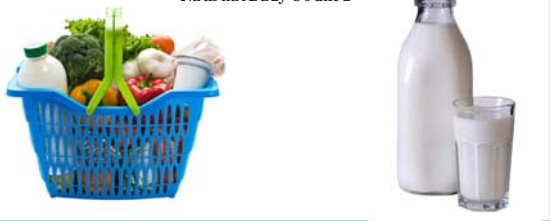



Feeding America's Food Insecure

Tab Forgac, MS, RDN, LDN, SNS
VP, Nutrition & Health Partnerships
National Dairy Council



 NATIONAL DAIRY COUNCIL

FEEDING AMERICA

THE PROBLEM IS SEVERE. THE URGENCY IS ACUTE.

49,000,000

PEOPLE FOOD INSECURE








- 1 IN 6 AMERICANS
- DRIVING FORCE IS UNEMPLOYMENT
- 1 IN 5 CHILDREN
- 3 MILLION SENIOR CITIZENS




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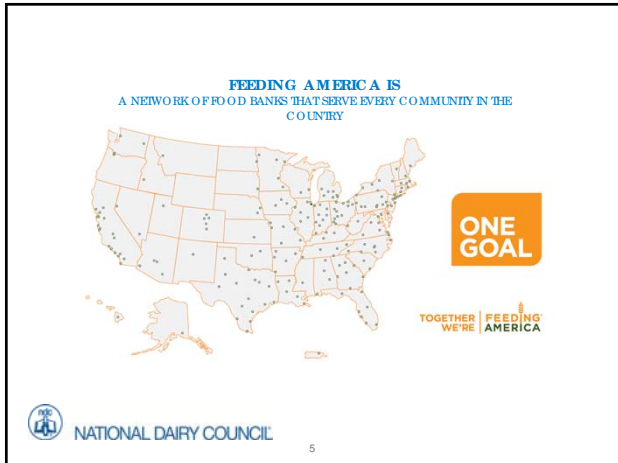
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FEEDING AMERICA'S IMPACT

 <p>37 MILLION AMERICANS served annually, including 14 million children and 3 million seniors.</p>	 <p>8 MEALS supplied for each dollar donated.</p>
 <p>3.3 BILLION pounds distributed annually.</p>	 <p>546 MILLION POUNDS of fresh produce sourced by our network in FY12.</p>
 <p>202 FOOD BANKS in our network.</p>	 <p>650,000 VOLUNTEERS help carry out our vision for a hunger-free America.</p>
 <p>61,000 AGENCIES in our network.</p>	

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Partnership Education Goals

- Raise awareness of food insecurity as a public health issue
- Promote nutrition education focused on healthy foods
- Educate all stakeholders about strategies to eliminate hunger and promote healthy food choices

FEEDING AMERICA

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Future of Food Partnership

Goal: to fight hunger while promoting healthy food choices

Education Awareness Dairy Access

- ✓ \$800,000 in matching dollars for the purchase of nutrient-rich foods
- ✓ Thirty grants of \$10,000 to increase access to nutrient-rich foods in food banks
- ✓ 130 grants to RDs to educate about the need for nutrient-rich foods in food banks
- ✓ 650,000 Feeding America volunteers engaged and 70,000 RDs informed about the need for nutrient-rich foods in food banks
- ✓ 30 million people received messages about nutrient-rich foods including dairy through Healthy Food Bank Hub and social media outreach

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FEEDING AMERICA **KIDS eat right.** **WISCONSIN FOOD BANK** **HealthyFoodBankHub.FeedingAmerica.org**

FOODS TO ENCOURAGE FOR HEALTHY LIVING

Today, 67% of the food the Feeding America network distributes annually is classified as Foods to Encourage. This includes more than 800 million pounds of produce.

LEARN MORE

FOOD BANK LOCATOR
Feeding America's 202 network food banks are the onlyway individual and many family on their own. Let us help you find the food bank near you.

HUNGER IN YOUR COMMUNITY
Food insecurity and hunger are a reality. It does not matter if you live in an urban, suburban or rural setting - hunger has no boundaries.

TOOLS AND RESOURCES
A key component to a healthier community for those experiencing food insecurity involves utilizing high quality and end-used products, handmade, curricula and other materials.

FIND YOUR LOCAL FOOD BANK | **LEARN MORE** | **EXPLORE TOOLS AND RESOURCES**

Hunger in Our Community: What We Can Do Toolkit



Rage against Rumbles
Student-led Actions to End Hunger in Your Community

Hungry & Overweight
How is it Possible?

