

FOOD FOR THOUGHT: SWEET CHARITY

Zoom in at noon to learn about food-related social justice.



FOOD SECURITY: Why Are My Neighbors Going Hungry?

Tues., 3.21.21 ~ noon

THOUGHT LEADERS

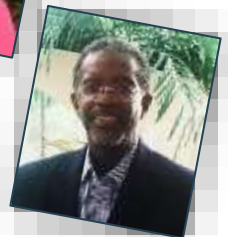
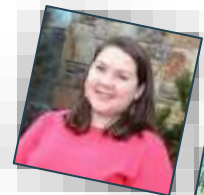
Wendy Gaynor, Director of Food Security, Chester County Food Bank

Jodi Gauker, Executive Director, Lundale Farm

DISCUSSION / CHAT ROOM LEADERS

Viviann Schorle, Program Officer, Phoenixville Community Health Foundation

Timmy Nelson, Retired Sr VP UPS; Volunteer & Board Member United Way ChesCo,
Turks Head/ChesCo Hospital/Penn Medicine, WC Food Cupboard





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PROMOTIONAL PARTNERS



Noon | Welcome & Overview

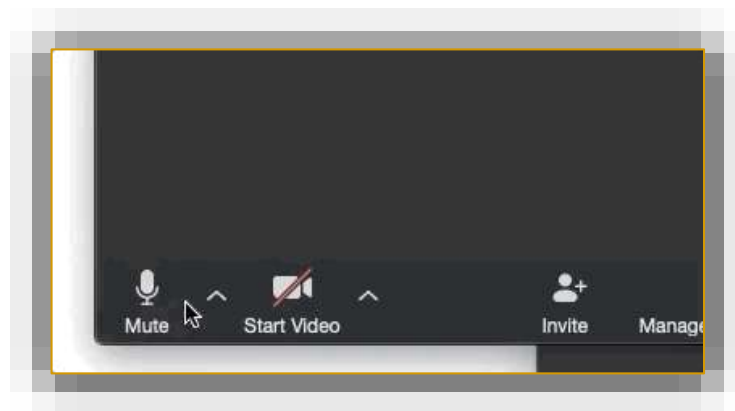
12:05 | Video

12:15 | Thought Leader Discussion, Q&A

by 1:00 | Breakouts & Action Takeaways

Housekeeping Notes

- During the video streaming:
mute yourself + turn off your zoom video
to help ensure adequate bandwidth for
high quality video streaming
- Immediately after the video streaming:
unmute yourself + turn on your zoom video
to encourage open dialogue



1. Many people find it hard to believe that in this land of plenty, people go hungry. Yet it's clear that food insecurity is an enduring issue.
 - What's the definition of food insecurity? Hunger?
 - Who is most at risk?
2. How many people in Chester County go hungry? Why? What are barriers to getting enough nutritious food to eat? How should we deal with the socio-economic issues surrounding food security?
3. How do the nonprofit, for-profit, and government sectors work together to address hunger and food insecurity?
 - What organizations partner in Chester County to address hunger & food insecurity?
 - How do you/your nonprofit help combat food insecurity?
4. How has COVID-19 affected food insecurity?
5. To combat food insecurity and relieve hunger in Chester County:
 - What do we need overall?
 - What is 1 takeaway message for each of us? What can each of us do to make an impact?



[The rise in Americans' food insecurity](#) – CBS Sunday Morning, 11/2020



THOUGHT LEADERS

Wendy Gaynor

Director of Food Security
Chester County Food Bank

<https://chestercountyfoodbank.org/>



Jodi Gauker

Executive Director
Lundale Farm

<https://lundalefarm.org/>



LUNDALE FARM

DISCUSSION / CHAT ROOM LEADERS

Viviann Schorle, Program Officer, Phoenixville Community Health Foundation

Timmy Nelson, Retired Sr VP UPS; Volunteer & Board Member
UW ChesCo, WC Food Cupboard, Turks Head/ChesCo Hospital/Penn Med





Food Insecurity

- A household that is without reliable access to a sufficient quantity of affordable, nutritious & culturally appropriate food at any given time

Hunger

- A personal, physical sensation of discomfort caused by insufficient food to meet basic nutritional needs for a sustained period
- Signs include hunger pangs, stomach growling, headache, grumpiness, shakiness, weakness, lack of energy, **blood-sugar dips, light-headed feeling, problems focusing**



