been beneficial to the farm by helping to reduce waste at times when there is more produce ready than he is able to sell through his regular channels. He says, "It's great, because I grow it so people can eat it. And it brings in extra revenue to reinvest in the farm to make sure next year has good crops as well."

Fred also donates produce to Food for People. When asked why, he replied, "Because I know that there are lots of people that don't have enough to eat, and lots of food gets wasted. And that alone is why it's important to donate food that otherwise wouldn't get used." He continues, "I used to work at an organization similar to the

food bank back in Germany and I saw the other side of things. I met people who didn't have access to good food. And I just like to help out and make a difference when I can."

Fred says he farms because it makes him a part of the food chain. He likes being self-employed, working outdoors producing food for the community, and serving people from all walks of life. Fred describes his vision for the future of his farm, explaining that he would like to expand his CSA, as well as plant more perennial crops and trees to become more sustainable and steward the land. He would like to continue diversifying his operations and incorporate livestock in the future, including pigs, chickens and probably ducks. When asked about visions for the broader community, he replies, "I would like to see a more local sustainable food supply more than anything and to make it accessible to all layers of our community."

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YOUR
VEGGIES.

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Volunteer Celebration

By Philip Anderson, Volunteer Coordinator

This year's Volunteer Appreciation Party was a huge success! More than 100 volunteers from all over the county participated in the celebration. The Hollywood-style theme, emphasizing that our volunteers are our "stars," was a hit with both volunteers and staff. The decorations included a red carpet (of course), movie-themed centerpieces and even a classic Hollywood sign with Food for People lettering. The event was graciously catered by our volunteer, Brett Shuler, who made a delicious spread of roast lamb, turkey, vegetable side dishes and other vegetarian fare. Brett, a local caterer, was assisted in the kitchen by multiple staff members, including our very own Executive Director, Anne Holcomb, who could be found slaving away in the kitchen right up until she gave her speech.

Aside from the decorations and the food, the real hit that night was the photo booth. Volunteers posed with friends in front of a starry backdrop with funny props and wigs for a souvenir picture. "I definitely had the most fun taking the photos," said volunteer Juan Quezada.

Some volunteers walked away with a silly photo, and almost all of the volunteers were able to walk away with a raffle prize. Local businesses generously donated gift certificates and items to be raffled away as prizes to our volunteers. It was a fun way to show our appreciation for all of the hard work that Food for People volunteers contribute. This organization would not function without their tireless contribution of time. Last year, volunteers donated a total of 32,867 hours - the equivalent of 18 full time staff positions! We are excited to plan an even better party next year!



Photos show several volunteers posing for the photo booth with the help of various wigs and props; Volunteers from throughout the county take time to enjoy the evening; Hollywood-like banner sets the stage for our stars!

New Intern Program

By Philip Anderson, Volunteer Coordinator

Food for People is happy to announce the launch of its first official intern program for the 2014-2015 school year. We will welcome five new interns to assist with various programs within the organization. Applicants were asked to submit a resume and cover letter expressing their interest with Food for People before sitting through a panel interview with program coordinators. Duties next year will range from assisting with food drive and other event planning, to leading volunteer orientations and running the Arcata Pantry.

The incoming interns will come together at the beginning of next semester for a full day of training and break-out sessions. While the interns will work within their specific programs, they will also be a team, assisting wherever the need is within Food for People. In addition to their regular duties, all of our interns are required to complete a special project by the end of their experience. This is a way for the students to express their knowledge and creativity and direct it into something tangible for the organization and their education experience.

"We are excited to welcome a fresh group of students to Food for People," explained Deborah Waxman, Director of Programs. "This experience is win-win. It supports interns in their professional development for their next steps, while strengthening our capacity to serve the community."

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 a Local Senior

By Harriet Pecot, Fund Development Director

Mary Fowler has lived in Humboldt County for 44 years. She and her family moved here many years ago when her husband was transferred due to his work with Fish and Game. Their family was originally from Minnesota and moving to Eureka was a huge adjustment. That first year it rained most of the winter. Actually, Mary felt like it rained "all the time" and didn't think there were any seasons in Humboldt County because of the contrast between the dramatic weather of Minnesota and the more temperate climate of northern California. She has come to recognize the change in seasons over time and doesn't think it rains as much now as in years long past.

Mary frequents the Choice Pantry in Eureka once a month. She is 85-years-old and still lives

independently in her own home. Mary worked in food service until she was 79-years-old and then she retired due to health issues. She does receive some Social Security and a small pension from her work years, but it is not very much, especially in the context of the current cost of living.

