

AGENCY AND ADVOCACY UPDATE



August, 2010

SECOND HARVEST FOOD BANK OF LEHIGH VALLEY AND NORTHEAST PENNSYLVANIA IS A PROGRAM OF COMMUNITY ACTION COMMITTEE OF THE LEHIGH VALLEY



August, 2010



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DATES TO REMEMBER:

The Food Bank will be closed on Monday, September 6, 2010 to observe Labor Day. If your standing appointment falls on a Monday, please call the Food Bank at 610-434-0785 to reschedule.

News You Can Use

Some Frequently Asked Questions

I Have Too Much; What Should I Do?

Member agencies are reminded that food secured for their operation through Second Harvest is not to be redistributed to any other organization. If your agency cannot use some of the product it receives, it should be returned to Second Harvest. Do not pass it along to another agency. This applies to USDA and State Food product **and** donated product. The PA Department of Agriculture and Feeding America established this rule to protect the ultimate consumer. If you have questions about this policy, please call Ann.

I Have a Participant From Out of “My Area;” What Should I Do?

Second Harvest encourages all of its members to be as welcoming and generous as possible. Grant money available to emergency food providers (pantries, shelters, and soup kitchens) means that your out-of-pocket costs to secure food bank product are minimal.

If the individual lives outside your self-defined service area, you **may** serve him/her on an ongoing basis. This is especially true if the individual works in your area, as convenience (time to travel, cost of gas, your hours of operation) is often a factor in the pantry that participants choose to use. If you determine that you are unable to serve this household regularly, please use the pantry list included with this update to refer him or her to a closer pantry. The list is sorted by zip code. Do **not** copy and distribute the list. It is **only** for the use of pantries and other organizations for making referrals.

Pantries on the eastern edge of our region (along the Delaware River) may have visitors from New Jersey. You may provide them with **donated product**. The Pennsylvania Department of Agriculture reminds us that TEFAP (USDA commodities) and State Food Purchase Program product are intended for consumption by Pennsylvania residents.

As always, you are free to administer product donated from non-food bank sources (food drives, purchases, etc.) in any way you see fit.

How Can “Choice” Help Me Serve My Participants Better?

Many of our emergency pantries (the number is growing every month) are switching to “choice” for their distributions.

What this means is that participants are allowed to choose the food that they want from the available selection (with limits and guidance). This gives the pantry an assurance that all of the food given to a family will be consumed (since presumably the person choosing won't take a product that his/her family won't use).

Choice is an efficient and cost effective way for a pantry to operate. If you would like to see a choice pantry in operation, please call Ann or Maria at the Food Bank for contact information.

Cooks' Corner

Cheese Quesadillas



Ingredients

- ◆ 4 (6-inch) flour tortillas
- ◆ 1/2 cup salsa
- ◆ 2/3 cups shredded Cheddar Cheese

Prep Time	Ready In	Servings
10 Minutes	10 Minutes	2

Directions

1. Place two tortillas on a greased baking sheet. Top each with salsa, cheese, and remaining tortillas
2. Broil 4 inches from heat for 3 minutes on each side or until golden brown.
3. Cut into wedges

Tasty substitution: Add chicken, beef, shrimp and/or your favorite vegetables to enhance this delicious classic recipe.



Special thanks to allrecipes.com for this recipe and nutrition information.
<http://allrecipes.com/Recipe/Cheese-Quesadillas/Detail.aspx>

Food Safety at the Farmers Market



Shopping at a farmers market is a great way to get locally-grown, fresh fruit, vegetables, and other foods for you and your family. From 2008 to 2009, the number of farmers markets in the United States increased by more than 13 percent, a sign that fresh produce and other food items are becoming more accessible to all of us.

As these markets have grown more popular, we've been getting questions about the safety of the foods purchased there. Many markets have their own food safety rules, and vendors must comply with them, as well as any applicable government regulations. But, there are also basic guidelines that you should follow to ensure that the farm-fresh food is safe.