FOOD INSECURITY



- **7.1%** of Chester County's population (**35,000** people) live below the federal poverty level
- Many, many more families are food insecure due to the high cost of living in Chester County
- **8.4%** of Chester County's population (**43,000** people) are food insecure

Source: Feeding America, a national anti-hunger organization

- Food insecurity is a complex issue, which is closely tied to **poverty, income, health, & nutrition**
- There are numerous reasons why families experience food insecurity, either for a few tight months or for years at a time:
 - unexpected unemployment
 - a sudden health crisis or disability
 - a struggle to make ends meet



For more detail, check out CCFB's [Community Food Security Assessment](https://chestercountyfoodbank.org/wp-content/uploads/2018/04/2018-Community-Food-Security-Assessment-Report.pdf)

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Hot Meal Sites in Chester County

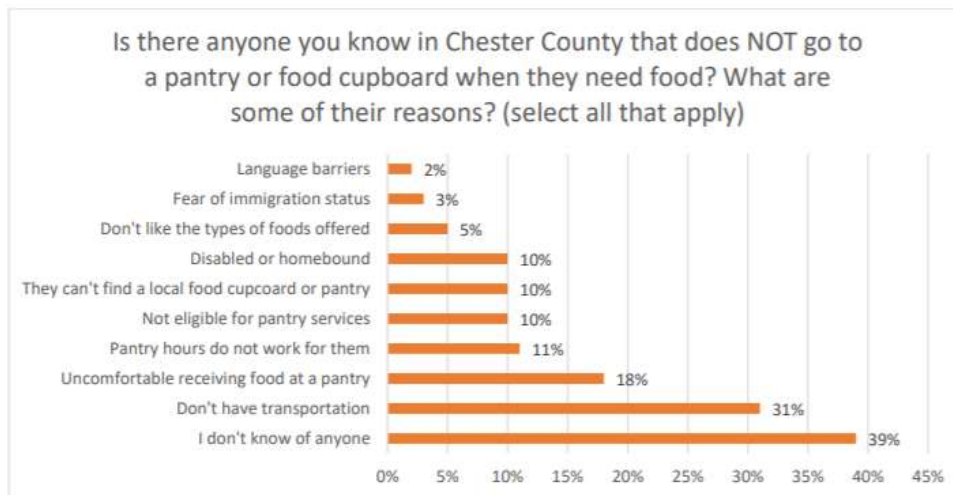
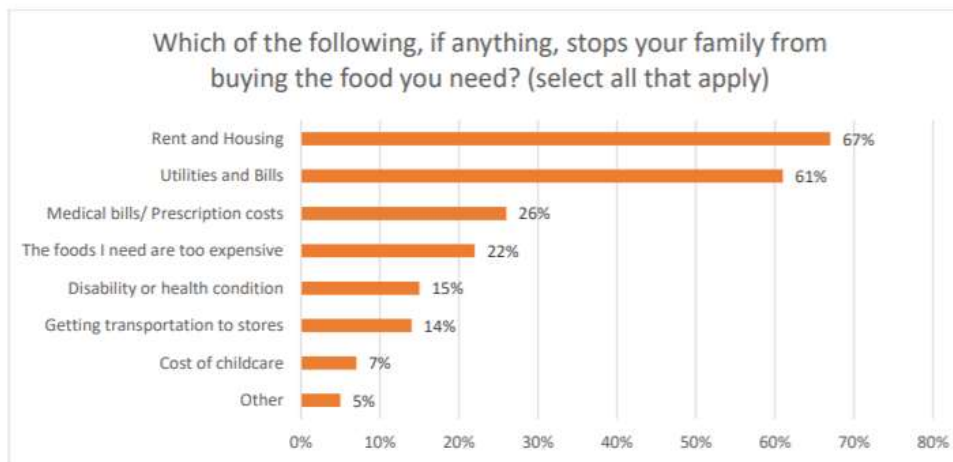
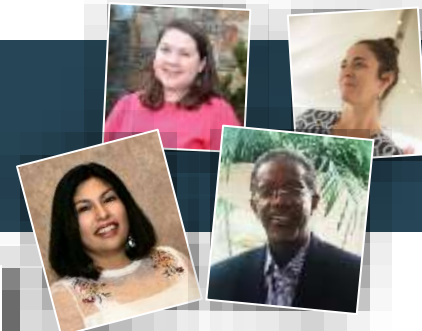
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Chester County Food Bank 682 Revolution Drive, Exton, PA 19341 610-673-6000