Mary was a cook in a school cafeteria for many years. She learned the ropes working in the kitchens at the University of California in Santa Cruz (she became the head of the salad department there). She decided to work for the local school system when her family moved to Eureka because her children were still in school and she wanted to match their schedule. At that time, all the food served at the cafeteria was made from scratch and the staff worked very hard to feed the school children. "And the

food they served was very good," Mary tells me proudly. She enjoyed talking to the school kids, especially the little ones at the elementary schools. During that time she also met lots of school children from low-income families who participated in the free or reduced-price lunch program, and later on in the school breakfast program. She enjoyed working and meeting the children and loved her job.

When she retired from cooking for schools, she worked for a while at Costco. Again she worked with food, only this time she distributed food samples and enjoyed being out in the community and meeting lots of people. About six years ago it was necessary for her to really retire because of health problems, which in her words, "took a lot out of her."

Mary is cheerful and apprecia-

tive of the "blessings" in her life. One of the first things you notice about her is a distinctive twinkle in her eyes. She originally came to Food for People because of the free bread available in the lobby, which helped her to stretch her food budget. During one of these stopovers she learned about qualifying for our pantry visits. She was surprised that she did qualify – even with her modest income. This is a person who definitely sees the glass as half full and is appreciative for everything in her life.

Mary really likes the Choice Pantry because it allows her to pick out basic food that she would otherwise need to purchase. She is very careful about what she chooses because she enjoys nutritious food and strives to maintain a balanced diet. She looks for protein items such as meats and dairy

products whenever possible. And she loves vegetables! "You have to watch what you eat and carefully manage your resources," she tells me. Sometimes she will swing by the People's Produce Markets at our Eureka location to access more vegetables. She appreciates the food she receives from Food for People because it allows her to eat healthier than she would be able to on her limited income.

Mary is only one of the many people who come through the doors of our pantry and use our services. Although she lives on her own, with a very limited income after working most of her life, she doesn't complain. She is grateful for all the blessings in her life (which she counts as many) and it shows in her sunny countenance and upbeat attitude.



Volunteer Spotlight on Quetzalli Rocha

By Philip Anderson, Volunteer Coordinator

Our volunteers are amazing people. They donate their time, their skills and their energy to help serve our community. While every volunteer at Food for People is valued, it is important to take some time to highlight those that have gone above and beyond what is expected. When asked which volunteer stands out during the last few months, I would have to say that Quetzalli Rocha, "my right-hand woman," fits that description.

Quetzalli donated almost 200 hours to Food for People in just a few short months during her internship with me. Her friendliness and compassion has made her an incredible asset to the pantry as both a shopper's helper and intake interviewer. Though she loves helping clients through direct service, she was always willing to work in other capacities. In fact, she has spent almost as much time helping in the warehouse as she has in the pantry.

Aside from helping with the regular duties at Food for People, Quetzalli also assisted with other

projects in my program. While I worked hard at planning my first Volunteer Appreciation Party, she was beside me helping every step of the way. In fact, she is responsible for the majority of the raffle prize donations we were able to give to our volunteers at the event. She was also great with outreach, always willing to staff a fair table promoting Food for People programs. No matter the task, Quetzalli would take it head on.

As a recent graduate from the Department of Social Work at Humboldt State University, I have no doubt that Quetzalli will excel. Her compassion and enthusiasm will be missed as she moves

on to new adventures. Her hard work and great attitude were appreciated by all, including clients, volunteers and staff.

(Rocha is shown in photo below helping out in the kitchen during our Volunteer Celebration.)



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.

Locally Delightful, Delectable and Delicious

By Laura Hughes, Local Food Resources Coordinator

The growing season is well underway in Humboldt County and we are already receiving deliveries of produce through our Locally Delicious contracts with local farmers. This year, Food for People contracted with nine local farms through the Locally Delicious Food Fund in order to provide a wide array of nutrient-dense produce items for Food for People's senior distribution programs.

This year will mark the fifth season of this program. The fund was established in 2010 by the "Heirloom Tomatoes," also known as the authors of *Locally Delicious: Recipes and Resources for Eating on the North Coast* and *Lunch Box Envy: An Adventure in Healthy Eating for Kids and Families*. This group of women has donated \$3,000 every year for the past five years, while challenging the community to match (or exceed) their donation. Every year, St Joseph Health System has responded to their challenge by matching their donation with a \$3,000 gift, which is then added to donations from community members. The amount of money raised determines how many farmers can be contracted to grow produce for our programs. Through Locally Delicious contracts, funds are provided to farmers in the beginning of the growing season to

defray start-up costs of production. In exchange, farmers agree to grow specific crops for the food bank during the season. Priority is given to smaller farmers who can use the funds to expand their level of production.