Produce

- Before and after preparing fresh produce, wash your hands for 20 seconds with warm water and soap.
- Wash fruits and vegetables thoroughly under running water just before eating, cutting or cooking. We don't recommend washing fruits and vegetables with soap or detergent or using commercial produce washes.
- Even if you plan to peel the produce before eating, it is still important to wash it first. Any bacteria present on the outside of items like melons can be transferred to the inside when you cut or peel them.
- Be sure to refrigerate cut or peeled fruits and vegetables within two hours after preparation.

Juices and Cider

Check to see whether the juice or cider has been treated (pasteurized) to kill harmful bacteria. Pregnant women, children, older adults, and people with weakened immune systems should drink only pasteurized or treated juice.

Milk and Cheeses

- Don't buy milk at a farmers market unless you can confirm that it has been pasteurized. Raw milk can harbor dangerous microorganisms, such as *Salmonella*, *E. coli*, and *Listeria*, that can pose serious health risks to you and your family.
- Pregnant women, older adults, and people with weakened immune systems are at higher risk for illness caused by *Listeria*. One source for this bacteria is soft cheese made from unpasteurized milk. If you buy soft cheese (including feta, Brie, Camembert, blue-veined cheeses, queso blanco, queso fresco, and panela), check the label to make sure that it's made from pasteurized or treated milk.

Eggs

- Make sure that eggs are properly chilled at the market. FDA requires that untreated shell eggs must be stored and displayed at 45°F.
- Before buying eggs, open the carton and make sure that the eggs are clean and the shells are not cracked.

Meat

- Make sure that the meat is properly chilled at the market. Meat should be kept in closed coolers with adequate amounts of ice to maintain cool temperatures.
- Bring an insulated bag or cooler with you to the market to keep meat cool on the way home.
- Be sure to keep meat separate from your other purchases, so that the juices from raw meat (which may contain harmful bacteria) do not come in contact with produce and other foods.

Coming Soon

30 Ways In 30 Days To Make A Difference

September is Hunger Action Month, and we're asking you to take action to fight hunger in your neighborhood.

Join Second Harvest Food Bank and Feeding America throughout the month of September to fight against hunger in our community.

Join our "30 Ways in 30 Days" campaign to end hunger.

Contact Sharon Hall, Development Coordinator at shhall@caclv.org or 610-434-0875 or Elisa Zaehring, Advocacy Coordinator, at ezaehring@caclv.org or 484-893-1106 for more information about how you can get involved in this exciting campaign.

New Second Harvest Website To Be Launched September, 2010

Second Harvest Food Bank of the Lehigh Valley and Northeast Pennsylvania is pleased to announce the upcoming launch of their new and improved website. We collaborated with Keenan and Nagle Advertising Inc. to provide a more comprehensive source of agency information and services. The website will serve as a place for program participants to learn about different services available to them and for volunteers, advocates, and scholars to learn about hunger in the Lehigh Valley and ways to work with Second Harvest to fight against local hunger.

We plan to launch the website September 1, 2010 – just in time for Hunger Action Month and our 30 Ways in 30 Days Campaign.

Stay tuned for more information in next month's update!

Food For Thought: Healthy Meals for Families A Summer Pilot Program



Debbie and Kelly show off their sautéing skills while creating a chicken stir-fry

In today's fast-paced world filled with easy access to fast-food restaurants, and pre-made meals that need only minutes to prepare in the microwave, we seldom have the time to enjoy the "art of cooking." Today's busy families are trying to juggle everything and anything from work, to school, to chauffeuring ones' children from one activity to another. It's not surprising that many families are resorting to quick meals, usually eaten 'on the go.'

This phenomenon is complicated further among low-income populations where parents may be working multiple jobs and access to and time for purchasing, preparing, and eating healthy foods is limited. Not to mention the high density of fast-food restaurants and corner stores found in the inner cities that make it convenient to turn to these sources for food. The concept of

the "family meal" and using food as a tool to foster relationships is lost in the hustle and bustle of everyday life and the convenience of prepared meals.

At Second Harvest, we understand the challenges that low-income residents across the greater Lehigh Valley face daily. Therefore, we wanted to develop a program that empowers its participants to use the resources available to them to make healthy meals for themselves and their children, thereby, lowering dependency on fast-food and, hopefully, fighting against hunger in the Lehigh Valley.

