

**The Perfect Granola is New York State's First
NYS Grown & Certified Ready-To-Eat Grain Product
&
New York State's First Grain Processor That is Part of The
Farm-to-Institution Program**

Victor, NY— 09/23/2019 — On September 25th (New York State's No Child Goes Hungry Day) at 10:00AM at Foodlink, located at 1999 Mt Read Blvd, Rochester, NY 14615, The Perfect Granola will publicly announce its extended partnership with Foodlink, part of the Feeding America Network, to produce the first NYS Grown & Certified ready-to-eat grain product, and its partnership with New York State as the State's first grain product that is part of the Farm-to-Institution Program. These new allergy-free granola pouches will be produced at Foodlink, providing an opportunity to expand their workforce development training program, provide new full-time jobs, and create a new sustainable revenue stream to support the food bank.

"Everything we do in our company is in an effort to help those in need and this is just another layer of how we use our business to support our community," said Michele Liddle, Owner at The Perfect Granola.

"The Foodlink Community Kitchen relocated and expanded three years ago with the intention of building new partnerships and scaling up to meet the demand for healthy, locally-sourced meals and minimally processed products," said Terra Keller, Chief Operating Officer for Foodlink. "We're proud to support the growth of a great, local, woman-owned business and provide new jobs and training opportunities inside our state-of-the-art facility."

Positive Impact for New York State

- 1.) The Perfect Granola is now the first NYS Grown & Certified ready-to-eat packaged grain producer in New York State.
- 2.) The Perfect Granola worked with NYS Department of Agriculture to help three new farms gain their NYS Grown & Certified certification.
- 3.) The Perfect Granola is the first grain processor that is part of the Farm-to-Institution New York Program.
- 4.) The Perfect Granola is expanding Foodlink's work-force development training program and creating new full-time jobs.
- 5.) The Perfect Granola is piloting this program in Rochester in hopes to expand this model throughout other Feeding America food banks to create new sustainable revenue streams for the organization.
- 6.) The Perfect Granola is launching two (2) new 100% allergy-free blends that will be available for schools throughout New York State, made on dedicated equipment in a dedicated allergy-free room.

Confirmed Speakers – more to follow

Opening Remarks - Michele Liddle – CEO/Founder – The Perfect Granola

Cheryl Dinolfo – Monroe County Executive

Scott Ziobrowski – President of the NYS School Nutrition Association – New York State

Vinnie Esposito – Director of Economic Development – Finger Lakes Region

David Valesky - Deputy Commissioner of NYS Department of Agriculture and Markets

Terra Keller – COO – Foodlink

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For more information, press only:

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About The Perfect Granola:

The Perfect Granola is a company created on the foundation of giving back. We share profits with homeless shelters, outreach centers, and food banks and create sustainable jobs for the underserved. In addition, we create new revenue streams for Feeding America food banks, develop relationships with local farms to support local agriculture, and design efforts to help end poverty and fight hunger in our country. Our products don't just feed your body, but nourish your soul.

The Perfect Granola is a Top 5 Finalist in the 2019 Stacy's Rise Project, 2019 Grow NY Business Competition Finalist, the Victor, NY 2018 Women-Owned Business of the Year, and founder Michele Liddle is Rochester Consultant Network's 2019 Entrepreneur of the Year. Everything we do is to support our mission to create a better world through food and love. (www.theperfectgranola.com)

About Foodlink:

Foodlink is the Feeding America food bank serving Allegany, Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming, and Yates counties. For more than 40 years, we have leveraged the power of food to end hunger and build healthier communities. Through good stewardship, innovation and collaboration, Foodlink mobilizes a diverse network of community partners to eradicate both the symptoms and root causes of hunger. (<http://foodlinkny.org/>)

About NYS Grown & Certified:

New York State Grown & Certified is the first statewide, multi-faceted food certification program designed to strengthen consumer confidence in New York products, address food product labeling, and assist New York farmers so they can take advantage of the growing market demand for foods locally grown and produced to a higher standard. New York State Grown & Certified is open to New York producers who adhere to the best practices in safe food handling and environmental stewardship. (<https://instituteforfoodsafety.cornell.edu/resources/nys-grown-certified/nys-grown-certified-program-information/>)

About Farm-to-Institution New York State:

Farm to Institution New York State (FINYS) is a collaborative initiative led by American Farmland Trust to dramatically expand the volume of food grown on local farms that is served in institutions across New York. (<https://finys.org/about>)