



# FOOD *for thought*

Food Bank of Yolo County

SERVING THE PROGRAMS THAT FEED THE HUNGRY

September 2009  
Volume 1, Issue 3

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## *Our Goal:*

Be a Full Service  
Food Program.

## Food Bank Statistics

- 50,000 pounds of fresh produce in 2006
- 200,000 pounds of fresh produce in 2007
- 500,000 pound of fresh produce in 2008
- A 900% increase in two years!



## *Nutrition Driven*

### *Mission Driven*

We, at the Food Bank, are aware of the need to eat more nutritionally and to be more aware of the types of food we consume.

A recent Institute of Medicine report issued a call to action for childhood obesity prevention, among other recommendations. The report used examples of programs that incorporated nutrition education and gardening as a way of getting young people to increase their consumption of fresh fruits and vegetables.

### *Nutrition Focus*

The Food Bank's mission is of course to feed the hungry in Yolo County. Specifically, our mission is to "Alleviate hunger *and malnutrition*". In recent years the nutrition piece has fallen off the radar. In 2004 we re-activated that part of our mission. In that year we created the Moveable Market program (MM).

### *Moveable Market Focus*



In the MM program the emphasis is nutrition. We only distribute fresh produce and no canned

or processed foods. We couple that distribution with nutrition education, including food tastings, and where feasible, cooking demonstrations with the fresh produce featured that month. The MM program has been very well received in the community and has been copied

by other food banks in their respective communities.

### *Fresh Produce Focus*

In 2006 we made a deliberate decision to focus more aggressively on the distribution of fresh produce. However, we knew that relying on donations of fresh produce we would not meet our goals. We knew we would have to purchase the produce. As members of the California Association of Food Banks (CAFB), and serving on their board of directors, we became involved in CAFB's Farm to Family fresh produce distribution. CAFB distributes tens of millions of pounds of fresh produce to California food banks. The Association purchases produce from California growers. The food banks then purchase from CAFB.



*Moveable Market Distribution*

All in all, it is a winning combination and we are all able to benefit from the economies of scale from such large purchases. The result of this collaboration has been nothing less than spectacular. In 2006, via our normal fresh produce distributions, we distributed about

*continued on page 2*

*We know health issues can arise from the food we consume, therefore, we have focused on the types of food we distribute to our clients.*

A big  
*Thank you*  
to all of our  
volunteers  
who dedicate  
their time to  
help feed the  
hungry in their  
community.

For information on opportunities for individual, corporate, or service group volunteers, contact Debbie Freitas at [debbief@foodbankyc.org](mailto:debbief@foodbankyc.org) or (530) 668-0690.

*We are excited about our focus to distribute fresh produce. We know we are making a positive contribution to the community's good health.*

## *Nutrition Driven...continued from page 1*

50,000 pounds of produce. That 50,000 was within the annual range of 40,000 to 60,000 pounds. However, in 2007, tapping into Farm to Families program, and setting aside money in our budget to purchase produce, we distributed a little over 200,000 pounds of



fresh produce. In 2008 those pounds of fresh produce distributed grew to 500,000. That is a whopping 900% increase in just two years. We are on track to distribute another half a million pounds of fresh produce in 2009.

### ***Community Gardens Focus***

In 2007 we actively started looking for a suitable parcel of land to start a community garden. We are also involved with and are part of a collaborative group in Woodland exploring the same. Several sites have been identified by the group and are in the process of negotiating the use of one of those sites. We are hopeful we can start the community garden in 2010.

In the Food Bank's Food for Thought newsletter issue for September 2008, we explored the benefits of a community garden. In 2008 the Food Bank started a small garden at our warehouse location on a small area that had been fallow for years without any real use.



*Local Donor's Garden*

It was a perfect start for the Food Bank. The garden will also allow us to integrate it into our broader nutrition goals.

### ***Community Share Focus***

In 2009, we have encouraged the community to donate more fresh produce. That effort materializes in different forms. For example, many individuals have stepped up and provided us with donations from either their own gardens, fruit trees, or they have organized volunteers to glean produce and donate it to the Food Bank. Some local schools and UC Davis students have also become involved in this effort.



Parentetically, let's detour from fresh produce for just a moment to describe an effort that demonstrates the power of conviction, regardless of age. Recently, Sarah Wilson, a 4th grader, organized a food drive at her school, Rhoda Maxwell Elementary School, and gathered over 1,100 pounds of food for the Food Bank. Although these kids gathered nonperishables, it is the effort we want to recognize and applaud.



Other examples: Kelly's Color Spot, a local grower, donated thousands of starter plants for tomatoes, peppers, and squash. We gave the  
*continued on page 3*

## VIP Profile

Lupita is a life long Woodland resident. A former public servant, she has enjoyed working for a number of locally elected and statewide officials, both at the state and federal levels, including for former Congressman Vic Fazio in his Yolo County district office, and for Assemblywoman Helen Thomson at the State Capitol. Her last position with the state of California was as a legislative analyst for the Governor's Office of Planning and Research in the Gray Davis administration.

Frustrated by the ever present hunger in her community, and while serving her community as a public servant, Lupita began volunteering at and became active with the Food Bank. She served on the board for a number of years.

After leaving state service in 2003, she stepped down from the Food Bank board to act as the Food Bank's interim director from December 2003 to February 2004. After a new director was hired, she left work to have her second child. That reprieve did not last long. She was asked to join the staff part-time as the grants and reports writer. Although she enjoys writing and exploring new sources of revenue for the Food Bank, Lupita's greatest gratification has always been in working with clients to distribute food.