Our participating farmers this year include Grady Walker of Green Fire Farm in Hoopa, Frederick Diekmeyer of Luna Farm in Willow Creek, Kelsey and Ben Perone of Rain Frog Farm in Blue Lake, Ed Cohen of Earthly Edibles in Korb, Jane VanderLinden of New Moon Organics in Shively, Beth Dunlap of Paradise Flat Farm in Shively, Marina Gomes of Blue Blossom Farm in Eureka, Spencer Hill of Small Fruits Farm in Hoopa, and Jeff Rockefeller of Produce Peddler Farm in McKinleyville.

Food for People works with these farmers to select crops that provide a diversity of produce for our programs throughout the growing season. We put a lot of care into choosing items our clients will be able to use and enjoy. This season's produce will include lettuce, kale, Swiss chard, broccoli, summer squash, cucumbers, tomatoes, eggplant, peppers, beets, kohlrabi, winter squash, leeks, turnips and herbs. Such a wide variety of fresh, locally grown produce provided through the Locally Delicious Food Fund helps promote health and increase fruit and vegetable consumption

for the people we serve. Many of our clients are excited and inspired to try new foods and recipes as our Nutrition Education and Outreach team offers

great resources, tips and ideas on how to prepare fresh produce in a tasty and healthy manner.

The benefits of the Locally Delicious Food Fund include and extend beyond the people we serve. Our local farmers benefit by receiving income at the beginning of the season when they need it the most, thereby helping to stimulate the local agricultural economy. In addition, arrangements like these help support more localized food production and small, organic family farming operations working hard to produce food for our communities. Food for People benefits as well through strengthened relationships with farmers who think of us when they have extra to donate, knowing we'll put it to good use. The Locally Delicious Food Fund helps bridge the gap between food insecurity and local food sources in Humboldt County, which benefits the entire community.

We would like to thank the "Heirloom Tomatoes" for their creative and effective ongoing support, as well as St. Joseph Health System and all the contributors to the Locally Delicious Food Fund. If you are interested in donating to the fund, you can contact us at (707) 445-3166 extension 306 or go online to our donate page at www.foodforpeople.org and designate your donation to the Locally Delicious Produce Fund.

Photos of partner farms include tractor at Flora Organica, Kohlrabi from Paradise Flat Farm, Chilies from Luna Farm and Eggplants from Green Fire Farm.



Food For People Wish List

Our goal of giving everything back to the community can be challenging and sometimes we go without. If you are able, please help with the following unused items:

Folding Table (4 by 3 feet)

Desk for Reception Area

Small Vacuum or Carpet Sweeper

So we can show our appreciation to volunteers:

Special Discounts, Gift

Certificates or Movie Tickets

Bringing a Million to Humboldt County By Heidi McHugh, Community Outreach & Education Coordinator

The Agricultural Act of 2014, commonly known as the Farm Bill, was signed into law on February 7, 2014 by President Barack Obama, and marked the end of a very long battle. Major disagreements focused on funding levels for the Supplemental Nutrition Assistance Program (SNAP), formerly known as Food Stamps, and currently known as CalFresh in California. These disagreements delayed reauthorization of this bill by Congress for more than two years and resulted in the expiration of the Farm Bill twice.

The Farm Bill establishes agricultural and food policy through a variety of programs, including commodity support, conservation, and nutrition assistance programs such as SNAP and the Emergency Food Assistance Program, which provides commodity foods to food banks like ours. It is the largest piece of legislation in the country. The Farm Bill's budget in 2014 was \$956 billion, with \$756 billion allocated for SNAP and nutrition programs. The size of the SNAP program was at the heart of the debate and the cause of the delay in Congress. Not all legislators agree on whether SNAP should grow in response to the economic downturn, as a tool in the fight against poverty and malnutrition. The Senate's version cut \$5 billion

from SNAP, and the House version cut \$39 billion. The two chambers compromised and settled on an \$8 billion cut to SNAP.

How does this impact SNAP (or CalFresh as it is known in California) in Humboldt County? First, it should be noted that all SNAP recipients were dealt a blow in November of 2013 when benefits were cut by 5%. In addition to the 5% cut, the 2014 Farm Bill will reduce the average benefit amount for 850,000 households in 17 states by as much as \$90 per month, including California. Many households are reporting that these combined cuts represent the loss of two weeks worth of food for their families. Thankfully, the state budget signed by Governor Jerry Brown in May 2014 includes funding for energy assistance that will be available to CalFresh recipients and qualify them for an average increase of \$62 per month in CalFresh benefits. This funding, which is known nationally as "Heat and Eat," will strengthen the safety net for struggling Californians and partially offset Farm Bill's reduction.