Food for Thought: Healthy Meals for Families, a pilot program co-sponsored by Second Harvest and Community Services for Children (CSC), launched on Tuesday, June 15, 2010 at CSC's Donley Campus in Allentown. The pilot program consists of 6 cooking classes covering a range of topics, from general nutrition, to basic cooking skills, to meal planning and budgeting, to the importance of eating together as a family. Kati Fosselius, a dietitian with the Allentown Health Bureau, and Todd Saylor, Executive Chef at Sodexo, have volunteered to teach the program. During the pilot, we will also provide information about the many food assistance programs available to low-income people and help enroll participants for all of the programs for which they are eligible.

The program is offered to women and families who are currently enrolled in the Early Head Start Program, a free educational program for low-income pregnant women and families with children from birth to three years of age. Ten participants attended the first class where they learned about the nutritional value behind healthy snacking and desserts and learned to make a number of tasty treats including cheese quesadillas and a frozen fruit smoothie. We are all looking forward to the remainder of the sessions and hope that this program has a positive impact on improving the nutritional status of the Lehigh Valley's poor people.



Shakira, CSC employee, and Evelyn, program participant, love making chicken stir-fry.

Advocates' Corner

Vote Early, Vote Often

Second Harvest of Lehigh Valley and Northeast Pennsylvania's summer nutrition education pilot program is one of 15 featured ideas on the Shoprite and Pepsi Refresh Everything Project. The top five vote-getting food banks will each receive \$10,000 to support their project. Voting is open to anyone 13 years of age or older until August 16. You can help by voting for our project every day and by spreading the word asking that your friends, family, co-workers, and neighbors do the same. We need everyone's help to secure our place in the 'top 5' and receive \$10,000 to help support this exciting new program.

To vote for Second Harvest Food Bank NE Pennsylvania's "Nutrition Education for Pregnant Women and Families with Children" go to:

<http://www.shoprite.refresheverything.com/>



Please help support this program by voting daily.

PHAN Leadership Initiative Training

The Pennsylvania Health Access Network (PHAN) will be holding an interactive leadership training event on Saturday, September 11, 2010, from 10:00AM-1:00PM, at Community Action Committee of the Lehigh Valley's Forte Building (1337 E 5th ST., Bethlehem PA).

The purpose of this training is to provide individuals interested in health care with the necessary skills to educate others on the new health care reform law. PHAN staff will teach you everything you need to know about how the new legislation will be implemented over the next few years. Also, recent graduates will share their experiences as they have gone out and educated their communities.

By the end of this interactive training, you'll be able to talk to your family, friends, neighbors, and elected officials about the new health care law. You will also have the information you need to hold your own house party or educational forum in your community.

Following the training, PHAN will consider you an area leader on implementation and education and will provide you with all the support you need to educate your community on health care reform.

Please contact Elisa Zaehring, Advocacy Coordinator, at ezaehring@cacvl.org or 484-893-1106, if you are interested in attending the event or have any additional questions. It's not required to RSVP, but it will be helpful for planning purposes to have an idea of how many people are attending.



2045 Harvest Way
Allentown, PA 18104

Phone: (610) 434-0875
Fax: (610) 435-9540
www.caclv.org



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Bits and Pieces

EAT BREAKFAST AT SCHOOL!

Mornings can be really crazy...the alarm doesn't go off...the kids don't want to get up...there's no time to eat breakfast before the bus comes...or they're just not ready to eat. Or, maybe your teenager grabs a can of soda and a candy bar on the way to school. If this sounds like your house, we have good news for you.

Breakfast is served at school! School breakfast will give your child a healthy start to the day. A nutritious breakfast helps students be more alert so they can learn more in class. Breakfast has vitamins and nutrients for a strong and healthy body.

Breakfast at school is affordable, too. If you qualify for free and reduced price meals, you also qualify for the breakfast program, with no additional paperwork. You can't find a healthy breakfast at such a low cost anywhere else.

Help your child start the day right with school breakfast!

For more information about a school breakfast program in your area, contact your local school district's food services department.