

FUTURE  
[SHAPE THE]

DAIRY FORUM 2018

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[FEED]

AMERICA AND FILL  
FOOD BANKS WITH DAIRY

DAIRY FORUM 2018

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Feeding America



# TOGETHER, WE CAN NOURISH AMERICA

Innovation Center for US Dairy  
& Feeding America



National Reach, National Scale



Nation's largest domestic hunger-relief organization

200  
FOOD  
BANKS

+

60K

FOOD PANTRIES  
& MEAL PROGRAMS

=

WHY  
FEEDING  
AMERICA?

4B  
MEALS

&

1 in 7

AMERICANS SERVED  
ANNUALLY

## A Food Industry Partner

Feeding America's food distribution network is comparable to major retailers:

4.1 B lbs

of donated food received

4.8 B lbs

of food distributed

625 M lbs

of food purchased

10th

largest fleet in the US  
with 1,800 vehicles

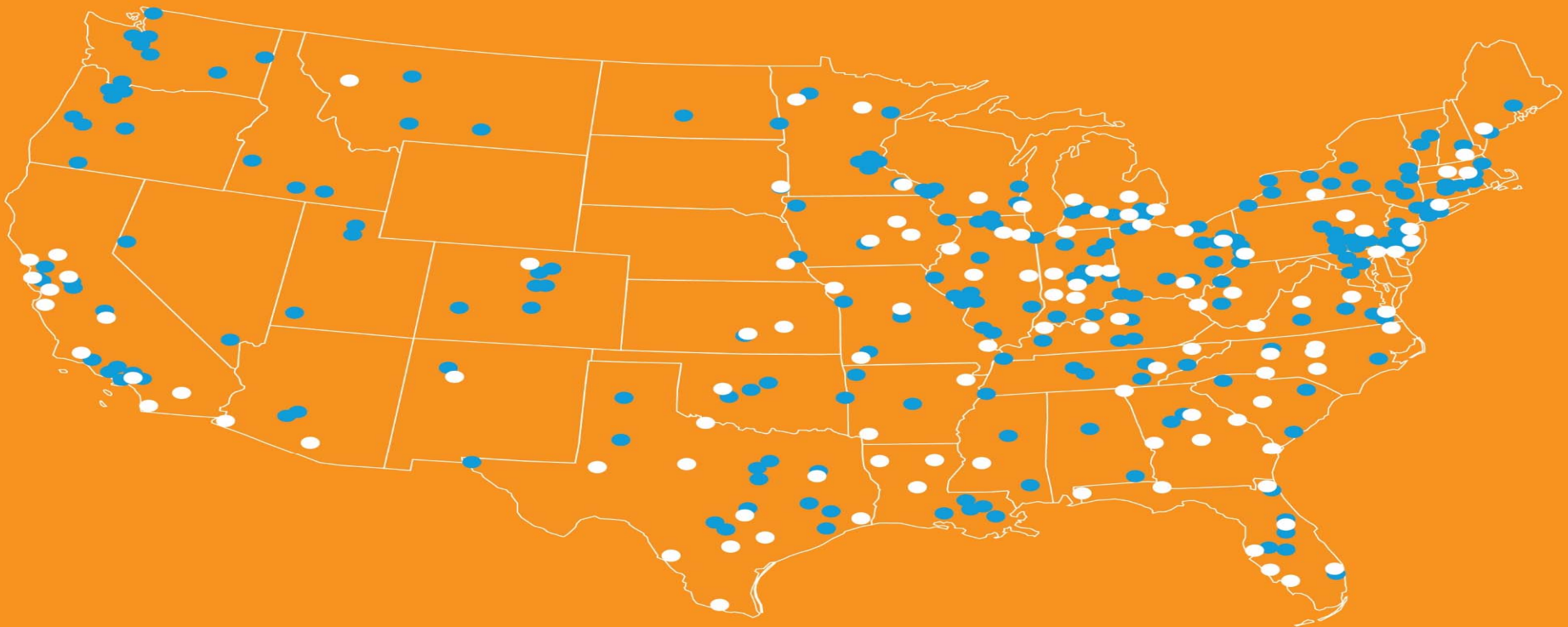
Feeding America's operations  
match food industry standards for:

- Food Safety
- Cold chain management
- Invoicing
- Reporting
- Fleet size & management
- Staff with industry expertise

WHY  
FEEDING  
AMERICA?

