

TUESDAY, FEBRUARY 10, 2009

As much as we might like to yell "Ouch!" in response to our sinking economy, we do not have the time or the inclination to be "Bad News Bears." We're much too busy and too focused on what we can actually do about it.

As the only organization of our kind and capability in Kansas, we are the primary resource center for the hundreds of pantries, shelters and other hunger-relief agencies that depend on us for food supplies all year long. For them to do their best, we must do ours. And we did: In support of their work out on the front line, KFB distributed a record amount of 6.4 million pounds of food during our last fiscal year. And any prudent prediction will call for this amount to continue to climb even higher.

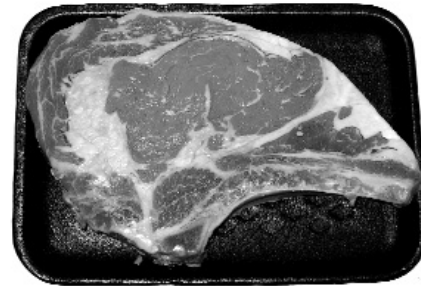
At the same time, we are challenged to gain the greater amount of support needed to serve it and to do so in perhaps the most difficult economic climate ever experienced by your Food Bank. Obviously, we cannot hunker down and do anything less than the situation demands, and we never give that a thought.

Our strategy, as expressed in our latest 5-year plan, is to proactively meet this challenge in a positive and forceful manner—such as expanding the number of drop-off sites in our Rural Delivery distribution system, setting new goals for growing greater local/area food industry contributions, establishing a development office to broaden the KFB base of support throughout the 86 counties in our service area, and continuing to promote our HungerCare brand as a vital part of health care.

Recession or not, there's a lot of forward thinking and work to be done. And we're up and ready for it.

—Brian Walker President/CEO

**"WHERE'S THE BEEF?"** That's the question asked by Wendy's in their now legendary blockbuster ad campaign to sell more hamburgers. It is also a question that could be asked in connection with our Food Bank's ongoing campaign to rescue beef, pork, chicken, seafood and bakery products with designated "sell before" dates that are about to expire.



Instead, they are picked up for a short stay in the Food Bank's cold storage facilities before they are transferred to charity feeding sites in the Wichita area.

Your Food Bank's refrigerated panel truck runs twice-a-week pickup routes to 12 Dillon's stores and two Sam's locations in Wichita. The rescued food picked up by one pantry from Sam's in Salina is shared with other pantries in that city. The amount of beef, and all the other good stuff collected by all participants has reached almost 90,000 pounds. That's almost 45 tons of good food rescued and put to people-use—a super score for a program not yet one year old! When the several WalMart stores in Wichita that have signed up go on line, the answer to, "Where's the beef?" can simply be: "Right where it will do the most good."

**FEEDING AMERICA** could be considered a two-word job description for us and the more than 200 members of The Nation's Network of Food Banks. Altogether, that's what we do. According to Feeding America's leadership, it's also the new name chosen to replace our time-honored America's Second Harvest title.



The new name seems to present a broader, more contemporary view of what Food Banks mostly stand for: "A system that actually provides access to food for those who cannot afford it."

The choice of this new name followed a long period of study and development. The folks at your Food Bank are now engaged in getting the new name incorporated into the KFB logo on our trucks, signs, mastheads and all kinds of printed stuff. It will all be coming out soon. So when you see it, just say to yourself, "Yep, that's what we do alright."

**COOL WAY TO GO** The yield from last year's harvest of perishable produce from the annual Wichita Area Plant-A-Row campaign is in and the final tally shows a total of almost 48,000 pounds or about 24 tons. That's the amount of food that found its way into our KFB cold storage facility, then after a short stay, it went out again as welcome and highly prized additions to orders for nonperishable food picked up at our Cargill Cares Complex.

These Plant-A-Row donations and the very substantial contributions of food retailers through our Food Rescue Program, plus the fresh food available through FEEDING AMERICA underscore the great value of our onsite cold storage capabilities.

If the need should ever arise, we can store several full truckloads of frozen product at one time. A very cool way to safely store a lot of cool stuff.

	<p>FEBRUARY 10, 2008, EDITION #43</p> <p>If you're new, we welcome you!</p> <p>1919 E. Douglas, Wichita, KS 67211 - Tel: 316 • 265 • 4421</p> <p>Fax: 316 • 265 • 9747 - E-mail: <a href="mailto:foodbankinfo@kansasfoodbank.org">foodbankinfo@kansasfoodbank.org</a></p> <p>Website: <a href="http://kansasfoodbank.org">kansasfoodbank.org</a></p>
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