Across the nation, food banks like Food for People have been responding to the dramatic increase in households requiring food assistance as a result of the poor economy and decrease in government assistance. The support of our community is

critical to our ability to provide healthy food to these households. Food for People will continue its efforts to connect clients with the benefits of CalFresh. This June will mark the fifth anniversary of "Bring a Million to Humboldt County."

Food for People's "Bring a Million to Humboldt County" campaign educates the community about the benefits of CalFresh and helps eligible households apply for benefits. More than 18,000 Humboldt County residents currently participate in CalFresh, which equals approximately two thirds of the total eligible residents. These benefits translate into more than 2.5 million CalFresh dollars spent in our local economy every month. According to California Food Policy Advocates, Humboldt County misses out on an additional one million dollars each month, which is available to households not currently enrolled. In addition, CalFresh dollars ripple throughout the local economy at a rate of \$1.79 for every CalFresh dollar spent, improving business for local stores, farms, workers and beyond. Based on this rate of economic impact, the \$12.6 million in CalFresh that Humboldt County leaves on the table for the year translates to a loss of \$22.6 million in local economic impact due to low enrollment.

Since launching this campaign in 2009, Humboldt County experienced a 64% increase in enrollment, jumping from 11,000 participants (about half of which were children) spending \$1.75 million at local stores and farmers' markets each month to the current 18,000 participants spending more than 2.5 million dollars monthly. Most importantly, these local residents are better able to afford the healthy, nutritious foods

they need to thrive through this assistance. According to the California Center for Rural Policy, "the prevalence of very low food security in the Redwood Coast Region is more than two times the prevalence in California." This level of food insecurity results in "reduced food intake, disrupted eating patterns or hunger," and is "associated with numerous poor health outcomes including obesity, diabetes, heart disease, high blood pressure and poor cognitive, academic and psychological outcomes."

Food for People's CalFresh Outreach Program has helped people apply for CalFresh since 2003, in order to connect clients to an additional resource for nutrition. Increased CalFresh enrollment also helps the food bank stretch its food resources to assist people who have no other options for making it through each month. More than a decade ago, the Outreach Program had one part-time staff person who offered assistance in filling out applications and delivering the completed application to the Department of Health and Human

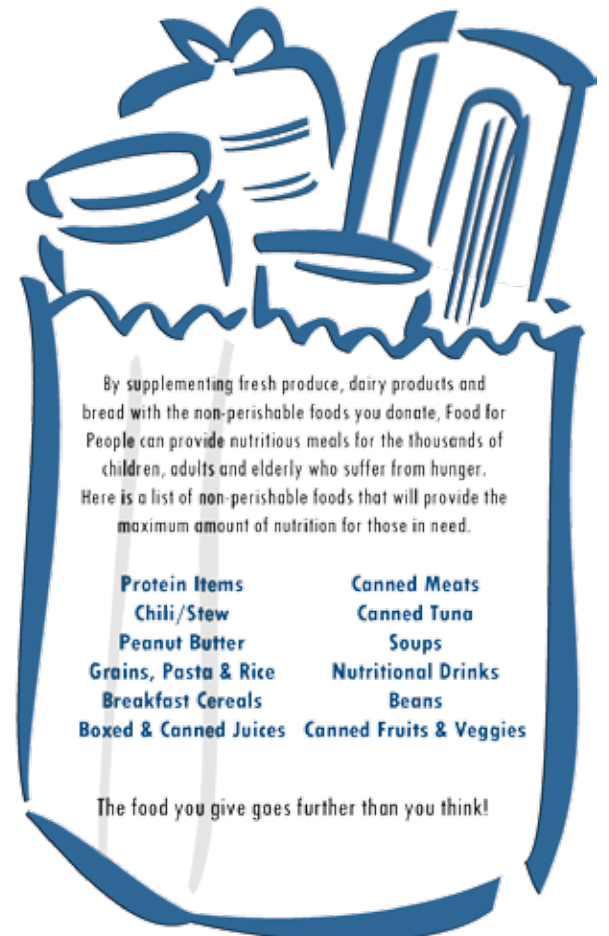
S e r v i c e s (DHHS). Over the years, the food bank's level of service has grown to meet the need for increased assistance beyond the initial application. Now a team of three provides an increased level of assistance,

helping clients to gather and submit documents requested by the County and assisting with eligibility interviews, semi-annual reports, and recertification, so clients can access and maintain benefits as long as they are eligible. Our staff is available to help answer questions and assist with any part of the eligibility and reporting processes. It is also possible to apply online at www.c4yourself.com and to complete the entire process by phone and mail. Food for People, DHHS and other organizations coordinate outreach efforts locally through the Humboldt County CalFresh Task Force.

