

## **Tarrant Area Food Bank receives national recognition for second consecutive year for model food sourcing program**

### **"The Road Show" educates and honors grocery retailers and their employees**

Award Presented at Feeding America Network Summit

FORT WORTH, Texas (April 18, 2011) – Tarrant Area Food Bank, a member of the national food bank network Feeding America, has received—for the second consecutive year—the national organization's *Model Food Sourcing Program of the Year* award.

This year's award recognizes the Food Bank's newly developed "Store Donation Road Show," a presentation made by Food Bank staff to educate and thank staff of grocery stores donating fresh and frozen foods.

To educate grocery employees about local hunger and the importance of their stores' donations to Tarrant Area Food Bank, Food Bank staff involve them in a "Jeopardy" kind of board game with questions and answers. To honor the grocery employees and their part in the fight against hunger, the Food Bank presents the store manager and employees with a picture frame displaying photos and a thank-you letter from the Food Bank's executive director.

Food Bank staff follow-up with visits to each store and each store department to review specifics of the Store Donation Program and share details about the types of food Tarrant Area Food Bank can accept.

The Road Show helped increase grocers' donations of perishable foods 125 percent and elevate monetary grants from stores 157 percent, according to Jim Macpherson, food industry liaison for Tarrant Area Food Bank.

Each year, Feeding America acknowledges a member food bank that finds a new or innovative approach to securing more food and grocery products for their community while utilizing a reasonable amount of funding and staff contributions. The recognized program serves as a model that other member food banks can replicate to help them feed more people in their own communities.

The Model Food Sourcing Program of the Year is one of several *Hunger's Hope Awards* given each year at the Feeding America Network Summit, where Tarrant Area Food Bank's executive director, Bo Soderbergh, recently accepted the award.

#### ABOUT TARRANT AREA FOOD BANK

As a regional clearinghouse for donated food, Tarrant Area Food Bank distributes groceries and household supplies to a network of 300-plus hunger-relief programs in 13 counties. Each month, this network provides emergency food for up to 45,000 families and serves more than 575,000 meals and snacks on agency sites. The amount of groceries provided by Tarrant Area Food Bank increased more than 50 percent in two years from the end of fiscal year 2007-08 to the end of fiscal year 2009-10. In fiscal year 2010-11 (ending June 30), the amount of food distributed to partner agencies is on track to go over an equivalent of 19 million meals, or 25 million pounds or more. For more information on local hunger, please visit [www.tafb.org](http://www.tafb.org). Follow TAFoodBank on Facebook and Twitter.

#### ABOUT FEEDING AMERICA

As the nation's leading domestic hunger-relief charity, Feeding America's network of regional food banks supplies food to more than 37 million Americans each year, including 14 million children and 3 million seniors. Serving the entire United States, more than 200 member food banks support 63,000 agencies that address hunger in all of its forms. For more information on how you can fight hunger in your community and across the country, visit [www.feedingamerica.org](http://www.feedingamerica.org).

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