Hunger in Our Community: What We Can Do.

Rage against Rumbles: Student-led Actions to End Hunger in Our Community

What is "Food security"?

- USDA defines as access by all people at all times to enough nutritious food for an active, healthy life.
- People who are hungry (or "food insecure") may:
 - Skip meals
 - Cut back on the amount or types of foods they eat

How Does Hunger Affect Kids?

How can hungry children be overweight?

How does food insecurity affect children?

Health and developmental issues?



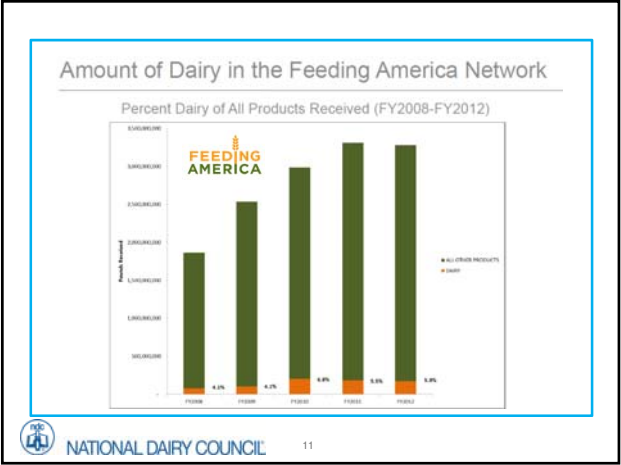
A SURPRISING STORY

1 in 6 Americans face hunger, including 16 million children.

MILK IS DESPERATELY NEEDED IN AMERICA'S FEEDING PROGRAMS BECAUSE IT'S SELDOM DONATED.
It's one of the top five foods most desired.

FAMILIES AT FOOD BANKS ARE MISSING OUT ON MILK IN A BIG WAY.
37,000,000 food bank clients get less than 1 gallon per person per year.

THE GAP: A NATIONAL SCALABLE, TURKEY CAMPAIGN that unites and enables the nation's food banks, processors, retailers & consumers to deliver much needed gallons of milk, with its vital nutrients, to the hungry families that need it most.









HOW IT WORKS

We are making it easy for Americans to buy milk for their local food banks ... any time, anywhere.




3 AVENUES OF GIVING

An unprecedented level of advertising, PR, social and retail media will drive awareness of the need and encourage consumers to take action with just one simple donation of \$5 – a little effort from a lot of people can make big difference.

VIA ONLINE
Visit milklife.com/give to donate

VIA TEXT TO GIVE
Text MILKLIFE to a short code to donate with your phone bill

VIA LOCAL & RETAIL EVENTS
Processors and Retailers execute their own programs to drive giving in-store



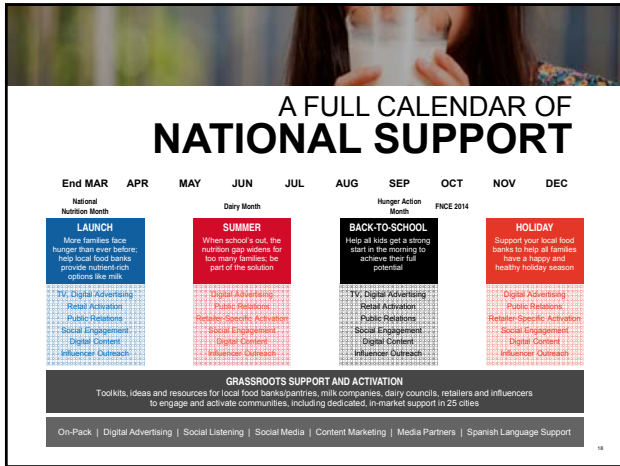


DONATIONS DISTRIBUTED LOCALLY AND THROUGH RETAIL

ALL DONATIONS GO TO PROVIDING MILK TO FEEDING AMERICA'S FOOD BANK NETWORK VIA RETAIL COUPONS FOR FREE GALLONS OF MILK OR THROUGH DIRECT DONATIONS.

DONATIONS ARE PRIMARILY LOCALLY DIRECTED TO THE FOOD BANKS IN THE GIVER'S AREA





The Great American MILK DRIVE

Go to www.MilkLife.com/give to donate much-needed milk to a family that does not have access to it for as little as \$5. By entering your zip code, you can ensure that milk is delivered to a food bank in your very own community.

Or, text "MILK" to 27722 to donate.