Throughout June, July, and August, Food for People's Outreach team will travel around the county visiting food pantries, senior meal sites, family resource centers, and other community locations to answer questions and help people apply for CalFresh. For more information please call (707) 445-3166 extension 308 or go to our website at www.foodforpeople.org/bring-million-humboldt-county.



Thanks to a partnership with the North Coast Growers' Association, CalFresh can be used to purchase fruits and vegetables at local farmers' markets. To shop with CalFresh, EBT cards are swiped at the market manager's booth to receive wooden tokens. Then CalFresh shoppers can use the tokens to purchase fresh produce directly from the farmers' booths. Food for People's outreach team is available during markets to help answer questions and provide additional information. (Tokens are shown in above photo and the manager's booth at the Arcata farmers' market is shown in photo at right.)



Market Match Connects CalFresh and Farmers' Markets

Deborah Waxman, Director of Programs

IN MEMORIAL

DIANE L SANDIGO
V.A. & ELLA CARACAPPA
FLORENCE & HOWARD
MAYER
SALLY POPE
DOLORES TAYLOR
BEN HAYDEN RAND
MYRA MILLER
BOB BROWN
JEANNETTE PASQUINI
KENNETH WILSON
BARNEY ELKING
DR JOSEPH CALLINAN
MARIE MICHAELS
CAROL MYERS
RUTH WHITE
FLORENCE & HOWARD
MAYER
SALLY POPE
DOLORES TAYLOR
BEN HAYDEN RAND
MYRA MILLER
BOB BROWN
JEANNETTE PASQUINI
KENNETH WILSON
BARNEY ELKING
DR JOSEPH CALLINAN
MARIE MICHAELS
CAROL MYERS
RUTH WHITE

IN HONOR

SUE LYON
LENNY ESCARDA
JIM & MARY JO RENNER
LINDA CURLEY
CAROL USELTON
JASON HOOD
FELICIA OLDFATHER
MARGARET'S 70TH
HART & BUCKLEY
FAMILIES
JARED MEISER
LISA MOLOFSKY
MADELINE WATTS
HATCHER
CORDING RAINES
"FOOD GODDESS" ANN
BOB HOLCOMB
SUE GALIANI
JACK BEAUPRE
DON & KATHY LUTOSKY
SALLY

We are currently in the fourth season of Market Match, a program Food for People launched locally in partnership with the North Coast Growers' Association (NCGA) in 2011. Today, under the leadership of NCGA, Market Match increases CalFresh purchasing power at NCGA farmers' markets in Eureka, Arcata and McKinleyville, and with the help of Community Alliance with Family Farmers (CAFF) has expanded to markets in Fortuna and Garberville. Thanks to grants from Roots of Change, the Humboldt County Department of Health and Human Services (DHHS), and a California Department of Food and Agriculture Specialty Crop Block Grant, Market Match provides a bonus of extra farmers' market dollars to shoppers using their CalFresh EBT (Electronic Benefit Transfer) debit cards.

To shop with CalFresh, EBT cardholders swipe their cards at the market manager's booth to purchase wooden dollar tokens, and with Market Match receive a free bonus of \$5 in tokens when they spend at least \$10 in CalFresh. (\$15 in tokens for the price of \$10.)

Then CalFresh shoppers use the tokens to purchase items directly from farmers' booths. CalFresh and Market Match increase low-income households' access to locally grown fruits, vegetables, seeds, and plant starts, while supporting Humboldt County farmers and the local economy. With increased education about utilizing CalFresh at farmers' markets over the last several years, plus the introduction of Market Match in 2011, NCGA CalFresh sales (at farmers' markets in Eureka, Arcata and McKinleyville combined) have increased from \$5,493 in 2008 to \$52,177 in 2013. In addition, CalFresh shoppers spent a combined \$4,736 at the Fortuna and Garberville farmers' markets. Anyone interested in learning more about using CalFresh at farmers' markets can visit any market manager's booth.

Shopping at farmers' markets with CalFresh helps families and individuals to purchase fresh, flavorful fruits and vegetables that are important for good health, while also supporting our local farmers and economy. Food for People's outreach staff are always available to answer questions

about CalFresh, help people apply, and provide technical support from start to finish. They will also visit a number of locations throughout the next several months to answer questions about CalFresh and Market Match and help anyone who is interested to apply. This includes senior dining sites in Fortuna, Eureka and Arcata; pantries and Family Resource Centers in Fortuna, Eureka and McKinleyville; various Mobile Produce Pantry locations, and as always on-site at Food for People. NCGA farmers' markets offer CalFresh application assistance and information on Market Match at the market manager's booth. It is possible to apply for CalFresh online at www.c4yourself.com or by contacting the Humboldt County DHHS at 1-877-410-8809.

