

Roasts, Ribs and Hams, Oh My!

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by *David Grossnickle*

An important source of protein, meat is a highly valued item that the Food Bank provides to **New Yorkers** who struggle to afford food for themselves and their families. Recently, long-standing partner **Smithfield Foods**, the **United Food and Commercial Workers Union**, and Food Network celebrity cook **Paula Deen** helped make sure that New Yorkers are receiving the food and nourishment they need when they kicked off the **Feeding the Hungry' Coast-to-Coast Tour** at our Bronx **warehouse**.

As part of the launch for this nationwide campaign, Smithfield made a generous donation to the Food Bank of more than one million servings of roasts, ribs, hams and other products. Not only was the food donation itself an amazing gift, but the media event held at our warehouse helped to raise awareness for our **food distribution** efforts. And it definitely didn't hurt to have Paula Deen on hand at our 90,000 square-foot warehouse. After a brief statement to the press about the importance of recognizing the hungry among us and the essential work of the Food Bank, Paula enthusiastically declared, "Let's unload those trucks!" A human chain — including Paula herself, Food Bank **volunteers**, President and CEO **Lucy Cabrera** and representatives from Smithfield, the UFCW and A&P Supermarkets — quickly formed to unload a truck full of hams.

The Smithfield trailers lined up to be unloaded at our warehouse docks was a wonderful site to see. Even more satisfying was, in the days to come, watching the protein-rich products being sent back out — this time in Food Bank trailers, en route to the **more than 1,000 food assistance programs** we serve. Our ability to receive, inventory and deliver food to hungry New Yorkers so quickly is a testament to all of our **donors, partners** and **volunteers**. Thank you all!



Top to bottom: Paula Deen and Food Bank President and CEO Lucy Cabrera; Trucks at our loading docks; Food Bank volunteers; all photos by Peter Dressler

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