

Neighbors Helping Neighbors

How You Can Help Feed Those In Need

(NAPSA)—Experts believe the number of Americans—including children, senior citizens and people with jobs—suffering from hunger is on the rise. In fact, the United States Department of Agriculture reports that more than 33 million Americans—one in 10—are “food insecure.” This means they are hungry or unsure of where their next meal will come from.

Of those 33 million hungry people, 13 million are children. And, 45 percent of people who receive assistance from America’s Second Harvest, the largest domestic hunger-relief organization in the United States, report having had to choose between paying for food and paying for utilities or heating fuel; thirty percent have had to choose between buying food and paying for medicine or medical care.

To make it easy for people to join in the fight against hunger, Hormel Foods and America’s Second Harvest have announced a partnership to provide premium Hormel CURE 81 hams to hungry people nationwide.

Through the Hormel Hams for Hunger program, consumers and grocers across the country have joined forces to ensure that millions of hungry people receive high-quality, protein-rich hams this holiday season and beyond.

“The Hormel Hams for Hunger program represents a longstanding tradition of working to fight hunger in America,” said Joe Swedberg, vice president of marketing for meat products, Hormel Foods. “We chose to partner with America’s Second Harvest because we share that organization’s passionate commitment to helping people in need.”

When consumers purchase qualifying products from partici-

According to the USDA, 33 million Americans are suffering from hunger. America’s Second Harvest serves 23.3 million of those people each year. Of the people served by America’s Second Harvest...



40 percent are under 18



9 percent are under age 5



11 percent are elderly



almost 40 percent are from households with at least one employed adult



10 percent are homeless



pating grocers between September 29 and December 28, 2002, those grocers earn “points” for those purchases. The points translate into certificates for Hormel CURE 81 hams. The certificates are donated to hunger charities, most of which are part of the America’s Second Harvest network of food banks and food rescue programs.

For every ham earned and donated by a grocer, Hormel Foods matches the donation in the grocers’ name.

According to Robert Forney, president and CEO of America’s Second Harvest, “We are pleased that this program will help provide quality hams for hungry people in communities across the country.”

For more information, visit www.hormel.com or www.secondharvest.org.