

**The *Farm Fresh Fund* is a partnership between the Food Bank and Virginia growers, with the help of generous donors interested in good nutrition and a fresh approach to food banking.**



## Hunger and Health

People who are food insecure are more likely to be affected by chronic diseases such as diabetes and high blood pressure, conditions that can be managed and even improved with access to healthier foods and diet.

We're making sure that fresh fruits and vegetables comprise an increasingly large portion of the vital food distributed by the Blue Ridge Area Food Bank and our partners. This fresh approach is allowing us to distribute more produce every year through our network – now more than 6.2 million pounds a year, a tenfold increase since 2006.

## Local Produce, Regional Impact

The *Farm Fresh Fund* makes it possible for us to support local farmers and distribute even more homegrown foods to thousands of neighbors in need in communities across the Blue Ridge region. We use the money in the *Farm Fresh Fund* to acquire fresh vegetables and fruits at a deep discount, which helps

growers cover the cost of picking and packing out the food left in their fields. By sourcing produce locally, we also have access to a wider variety of fresh foods.

Thanks to the *Farm Fresh Fund*, in 2016-17 the Food Bank was able to secure 490,129 pounds of Virginia-grown produce including apples, squash, fresh greens, corn and more.

## How You Can Help

Help us seed better health with a gift to the *Farm Fresh Fund*.

We are grateful to announce that our friends at **the Franklin P. and Arthur W. Perdue Foundation**, the charitable giving arm of Perdue Farms, will generously **match your donation** and the first \$25,000 donated to the *Farm Fresh Fund*, **dollar for dollar**.

Your gift will help provide more wholesome foods than ever and make a difference in the lives of many hungry children, seniors and families in our community.

