

PRESS RELEASE

FOOD BANK OF SOUTH JERSEY LAUNCHES PRODUCE FOR HEALTH PROGRAM

(The Produce for Health Program combats malnutrition in economically disadvantaged communities throughout Southern New Jersey)

Pennsauken NJ, May 21st, 2008: In its latest effort to combat malnutrition, Food Bank of South Jersey (FBSJ), committed to ending the hunger crisis in Southern New Jersey, has launched its "Produce for Health" Program. Using a grant from the State of New Jersey and working with the local farming community, FBSJ is currently providing more than 40,000 lbs. of fresh, grade A produce each month to 45 charitable hunger-relief organizations in Camden, Burlington, Gloucester, and Salem counties.

"This is not distressed produce but rather the quality and freshness one would find in any major grocery or produce market," said Patrick Dougherty, Inventory Manager of FBSJ. Mr. Dougherty also noted that each deserving family receives five different vegetables and two fruits through the Produce for Health Program.

An example of what a family may typically receive:

- 5lb bag of potatoes
- 2lb bag of onions
- 3lb bag of carrots
- A bag of 6 tomatoes
- 1lb bag of spinach
- 5lb bag of apples
- A honeydew melon



In addition to distributing produce, FBSJ provides nutrition and culinary education to the beneficiaries of the Produce for Health program.

“This means that not only will we provide this nutritious food but we will also teach our beneficiaries the importance of healthy eating, how to incorporate fresh produce in every meal, and how to shop economically,” says Maries Robles, Agency Relations Manager for FBSJ. Educating families about the health benefits of fruits and vegetables such as warding off heart disease and stroke, controlling blood pressure and cholesterol, and preventing certain types of cancer, also assures that the program is sustainable.

In 2007, FBSJ distributed almost 130,000 lbs of produce to deserving families in Southern New Jersey and is poised to exceed that amount in 2008. FBSJ Executive Director Val Traore says, “We are very excited about the possibilities this program holds and the impact that it will have on economically disadvantaged communities in which sourcing fresh, good quality and affordable produce is a common problem that prohibits people from eating healthy.”

To learn more about the Produce for Health Program and the other hunger-relief work FBSJ is doing in Southern New Jersey, visit www.foodbanksj.com

About the Food Bank of South Jersey

The Food Bank of South Jersey is a 501 (C) (3) nonprofit hunger-relief organization founded in 1985. Focused solely on the South Jersey region, the organization serves Burlington, Camden, Gloucester, and Salem counties. Now in its 22nd year of community service, the organization continues to serve as an agent for effective food rescue and charitable food distribution and has provided nearly 70 million pounds of food—the equivalent of 56 million meals—to thousands of families, seniors, individuals and children in need. It is a member of America’s Second Harvest®, the nation’s food bank network™ and the largest domestic hunger relief organization, as well as an affiliate of the United Way of Burlington, Camden and Gloucester counties. For more information, please visit: <http://www.foodbanksj.org>