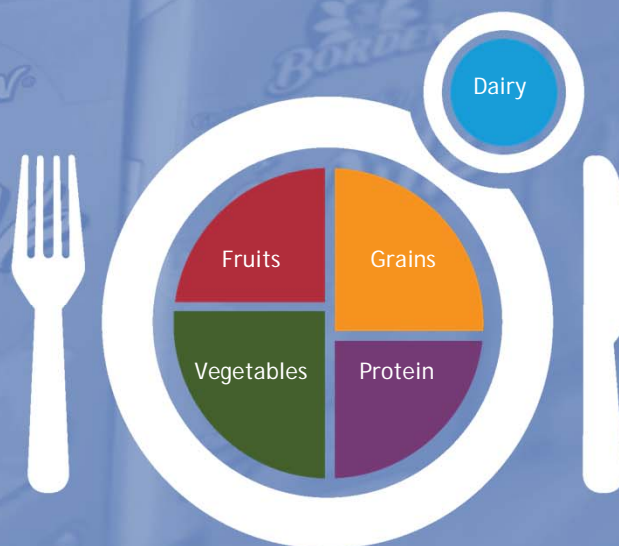


We are matched in our communities



## Dairy is a Strategic Priority

Feeding America is dedicated to providing food insecure families with better access to a wide variety of foods, including fruits, vegetables, whole grains, protein and dairy.



**71%**  
of foods received  
in the Feeding  
America network  
meet MyPlate  
guidelines

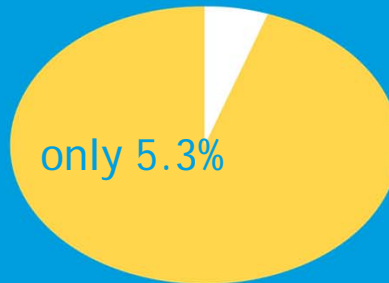
WHY  
FEEDING  
AMERICA?



## Food Banks Want Milk



Milk is 1 of the top 3 nutritious products requested by Food Bank clients



Dairy comprises only 5.3% of all products received in Food Banks



Feeding America clients receive only 1 gallon per person per year, while average consumption for Americans is 20.4 gallons per year.

## Low Income Consumers Want Milk



### BUYING MILK

Food insecure consumers don't shop differently:  
Dairy is 9% of food dollars spent for SNAP households, 10% of non-SNAP.



### AFFORDING MILK

But food insecure consumers can't always afford milk:  
SNAP recipients' benefits run out 2-3 weeks into the month.

“ I buy milk when I can, but with 3 kids I never have enough.

*Client, Kansas City*

”

## Fresh Milk Means So Much

When we provide  
milk, we give the  
people we serve:

**FAMILIARITY**

**TASTE** **FLEXIBILITY**

**NUTRITION** **VALUE**

**DIGNITY**

“

If we don't have milk in the house, we can't do so many of the things in the kitchen we want to do, that my mom taught me to do for the kids, that makes the kids feel at home, cared for. Baking, making hot meals in the morning.

*Client, Louisville, CO*

Every day we start off with milk and cereal I get from the food pantry and it gives my son a healthy start so he isn't behind the eight ball when he gets to school.

*Client, mother of a foster child*

”

## Four Models to Increase Access to Milk



PROCESSOR

### Contract Purchase

Processor sells milk at a contracted price to Food Bank, and often delivers on standard delivery route.



PROCESSOR

### Guaranteed Donation

Processor commits to weekly donation of fresh milk to local food bank.



RETAIL

### Retail Rescue Donation

Donation of milk from retail, either directly from retail or from a processor, rather than disposing of it as waste.



CONSUMER

### Consumer Donation

The Great American Milk Drive enables consumers to purchase milk for the food insecure through in-store donations.

## Horizon and DanoneWave Partnership

A corporate social responsibility partnership forged five years ago between Horizon Organics and DanoneWave has yielded significant increases in milk inventory for Community Food Share, the Feeding America food bank of Louisville Colorado.

### REAL RESULTS

**3,500 gal**  
of donated milk weekly

**1-1.4 M lbs**  
of fluid milk yearly

**10 M lbs**  
of dairy donated since  
program inception

**2.6 M lbs**  
of all dairy and dry loads  
to CFS clients yearly



GUARANTEED  
DONATION

## Model: Guaranteed Donation

Regular donation of milk from processor directly to food banks in a reliable, steady flow.

### Benefits for Donors:

- Promotion of ongoing public recognition of the corporate partner by the food bank.
- Employee engagement and team building through volunteering.
- Tax benefits of donated products.

“

By providing a continuous stream of fresh milk to Community Food Share, our local food bank, we saw that we could make a big impact, establish our niche, and affect the community where we lived and worked.

— Jessica Sibila, Corporate Philanthropy and Community Affairs Lead, DanoneWave

”

GUARANTEED  
DONATION



## Model: Consumer Donation of Milk

Programs such as the Great American Milk Drive and Fill a Glass with Hope, and an ongoing partnership with MilkPEP:

Increase consumer awareness of hunger

Provide a channel for consumers to act directly.