A detailed schedule of Food for People's special enrollment sessions, a complete schedule for farmers' market locations that accept CalFresh and participate in Market Match, and more information about Market Match, are all available on our website at <http://www.foodforpeople.org/humboldt-market-match>.

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 people (and more) we feed each month, including children, seniors and working families in need.

You can honor a friend or family member by making 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 and/or honor the memory of someone you love.

If you would like to make a donation in someone's name for a birthday, special event or holiday, we can do that too! We will let them know a generous donation has been made in their name. Just be sure to include the address of the individual so we can send them a card to let them know about your gift.

We are always happy to know a bit more about the folks for whom you are making donations in honor or memory. Let us know if you would like to include a 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.

How do CalFresh and Market Match work together at farmers' markets?



Bring your CalFresh EBT card to farmers' market.



Find the market manager's Booth.



Swipe your card with the market manager at the booth, and get wooden dollar tokens in exchange.



Use the wooden tokens to buy directly from farmers.



Swipe for at least \$10 and get a bonus of \$5 in Market Match tokens FREE! That's \$15 for the price of \$10.



Backpacks Rhody Roundup Lassos Funds

By Harriet Pecot, Fund Development Director

Once again, Rhody Roundup rocked and rolled a successful benefit for Backpacks for Kids. Locals danced late into the night to the tunes of Dr. Squid, savoring fabulous cuisine by Blackberry Bramble BBQ and enjoying a quality live auction, great selection of Dutch raffle items and a fierce food tower competition!

It does take a village to raise a child, and these days, even to feed a child. This event was made possible only through the generosity of many in our community. Efforts were spearheaded through the hard work and dedication of the Rotary Clubs of Eureka, Old Town Eureka and Southwest Eureka and Soroptimist International of Humboldt Bay. This amazing group of people volunteered their time, energy and money to make this event happen and bring together true community. Part of that community happened during the many meetings leading up to the event, as a committee of members representing the different service clubs worked to plan and bring all the pieces together. Another part happened during the evening for those who were lucky enough to participate and enjoy this fun event. And finally, community happens when young children are

being valued, seen and cared for by their community, as in this case through the Backpacks for Kids program. Not only do these groups help raise the money for this program, but they also participate in packing and delivering the food to local schools every week during the school year.

Currently more than 50% of school children in Humboldt County are eligible for free or reduced-price lunch, but this food is not available during weekends. The Backpacks for Kids program provides a bag full of nutritious, kid-friendly food every Friday during the school year for local children living at or below the poverty line. Providing good food to children helps them to grow, prosper and learn. Schools have reported the success of this program and told us these same children no longer complain of hunger on

Monday mornings. They have fewer problems with concentration and behavior after participating in Backpacks for Kids. Backpacks Rhody Roundup will fund backpacks for 165 Eureka school children throughout the coming year thanks to all the efforts and generosity of our caring community. Thank you all for your part in making this happen!



Soroptimists and Rotarians turned out in full force and joined Food for People representatives in raising money for the Backpacks for Kids program. There were lots of activities including a "fierce" food tower competition, fun wine pull, quality auction and raffle items plus late night dancing to Dr. Squid. One raffle item, which is a "Fabulous Vacation Raffle," remains open until late August (see details on page 16).

Backpacks for Kids Wraps up another School Year

By Carrie Smith, Child Nutrition Programs Coordinator

Summer is coming, and with it we wrap up another big year for our Backpacks for Kids program. It is a sad reality that for some children, the only reliable food is what the school provides them.

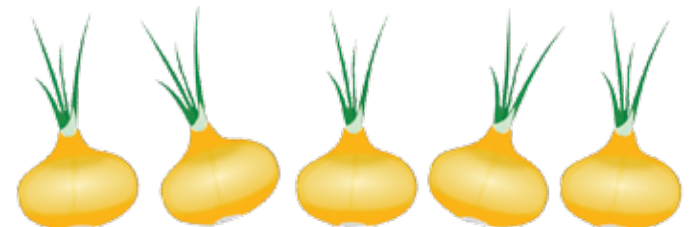
Backpacks for Kids is a program that steps in and helps to feed school children over the weekend, when some children may not have access to the food they so desperately need to support growth and overall health. This weekend hunger-relief program supplies breakfast, lunch, dinner and snacks for both Saturday and Sunday. The menu includes foods which are kid-friendly such as oatmeal, soup, beans, granola bars, fruit, milk, peanut butter, macaroni and cheese and bread.