When not at the Food Bank, Lupita can be found volunteering at the Woodland Toy Library or at Ramon S. Tafoya Elementary School in her daughter's classroom.



**Lupita Ochoa**  
**Grant Writer**

She and her husband, Dan Sokolow, have two young children, Irene and Eddie, who look forward to being old enough to volunteer at the Food Bank.

## Nutrition Driven...continued from page 2

plants to individuals, other nonprofits, and anyone that was interested in planting or adding to their garden. Woodland Kiwanis has gleaned and donated more than 6,000 pounds of fresh citrus to the Food Bank. Some people are also planning on starting a garden to donate the harvest to the Food Bank.

### **Tailgate Distributions Focus**

Also in 2008 we have expanded our efforts to reach more individuals with what we refer to as "tailgate distributions". We started our first tailgate distribution in 2004 in Woodland at the Food Bank warehouse. Until 2007, we mostly distributed processed packaged foods. Beginning

in 2007 we primarily distribute fresh produce. In 2008 we started another site in Woodland and one in West Sacramento. In 2009 we started a site in Davis.

Because we lack adequate cold storage capacity these tailgate distributions allows us to distribute fresh produce within 2-3 days of the time we receive the produce. Shelf life becomes less of an issue for us.

### **WIC Store Focus**

In 2009 the Food Bank applied for and was authorized to become a WIC (Women, Infants, and Children nutrition program) vendor, and we secured authorization to participate in the food stamp program.

With these two additional conveniences to our clientele, through our WIC store, we will be able to provide our customers not only with nutritional food products, but also blend the customers into the larger nutrition education efforts we are engaged in.

We see this as a unique opportunity to widen our safety net for people in need. Women and children served under

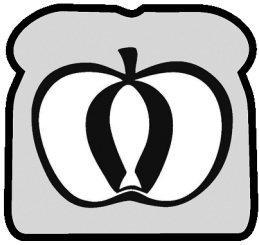
the WIC program are also eligible for our own food relief programs. By operating our own WIC Store we will be able to provide the nutritious foods these women and children receive through WIC plus make sure they take advantage of other programs such as our Moveable Market and our regular food assistance distributions.

WIC helps low-income families by providing vouchers for buying healthy supplemental foods, such as milk, juice, cereal, baby formula, eggs, produce, beans and other staples from WIC-authorized vendors. Over 9,000 women and children receive WIC assistance in Yolo County. Statewide, the program serves 1.4 million people.

In 2010, we will continue our ongoing efforts to focus on nutrition education and the distribution of nutritional food. The MM program continues to grow and reach a larger audience; our tailgate distributions will continue to grow and possibly expand to other sites as that becomes feasible to do; our WIC store will allow us to get closer to our goal to be a full service food program to our clients and customers.



**Tailgate Distribution**



Food Bank of Yolo County  
1244 Fortna Avenue  
Woodland, CA 95776  
Phone: 530-668-0690  
Fax 530-668-8530  
Web [www.foodbankyc.org](http://www.foodbankyc.org)

### **Food Bank Hours**

#### **Office**

*Monday—Friday*

8:00 am—5:00 pm

#### **Warehouse**

*Monday (receiving only)*

9:00 am—2:00 pm

*Tuesday—Thursday*

8:30 am—2:30 pm

*Friday*

9:30 am—2:30 pm

*Saturday & Sunday closed*

### **Board of Directors**

**President** - Shelley Muller

**Vice-President** - Tom Richardson

**Treasurer** - Dirk Brazil

**Secretary** - Cass Sylvia

Ute Turner

### **Key Contacts**

José Martinez, Executive Director  
[josem@foodbankyc.org](mailto:josem@foodbankyc.org)

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Ryan Gamba, Moveable Market  
& Nutrition Coordinator  
[ryan@foodbankyc.org](mailto:ryan@foodbankyc.org)

# *Upcoming Events*

**SEPTEMBER** – Hunger Action Month

**OCTOBER AND NOVEMBER** – Kids Can Food Drive

**NOVEMBER** – Thanksgiving Turkey Drive

**DECEMBER** – Christmas Food Drive

### **National Hunger Action Month**

This month food banks across the country encourage efforts by their local community to address the issue of hunger in America.

### **Kids Can (KCRA 3)**

It is time again for the annual KCRA 3 Kids Can Food Drive. This great effort continues to grow in popularity and success every year. KCRA does an awesome job of promoting it in the media. This an easy way to teach the value of charitable giving to young children. Watch for details from your school. Volunteer opportunities are available.

### **Thanksgiving Turkey Drive**

Annually we undertake a turkey drive to provide needy families with a turkey and the traditional Thanksgiving meal fixings. We gather turkey and other food products from individuals and institutional donors. Hundreds of families are provided with a box of the Thanksgiving meal food items so that they too can celebrate in prosperity. If you can help please contact the Food Bank for details.

### **Christmas Food Drive**

Similar to the Thanksgiving Turkey Drive, we continue our efforts to provide families with all the trimmings for a generous Christmas meal. If you can help please contact the Food Bank for details.

*Be sure to check out  
our new Virtual  
Fundraising Event  
on our website and  
commit to set a time  
to join the wave of  
volunteers tackling  
fundraising!*



**[www.foodbankyc.org](http://www.foodbankyc.org)**