

**Second Harvest Food Bank of Lehigh Valley and Northeast Pennsylvania**

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**Save the Date**

*Empty Bowls 2011*

Hunger In Our Neighborhood

Saturday  
October 29, 2011  
6:00-9:00 PM

Sponsored by  
Bank of America

**SECOND HARVEST**  
Food Bank of Lehigh Valley & Northeast Pennsylvania

2045 Harvest Way  
Allentown PA 18104  
610.434.0875 - [www.shfblv.org](http://www.shfblv.org)

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**SECOND HARVEST**  
Food Bank of Lehigh Valley & Northeast Pennsylvania

2045 Harvest Way  
Allentown, PA 18104-6793

# Food FOR Thought

Summer 2011

SECOND HARVEST FOOD BANK OF LEHIGH VALLEY &

NORTHEAST PENNSYLVANIA

## A New (Food) Revolution

By Ann McManus

New proposed guidelines at federal and state levels would require the reorganization of the meals offered in schools. The guidelines would call for changes to the nutritional value of the meals students get in the regular serving line. They would also require schools to either offer healthier “competitive foods” (the extra food items that are offered through vending machines or at the end of the serving line) or eliminate them completely. Some school food service providers say that such changes would be too costly. On the other hand, how costly would it be to treat the health issues that are caused by an inadequate diet?

I read a lot, both in the course of my job and in my personal life. Several books and articles have started a thought process that is mostly job-related.

Michael Pollan, author of *The Omnivore's Dilemma*, suggests that part of the blame for the epidemic of obesity in the world can be laid at the feet of agribusiness. Jamie Oliver is an English chef who is responsible, in part, for getting better meals to students in English schools. An Internet video search of his name pulls up an amazing number of hits. The most telling to me is a clip in which he shows a potato to a child who cannot identify this most common of foods. In fact, a great many children of all income levels know potatoes only in the ubiquitous form of fast food fries.

And why do we care? Is this our responsibility?

Let's take a look at the numbers. If a child eats every meal offered at school, he or she would receive 360 meals in a calendar year. If that same child lives in a household that receives food assistance from an emergency food pantry every month, that would be an additional 108 meals per year. Assuming that child eats three meals a day (which may be a faulty assumption), 42% of the food consumed in one year comes from schools and pantries. Doesn't that lead to an obligation on the part of the food provider(s) to make that 42% as healthy as it can possibly be?

Last summer, we engaged in a pilot project with Community Services for Children, in an effort to teach cooking skills to parents enrolled in Early Head Start. At the end of six sessions, those participants left with a supply of groceries and the knowledge needed to make healthier meals with those items. We are pleased to announce that Second Harvest has been named a lead partner with Cooking Matters, a program of Share our Strength. Later this year, we will launch a new program, like last summer's pilot project, designed to help low-income families cook and eat healthier and make better use of their food resources (see article on page 2). Cooking Matters seeks to empower families at risk of hunger by providing them with the skills, confidence and knowledge needed to make healthy, affordable meals. Participants will learn to select nutritious, low-cost ingredients and prepare them to provide the best nourishment possible for their families. Nationwide, 85% of Cooking Matters participants graduate, taking with them improved nutrition practices, eating habits, and budgeting skills.

We are pleased to be able to offer this program because it aligns so closely with the mission of Second Harvest. We not only seek to help feed those in need now, but we are also working to address the root causes of hunger. With the ongoing support of our donors, we are doing our best to give the families and individuals we serve more access to healthy, nutritious diets and lifestyles.



*New proposed federal and state guidelines may make school lunches healthier for students*

2045 Harvest Way  
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www.shfbv.org

SHFB distributes food and grocery product to more than 63,000 people in need in six counties through a network of more than 200 member agencies. These include emergency pantries, soup kitchens, shelters, and child care and rehabilitation centers. Last year, Second Harvest distributed 5.4 million pounds of food through these organizations

**Advisory Board Members**

SHFB is privileged to be guided by a group of individuals who make up the Advisory Board.

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The Second Harvest Food Bank of Lehigh Valley and Northeast PA is registered with the Bureau of Charitable Organizations through its parent organization the Community Action Committee of the Lehigh Valley, Inc. A copy of the official registration and financial information can be obtained from the PA Department of State by calling, toll free, within PA, 1-800-732-0999. Registration does not imply endorsement. This Program was financed in part by a grant from the Commonwealth of Pennsylvania, Department of Community and Economic Development.