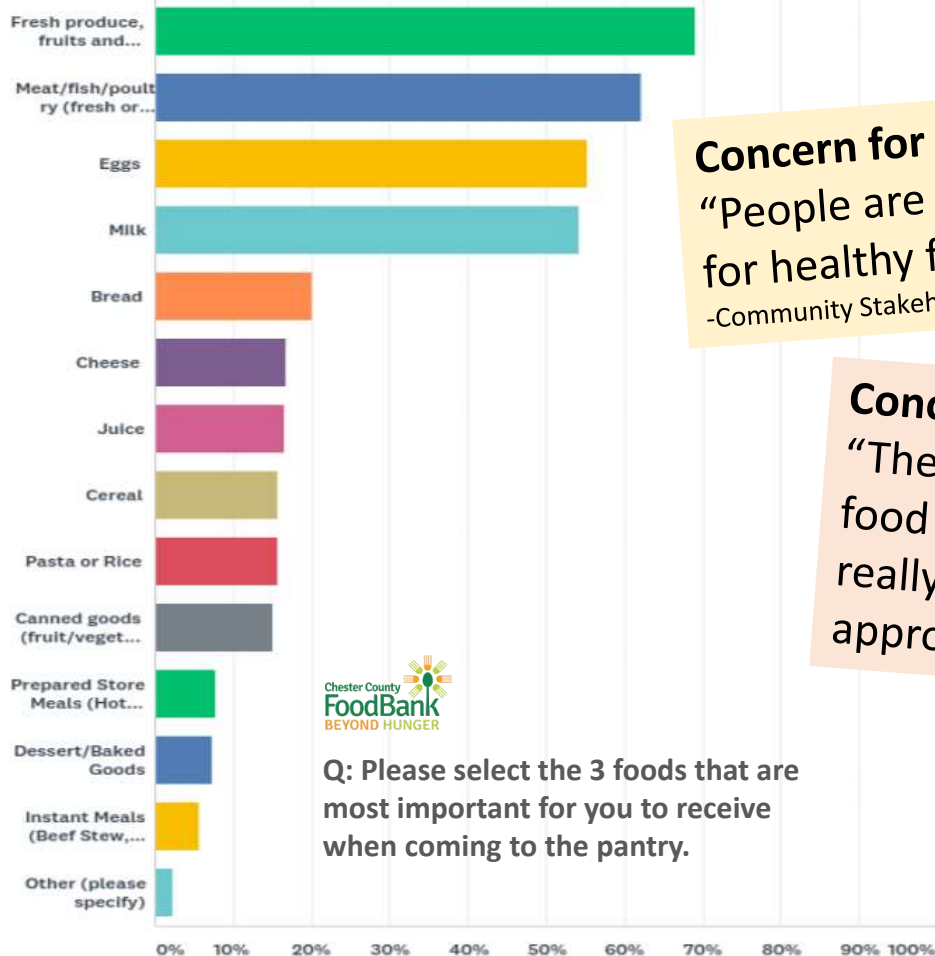
Food Providers in Chester County

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Why Are Our Neighbors Hungry? What Barriers Exist? (Pre-COVID data)



Why Are Our Neighbors Going Hungry? What Do They Need, Want, & Get?



Q: Please select the 3 foods that are most important for you to receive when coming to the pantry.

Concern for Health:

“People are hungry, but also obese. They are hungry for healthy food. They are still starved for nutrition.”

-Community Stakeholder

Concern for Quality & Cultural Competence

“The conversation has shifted from not having food to what is the quality of food, is this really nutritional food? Also, is this culturally appropriate food?”

- Community Stakeholder

Focus groups also indicated that fresh produce is of major importance to pantry members. Though participants felt very grateful for the pantries, there is a clear desire for healthier options and more fresh foods. There was a lot of concern over canned foods that are high in sodium and sometimes sugar.



Lundale Farm is dedicated to enhancing land use through productivity. Our farmers add to the common good as they grow wholesome food for local residents, create honest work, utilize farming practices that improve soil, water and air quality, and encourage public access and education on their farms.