Due to the high rate of need in our community, it is no surprise that Backpacks for Kids has expanded rapidly since it began in 2006. The program is now providing food for more than 460 children throughout Humboldt County. As the new Child Nutrition Programs Coordinator, I have been overwhelmed by the need of our young people. Hearing stories about the hardships some local children must endure and the struggles they have just to meet

their basic needs, I feel privileged to be actively helping in my own little way.

One aspect of our Child Nutrition Programs that has been surprising, as well as inspiring, is seeing how much work goes on behind the scenes at Food for People. Our partnerships with schools, service clubs, resource centers, businesses and other local supporters have made it possible for us to be successful at what we do and expand the Child Nutrition Programs, especially Backpacks for Kids. Volunteers give many hours of their time to help with this program by raising funds, packing food and delivering it to the more than 20 sites we currently partner with. School administrators and staff are also a huge component in making the program work smoothly, with time dedicated to monitoring the application process and maintaining ongoing communication necessary for success.

The Backpacks for Kids program will start up again next fall, after the new school year begins. If you have questions, would like to volunteer or would like to donate to this program, please contact Carrie Smith at 445-3166 extension 309 or csmith@foodforpeople.org. Information can also be found online at www.foodforpeople.org.



Nix the Sugar, Cool off with Infused Water — Rethink your Drink!

By Ciel Hoyt, Nutrition Education Coordinator

Did you know that a 20 ounce soda has an average of 17 teaspoons of sugar? Most people are shocked when they learn the actual quantity of sugar in popular beverages like soda, sweetened fruit drinks and even sports drinks. The average person eats about 175 pounds of sugar a year - that's about a half a pound of sugar a day!

The largest source of all of this sugar comes from sugar sweetened beverages. According to the *Champions for Change* website, "Soda is the number one source of sugar in the American diet."

All that sugar leads to weight gain, which can increase risk for several health problems, including type two diabetes and heart disease. Research indicates a strong increase in obesity and related health problems, especially among children. The Humboldt County 2013 Community Health Assessment found that 28.2 % of children from ages 2-11 are obese, which is slightly higher than the rate for California.

The national campaign, "Rethink your Drink," was launched several years ago by the California Department of Public Health, with the overall goal to decrease consumption of sugar sweetened beverages and increase the consumption of water. Our Nutrition Education and Outreach team is taking this campaign on the road during the hot summer months, when those tempting cold sugary beverages sound most appealing.

We'll present a display of popular soft drinks and other sugar sweetened beverages with a container of the actual amount of sugar in each beverage placed in front of the drink. This is an incredibly powerful visual. Every time I present this display, many folks are flat out shocked to see the amount of sugar in popular drinks.

On a hot afternoon in Rio Dell last month, a woman with four young children visited my outreach table, thinking I was giving away these beverages. When I explained the display to her and held up the containers of sugar, her eyes nearly popped out of her head. When I showed her the sugar content in a

20 ounce bottle of Mountain Dew (19.4 teaspoons), she confided that this drink was a staple at her house and her children drank it everyday. She had no idea how much sugar was crammed into one of those bottles or of the health risks associated with that much sugar. I felt confident that her family would see a significant decrease in soda consumption in their household. Knowledge is power, and in this case knowledge is better health.

In addition to this visual aid, we will offer samples of infused water as a healthy beverage alternative, along with information on the importance of drinking water. Several educational materials will be available for folks to read and take home, including a formula to convert grams to teaspoons so that anyone can check the sugar content on a Nutrition Facts label on beverages in a way that makes

sense. Divide the grams of sugar by four to find out how many teaspoons are in a serving. We also provide fun and inventive recipes for infused water (such as the one below) so that folks are inspired to try something new and healthy for themselves and their families.

Although there is much to be done to spread awareness about the effects of sugar sweetened beverages and reverse the obesity epidemic, this campaign has already had a lot of success. According to a recent article in the *New York Times*, there has been a 43% decrease in obesity in children ages 2-5, and they attribute much of this to a decrease in the consumption of sugar sweetened beverages.

Cool off this summer with this delicious spa water recipe and remember to rethink your drink!

Spa Water

Fill a pitcher with cool water.

Add ½ cup thinly sliced cucumbers and ½ cup fresh mint leaves.

Or try different combinations of flavors:

Thin slices: lemon, lime, orange, grapefruit, cucumber, apple, berries, melon, pineapple or fresh ginger.

Fresh Whole Sprigs: mint, basil, rosemary or parsley.

Chill in refrigerator and enjoy!



Ciel displays "Rethink your Drink," which helps people to understand the amount of sugar in popular drinks. She also provides infused water at her display to show people a healthy and easy alternative this summer!