# Second Harvest Welcomes Cooking Matters



*The Cooking Matters classes will teach low-income families how to cook healthy and tasty meals using the items they might receive from their local food pantry as well as other low cost ingredients.*

A great way to reduce hunger is to teach low-income families how to use low-cost ingredients in a tasty and cost-effective way. At Second Harvest, we are constantly striving to meet the immediate needs of food insecure people now, while also looking for ways to reduce hunger in our region. That's why Second Harvest is in the process of bringing nutrition and culinary education programming to the Lehigh Valley and Northeast PA!

Share our Strength's Cooking Matters offers cooking-centered, interactive programming that teaches low-income people how to use the food commonly found in food pantries as well as low cost ingredients to make healthy meals. This program helps families stretch their food dollar and become more self-sufficient, and proper nutrition also leads to a number of health and social benefits as well. Second Harvest is pleased to be the first organization to bring the Cooking Matters franchise to Pennsylvania!

Cooking Matters unites communities by bringing together the skills and knowledge of volunteers to serve people in need. Classes will be taught by volunteer chefs and dietitians at various sites that serve low-income children, adults, and families throughout our area. Additional volunteers will be needed to assist with class preparation. Stay tuned for ways that you can get involved in this exciting program.



Hope to see you in the kitchen!

## Mark your Calendars: September is Hunger Action Month!



*Organizing a food drive is an easy way for anyone to help us fight hunger during Hunger Action Month.*

Hunger is closer than you think, and this September we will be commemorating Hunger Action Month by asking you to take action to fight hunger in our communities, all month long. Whether it's by advocating and raising awareness, making donations, or volunteering, individuals can find the way that's right for them to make a difference during Hunger Action Month.

In August, you will receive your "30 Ways in 30 Days" calendar filled with fun ways you and your family can fight hunger each and every day in September. Activities range from organizing a food drive or volunteering at your local pantry, to more simple ways like changing your status on Facebook to let your friends know about Hunger Action Month.

Stay tuned to our website (www.shfbv.org) and Facebook page for more updates about Hunger Action Month. If you'd like to start planning your ways to fight hunger now, call Second Harvest at 610-434-0875 and we can talk about your ideas!



*'Like' Second Harvest Food Bank on Facebook to receive Hunger Action Month updates and to keep informed of what we're doing the rest of the year to fight hunger!*



*Volunteers from area businesses volunteered at Second Harvest last year during Hunger Action Month as part of United Way's Day of Caring.*

# Letter Carriers Deliver More Than 300,000 Pounds of Food to Second Harvest!

*New Record for 'Stamp Out Hunger!' Donations*

Local members of the National Association of Letter Carriers (NALC) delivered more than 300,000 pounds of food and grocery product to the Second Harvest Food Bank network on May 14th, breaking the record for *Stamp Out Hunger!* donations in our area.

Early Saturday morning, Letter Carriers, their families, and volunteers from various local organizations came together to collect, sort, and deliver donations for this nationwide, one-day event. Some volunteers retrieved the AARP-sponsored, donation-filled paper bags postal from customers' porches, some staffed or drove the trucks stationed throughout the area as drop sites for the Letter Carriers, and others remained at the post offices separating donations into bins for delivery to local pantries. Special thanks go out to everyone who helped to make this year's food drive so successful: local members of the NALC, both city and rural, and their families, as well as volunteers from Teamsters Local #773, Northampton County Adult Probation Department, Keenan House, and the Rutgers Club of the Lehigh Valley. We'd also like to thank the national sponsoring organizations who make this extraordinary event possible each year: Campbell's, Val-Pak, USPS, United Way, AFL-CIO, Uncle Bob's Self Storage, and Feeding America.

Thank you for helping us *Stamp Out Hunger!* in the Lehigh Valley and Northeast PA!



*Postal customers throughout the area filled paper bags, like these, and left them by their mailbox for their Letter Carrier to deliver to local pantries serving those in need.*



*Volunteers from various local organizations helped to collect, sort, and deliver Stamp Out Hunger! donations.*



*Warehouse staff at Second Harvest were kept busy unloading the steady stream of USPS trucks delivering food drive donations.*