



10525 J St.
Omaha, NE 68127
402.331.1213
<http://www.FoodBankHeartland.org>

Contact: Brian Barks, Dir. of
Development and PR
Direct: 402-905-4808
Cell: 402-709-3386
BBarks@FoodBankHeartland.org

News Release

FOOD BANK FOR THE HEARTLAND OFFERS HEALTHY ALTERNATIVE

Fresh Produce Stands Open to Assist Low Income Families

OMAHA, NE, AUG. 4 – For many families on tight budgets, fresh fruits and vegetables are among the first items removed from their grocery lists. Food Bank for the Heartland is offering an alternative by hosting farmer’s market style produce stands. **One such stand will be held at Washington Library at 2868 Ames Avenue and is open Wednesday, August 10 from 2:30pm-3:30pm.** A second location is at the Kroc Center at 2825 Y Street and is open Thursdays from 1:00pm-2:00pm.

Fresh Produce sponsored by Coventry Nebraska will offer low income families free of charge a variety of fruits and vegetables such as tomatoes, onions, melons and more. Along with the Washington Library and Kroc Center locations, other Food Bank produce stands will be held every Monday from 1:00pm-2:30pm at Mosaic in Fremont and every Friday at Owens Library in Carter Lake from 8:30am-9:30am. The produce stands conclude September 16.

“For many of our clients, apples, tomatoes and broccoli are seen as luxury items,” said Susan Ogborn, President & CEO of Food Bank for the Heartland. “Thanks to the support of Coventry Nebraska, we are able to offer more fresh produce to people in need.”

The fresh produce to be distributed is donated to the Food Bank by local retailers, farmers and community gardens. Thanks to the sponsorship by Coventry Nebraska, the Food Bank will be able to purchase additional fruits and vegetables for distribution.

“We are very pleased to partner with the Food Bank to help promote wellness in our community,” said Barb Witte, Chief Operating Officer for Coventry Health Care of Nebraska and Iowa. “We know that healthy eating is a key to healthy living and are proud to support this important service to families.”

This is the second year the Food Bank has established Fresh Produce stands in the community. Last year the Food Bank distributed approximately 90,000 pounds of fresh produce from June-September at four Fresh Produce locations. With the support of Coventry Nebraska, the Food Bank expects to double that amount. In 2010, about 250 families per week were served at the Washington Library location.

About Food Bank for the Heartland (a member of Feeding America):

Food Bank for the Heartland is a private 501(c)(3) nonprofit organization that acts as a central clearinghouse through which the food industry and community may donate surplus food to feed hungry individuals, families and children. Food is distributed to more than 350 member agencies in 77 counties in Nebraska and 16 counties in western Iowa. Annually, Food Bank for the Heartland distributes nine million pounds of product helping to feed over 150,000 people in need in the Heartland.

About Coventry Health Care of Nebraska and Iowa

Coventry Health Care of Nebraska and Iowa offers a broad range of traditional and consumer-directed health insurance products, including self-funded, fully-insured, individual plans, HSAs and FSAs, Medicare Advantage, and managed Medicaid. Serving 1300 businesses and nearly 220,000 members in the region, Coventry offers progressive medical management, innovative wellness programs, and regional and national provider networks. For more information, visit Coventry's website at www.chcnebraska.com.

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