FARMING PRESERVATION

- Lease land to farmers to start or grow their business
- Consult with other land owners who want to lease their land for food production
- Manage other land owners' properties who are leasing land for food production
- Provide educational opportunities to our farmers, other local farmers, and the public about sustainable farming practices

How Does LUNDALE FARM Help Combat Food Insecurity? Farming Preservation



- **French Creek Organic Cider Orchard**
FCOCO is the new venture of Dale and Basel Frens, a father-son team with deep roots in apple growing. Before the trees were planted in 2018, they prepared the soil on Lundale's Lookout Fields through organic means, including cover crops and wildflowers to attract bees for fruit pollination. They have since planted over 2,200 apple trees. Their organic hard cider will be worth the wait!
- **Hurst Farmworks**
Jason Hurst farms organically, growing grains that will be used in the feed rations of dairy cows on certified organic dairy farms in the region.
- **Ironstone Creamery**
Ironstone Farm and Creamery is home for Farmers Kim and Natalie Albano. Ironstone's absolutely delicious bacon, sausage, pork chops, and roasts; grass-fed beef; and pastured chicken are available at the Swarthmore, Lansdale and Emmaus Farmers' Markets and through Ironstone's Meat CSA at 3500 Coventryville Road.
- **Kneehigh Farm**
7-acre Kneehigh Farm is owned by Farmer Emma Cunliff. Now in its fifth year at Lundale Farm, Kneehigh produces over 100 varieties of chemical-free fresh vegetables, herbs, and flowers for its CSA (Community Supported Agriculture), the Swarthmore Farmers' Market, and local restaurants. Her farm store also stocks organic and sustainably raised micro greens, mushrooms, cheeses, and eggs from other like-minded local farmers.
- **Olszanowski Farm**
Tom Olszanowski has been farming in Chester County with his family for decades. This season, he'll be growing soybeans that will be used in the feed for the pigs of Lundale's Pasture Song Farm, and other grains for local livestock feed.
- **Pasture Song Farm**
Farmers Clara Osborne and Jeremy Dunphy produce forage-grazed pork and nutritious crops for their hogs on more than 45 acres of loamy, rolling land at Lundale Farm. Pasture Song primarily raises Berkshire and Berkshire-Cross pigs, known for their superior meat that is tender, succulent, darker in color, and heavily marbled. They also have pastured chicken available. Their meats are available at the Seven Stars Dairy farm store, Downingtown and Media Farmers Markets, and through their Meat CSA in partnership with Seven Stars Dairy.
- **True Leaf Microgreens**
True Leaf moved to Lundale Farm in June 2013. Farmer Eric Franks grows unique varieties of micro greens year round. Chefs at fine restaurants across the Philadelphia region prize True Leaf's products for their exceptional freshness and flavor. New, Eric's greens can be purchased at Kimberton Whole Foods, Kneehigh Farm's stand, and through a contactless pick up in Phoenixville at [The Culture Factory](#).
- **Crow and Berry Land Management**
Farmer Austin Unruh designed, installed, and now manages a 3 acre riparian buffer along the creekside banks of the Beaver Run. The native trees and bushes will serve as a buffer to the stream, and the high-value perennial crops will allow him to start his farming enterprise.
- **Eric's Bees** keep the entire farm buzzing with busy pollinators.



<https://lundalefarm.org/farmers-of-lundale-farm-pottstown-pa/>

How is COVID Impacting Food Insecurity & Hunger? (Pre-COVID Data)

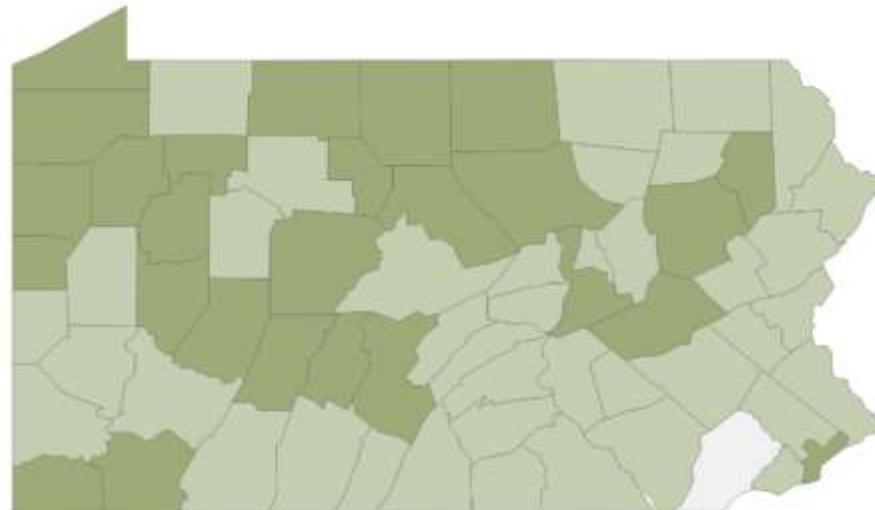


<https://map.feedingamerica.org/county/2018/overall/pennsylvania/county/chester>

How is COVID Impacting Food Insecurity & Hunger?