### REAL RESULTS

1 M+  
gallons of milk  
donated since 2014

The Great American  
**MILK DRIVE**

## Model: Contract Purchase

Processor sells milk to food bank at a contracted price using existing delivery routes for distribution directly to agencies.

### Benefits for Processors:

- Predictable revenue stream in a new distribution channel with a reliable customer
- Good use of excess supply
- Simple set up and execution
- Employee engagement and PR opportunities
- Contributing to the communities in which we work

“My assumption is that the people consuming this milk would not be necessarily buying milk. I see this as additional gallons sold.”

*Geary Crom,  
Mueller-Pinehurst*

LOW  
COST  
PURCHASE

## Real Results and Room for Growth

20 Food Banks running

13 more ramping up now

### REAL RESULTS

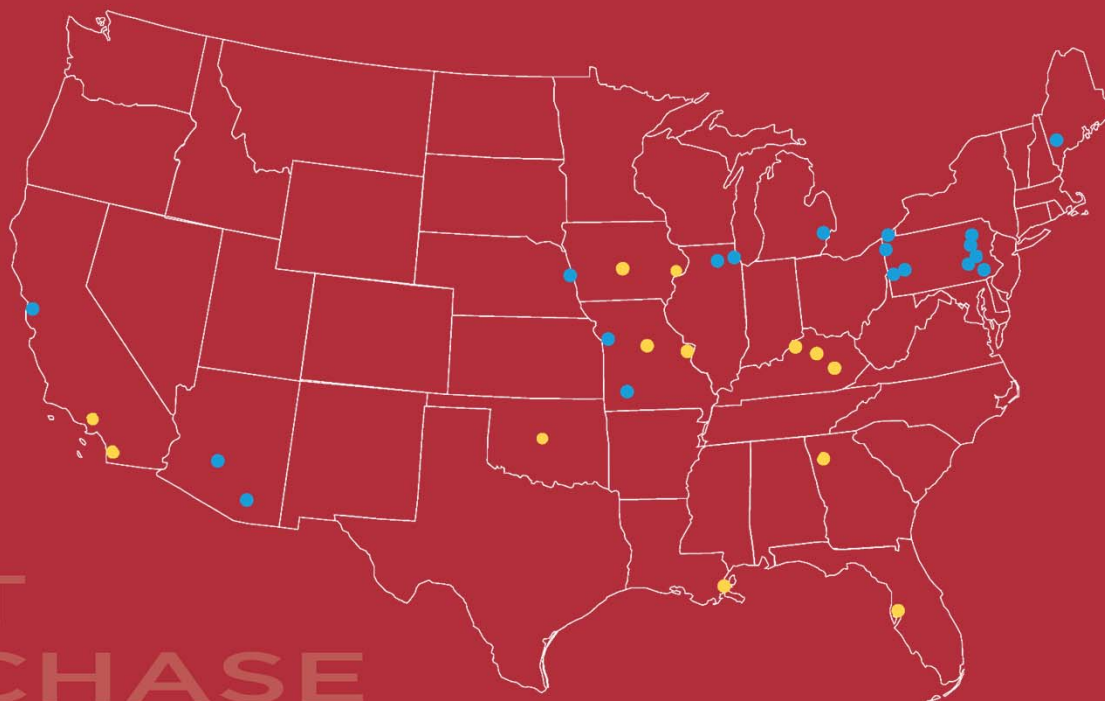
8.5 M  
meals to  
people in need

7.1 M  
pounds

14.2 M  
servings

1 M  
gallons since program  
start in 2013

LOW  
COST  
PURCHASE



## Benefits for Food Banks

Increases access to fresh, first-run milk at a predictable, more affordable price.

“ Agency partners report that distributing milk has increased their opportunities to also educate about healthy choices and nutrition. There is also a heightened sense of dignity and respect because they are able to offer such a high-quality product. — *Harvesters Food Bank, Kansas City* ”

Helps meet nutrition requirements, specifically protein.

Very easy to set up and turnkey delivery.

“ It was so easy. I just used the materials and what I learned at Food Ops and started it. — *Caroline Chow, Alameda County Food Bank* ”

Builds stronger community support and funding for hunger relief efforts:

“ The milk story is really easy to do fundraising around. Wholesome nourishment for kids and adults alike. — *Hester Bury, NIFB fund raiser* ”

LOW  
COST  
PURCHASE



FILL a GLASS  
with HOPE™



ALAMEDA COUNTY  
COMMUNITY  
FOOD BANK



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