

FOR IMMEDIATE RELEASE:
March 19, 2018



Foodlink hosts panel discussion about moving beyond charity to solve food insecurity

Event at Three Heads Brewing to address ways to transform food banking

ROCHESTER – For decades, Foodlink has explored innovative solutions to address food insecurity and move beyond the traditional model of food banking.

On Wednesday, a few leading voices on this topic will visit Rochester to share their research and knowledge during an event at Three Heads Brewing (186 Atlantic Ave., Rochester) entitled: “Beyond Charity: Ideas to transform our broken food system.”

Author and activist **Andy Fisher**, who wrote “Big Hunger,” analyzes how the emergency food system transformed from a stopgap measure, to an industry compromised by corporate interests. Fisher, who founded the Community Food Security Coalition in 1994, faults some anti-hunger groups for not addressing the root causes of hunger, such as economic inequality.

Daniel Bernhard of Mushroom Cloud, a Toronto-based consulting firm, has co-authored a report on Social Purpose Grocery (SPG) retail, which he argues would be a more efficient and viable way to provide food assistance, as opposed to food banking.

“Foodlink continually seeks ways to innovate and respond to the local need by creating outside-the-box solutions that target the root causes of food insecurity,” said Executive Director Julia Tedesco. “We’re thrilled that the guests we’re welcoming to Rochester Wednesday will challenge our ways of thinking even more and urge us to reimagine how we can drive systemic change that permanently shortens emergency food lines across our region.”

Foodlink’s Chief Programs Officer, Mitch Gruber, will sit on a panel with Fisher and Bernhard to bring a local perspective to the conversation, and discuss recent initiatives launched by Foodlink to help improve healthy food access in underserved communities. Foodlink’s Executive Director, Julia Tedesco, will moderate the discussion, and light snacks prepared by the Foodlink Community Kitchen will be available for attendees.

For more information about the event, visit Foodlink’s website at www.foodlinkny.org.

Who: Foodlink, Andy Fisher and Daniel Bernhard

What: Panel discussion: “Beyond Charity: Ideas to transform our broken food system”

Where: Three Heads Brewing, 186 Atlantic Ave., Rochester, NY

When: March 21, 2018, 4 – 6 p.m.

Tickets: The event is open to the public. A \$10 donation at the door is encouraged.

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About Foodlink

Foodlink is a regional food hub and the Feeding America food bank serving Allegany, Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming, and Yates counties. We alleviate hunger by distributing food to a network of hundreds of human service agencies and target the root causes of food insecurity through dozens of food-related programs and our state-of-the-art commercial kitchen. Last year, Foodlink distributed 17.4 million pounds of food, including 4.9 million pounds of produce, and served more than 1.1 million meals and snacks to children in our community.

Foodlink delivers multiple nutrition education programs aimed to help improve food literacy and empower families to make healthy choices. A suite of food access programs provide new access points to nutritious food in underserved communities. The Foodlink Community Kitchen prepares and delivers more than 4,500 meals daily to Rochester children, and supports our regional agricultural economy by minimally processing locally grown apples for distribution into schools and other institutions. Our innovative approach directly addresses diet-related health disparities related to food insecurity. Learn more about our mission to end hunger and to leverage the power of food to build a healthier community at www.foodlinkny.org.

For more information, contact:

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