2020 Projected Overall Food Insecurity Rate



Chester County,
Pennsylvania

 2020 Projected

 2018

9.8%

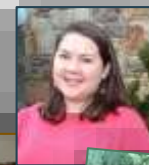
6.3%

<https://www.feedingamericaaction.org/the-impact-of-coronavirus-on-food-insecurity/>



- What's your wish list as Thought Leaders?
If you could have whatever you wanted that would help combat food insecurity and relieve hunger in Chester County, what would be on your wish list?
- Who are you? What brought you to today's Food for Thought?
What did you want to learn?
- What is 1 takeaway message for each of us?
- What can each of us do to make an impact to combat food insecurity and relieve hunger?

Chat Rooms
after next 2 slides



Sweet Charity: Zoom in at Noon

Register: chescof.org/sweet-charity/

GROWING & SOURCING LOCALLY:
Where Does My Food Come From?

Tuesday March 16 @ noon

THOUGHT LEADERS:

Terry Brett
CEO, Kimberton Whole Foods

Peter Flynn
Owner, Pete's Produce Farm

Emily Kovach
Editor-in-Chief, PA Eats

SWEET CHARITY À LA COVID

Savor 4 mini-desserts from Carlino's Market in West Chester with the purchase of a Sweet Charity Golden Ticket.

Vote for your favorite dessert and join us on Zoom March 30 for the unveiling of the winner.

CARLINO'S
MARKET & GROCERIES

GET YOUR GOLDEN TICKET:

 **CHESCOF.ORG/SWEETCHARITY**

- Chocolate Espresso Crinkle Cookies
- White Chocolate Lemon Budino
- Sicilian Cannoli
- Cheesecake & Fresh Fruit Crostata

Additional Resources

TITLE	SPEAKER	MINS	POSTED	DESCRIPTION
The rise in Americans' food insecurity	CBS Sunday Morning	7 mins	Nov-20	COVID-19 has deepened our nation's hunger crisis. Since the pandemic started, as many as 7 million people have enrolled in the federal government's food stamp program, and many are relying on food banks for the first time to feed their families. Correspondent Lee Cowan visits San Antonio, Texas, to find out how charitable organizations there are stepping up to feed the demand.
America's growing hunger crisis	ABC News	7 mins	Nov-21	Parents skip meals to feed their children, and food banks step up in hard-hit communities as Congress fails to provide new relief.
Throwaway nation: food waste and food insecurity	TED Talk - Katie Plohocky	12 mins	Mar-18	The United States throws away unbelievable amounts of food each year— and much of it never even reaches a dinner table. Katie Plohocky shares the story of how she started saving perfectly good food from this fate, and gives us insight on how we can do the same.
Hunger isn't a food issue. It's a logistical issue	TED Talk - Esther Ndichu <i>Humanitarian advocate</i>	12 mins	Sep-15	Most people presume that world hunger is caused by a lack of food. But Esther Ndichu, Humanitarian Supply Chain Director at UPS, argues that the real issue is logistics. She points out that farmers often struggle to get goods to market and that food often rots just miles from the neediest people. She explains that by fixing "the last mile" hunger can be solved in our lifetime.
The Shocking Truth About Food Insecurity	TED Talk - Clancy Cash Harrison <i>Nutritionist, author, and social advocate</i>	12 mins	Dec-16	20% of kids are plagued by food insecurity - they lack reliable access to nourishing food. As a nutritionist Clancy's mistake was assuming people had access to the quality food they needed. This resulted in their inability to provide healthy meals even after she taught them how. Clancy debunks some popular myths behind food insecurity, revealing the hidden causes - and actual solutions that are making a difference.
Food Insecurity is a Public Health Concern	TED Talk - Rayna Andrews	17 mins	Nov-16	Food insecurity is an urgent public health problem in the United States, affecting one in seven households. Andrews TEDx talk explores the landscape and impact of food insecurity in the United States and overlays it on the current health outcomes in Milwaukee County. This talk will offer a fresh approach to solving the problem of food insecurity; and how our communities can adopt a collective impact framework that addresses the root causes of household instability that leads to food insecurity.