



SAN FRANCISCO FOOD BANK

For Immediate Release

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SAN FRANCISCO FOOD BANK VOLUNTEER TO BE RECOGNIZED BY PRESIDENT OBAMA

**Architect of pioneering program to participate in event highlighting
new White House Social Innovation initiative**

San Francisco, Calif. (June 30, 2009) – A unique program spearheaded by the San Francisco Food Bank, and the program’s creator, Gary Maxworthy, will be recognized by the newly formed White House Office of Social Innovation in Washington, D.C., today.

The “Farm to Family” program directly connects California food growers and packers to food banks, distributing fresh fruits and vegetables which aren’t considered marketable – due to shape, size, slight blemishes or overproduction – but are still delicious and healthy to eat. In the past, this surplus produce was ploughed under, fed to animals or dumped in landfills.

Drawing on 30 years’ experience in the food brokerage industry, Maxworthy developed the program, which this year will distribute an estimated 78 million pounds of fresh produce to California’s three million residents who are at risk of hunger, via the California Association of Food Banks who now operates the program statewide. Clients of 40 food banks across the state benefit from Farm to Family, with more than 100 different growers and packers participating.

Maxworthy was invited to the White House to attend an event with President Obama highlighting “the extraordinary efforts in communities to solve some of the country’s toughest problems.” The event marks the launch of the President’s \$50 million Social Innovation Fund, which, says the White House, “will identify what is working in communities across the country, provide growth capital for these programs, and improve the use of data and evaluation to raise the bar on what programs the government funds.”

“It’s an honor to receive this recognition for Farm to Family,” Maxworthy said. “I hope this program can serve as an example, helping other agricultural states divert healthy produce that might otherwise end up in landfills, to feed the millions in our country who are going hungry.”

“We are pleased and proud of Gary and the Farm to Family program,” said San Francisco Food Bank Executive Director Paul Ash, “Thanks to his efforts, we will be able to distribute more than 16.8 million pounds of fresh produce to our community this year.”

Maxworthy joined the San Francisco Food Bank in 1994, as an AmeriCorps VISTA volunteer, after retiring as president of Bromar, Inc. In 2007, he received a \$10,000 Purpose Prize, “recognizing Americans over 60 who are leading a new age of social innovation,” for his work with Farm to Family. Maxworthy is currently a board member of the San Francisco Food Bank, and is committed to expanding Farm to Family’s reach and volume.

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Member, America’s Second Harvest—The Nation’s Food Bank Network

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About the San Francisco Food Bank

Hunger is a serious problem in San Francisco – with 1 in 4 children and 1 in 5 adults at risk of hunger. Every day, the San Francisco Food Bank sources, collects, sorts, inspects and repackages thousands of pounds of food, then distributes it to soup kitchens, neighborhood grocery centers, school programs and seniors in need.

The San Francisco Food Bank serves 133,000 people in San Francisco and Marin counties, and will distribute 33 million pounds of food to the community this year – enough for 70,000 meals every day. Almost half of what is distributed is fresh produce, much of which is provided through the Farm to Family program. For more information, visit www.SFFoodBank.org.

About Farm to Family

Farm to Family is the statewide produce network of the California Association of Food Banks. Farm to Family acquires fresh produce directly from growers and packers and coordinates rapid delivery to food banks all across the state.

Forty-five food banks, in turn, provide the fresh fruits and vegetables to families in need through a network of charities, congregations, and direct distributions. Last year, the program distributed 64 million pounds of fresh produce, and expects to distribute 78 million pounds in 2009.