Welcome Carrie!

A Humboldt County native, Carrie graduated from Humboldt State University with a degree in Psychology and Health Education. Her professional experience is varied and includes Health Educator for the Public Health Department, working with at-risk youth in the Foster Care system and Care Coordinator/Wellness Coach for people living with complex chronic health conditions.

Carrie joins us as Child Nutrition Programs Coordinator and supervises the Backpacks for Kids, After School Snacks and Children's Summer Lunch programs. Her first impression was surprise at the amount of work going on behind the scenes and the many steps it takes to get the food where it needs to go. She also didn't realize how many children in our community are affected by poverty, and consequently hunger and how challenging it is to reach even a fraction of those local children. She is inspired by the number of volunteers giving of their time and the many hours they contribute to Food for People every week. Her Backpacks for Kids program has the support of many service clubs and locals who

make the program happen week to week during the school year. The After School Snack and Children's Summer Lunch programs partner with many organizations in order to reach the children in our community who are in need of nutritious food.



Carrie is thrilled to be working at Food for People to help support, advocate and coordinate food distribution for local children who are at risk for hunger in our community. In her down time she loves walking her dogs, hanging out with friends and preparing (and consuming) good healthy food!

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Summer Lunch for Children is Back!

By Carrie Smith, Child Nutrition Programs Coordinator

Longer days, warmer temperatures and flowers blooming mean summer is coming. And when summer arrives, it means many changes for the Child Nutrition Programs at Food for People. Both Backpacks for Kids and the After School Snack program are winding down along with the end of the school year. And that means we are gearing up to begin our Children's Summer Lunch program at 19 different sites throughout Humboldt County.

This program provides a healthy (and tasty) sack lunch to children who might not otherwise get one. Many of the families who rely on free or reduced-price meals during the school year are without these resources during the summer and may not be able to compensate for the loss. Last summer, we distributed nearly 15,000 lunches to an average of 300 kids a day. That is a lot of hungry mouths to feed! And we are hoping to reach at least that many kids again this year with our focus on promoting a variety

of nutritious and appealing foods. It is a harsh reality in Humboldt County that more than 50% of school-aged children may not be getting the food they need during the summer months, and they may be fending for themselves during a large part of the day. The Children's Summer Lunch program offers free, healthy sack lunches to all children aged 18 and under at participating sites. Many of the sites we partner with are parks and recreation programs, Boys & Girls Clubs, or community centers,



Local children enjoy healthy sack lunches at Cooper Gulch last summer during the day camp run by the City of Eureka. This year's Summer Lunch program will begin on June 16th at different county-wide locations. Check out our website at www.foodforpeople.org for updated information.

of nutritionally balanced lunches, as well as friendly to children's taste buds. Again this year, we have contracted with Humboldt Senior Resource Center to prepare their delicious and popular sack lunches. Look for fliers in your community and visit our website in early June for a list of current sites at www.foodforpeople.org. If you have questions, would like to volunteer or would like to donate to this program, please contact Carrie Smith at (707) 445-3166 extension 309 or csmith@foodforpeople.org.

which monitor and distribute the lunches. Our Children's Summer Lunch program can only be a success with the time and effort dedicated by staff, our partners and our volunteers. Humboldt Transit Authority has offered to help again this year by delivering to sites farther from our warehouse in Eureka, including Willow Creek, the Eel River Valley and Scotia. Humboldt Sponsors has donated funds to help with the purchase of milk from Humboldt Creamery, which is an important component



Rotary Clubs of Eureka, Old Town and Southwest Eureka and Soroptimist Int. of Humboldt Bay with Food for People, Inc.



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Second Prize - \$500 Gift Card for Pierson's Building Center

Benefits the Backpacks for Kids Program, a weekend nutrition program for local school children

I wish to purchase: _____ by check _____ by Visa/MC
 _____ \$10 (1 ticket) _____ \$100 (12 tickets) _____ other (multiple of \$10 or \$100)

Tickets will be mailed in 10 days. Please provide the following information:

Name _____
 Mailing Address _____
 City, State and Zip _____
 Phone _____
 Card # _____ Expiration Date _____ 3 Digit Code _____
 Signature _____

Drawing will take place on Friday, August 26, 2014 during the noon meeting of the Rotary Club of Southwest Eureka at The Lodge (445 Herrick Avenue in Eureka)



Please print and mail completed form with payment or credit card information to:

Food for People, Inc.
 307 W 14th Street
 Eureka, CA 95501

For more info call Harriet Pecot, Development Director, at (707) 445-3166.
 *Grand Prize award must be booked by 12/31/15



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