



# Immediate Release

## Foodbank of Santa Barbara County

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### *Foodbank Celebrates Summer Harvest With Open House and Ribbon Cutting for New Cooler/Freezer*

**Santa Barbara, CA** — The Foodbank of Santa Barbara County is celebrating the opening of its new cooler/freezer at 4554 Hollister Avenue in Santa Barbara, Friday, June 20 from 4 to 6 pm. Increasing the capacity of storage for nutritious fresh fruits and vegetables the Foodbank will be able to distribute more food to those in need.

“What you put in your stomach is as important as what you put in your brain. I believe that nutrition is as important as education – you have a chance to educate the body to be healthy. That is why I am so excited about the Foodbank’s programs like the Produce Initiative, which help tackle problems with childhood nutrition,” said the new Executive Director Erik Talkin.

Since the implementation of the Produce Initiative in 2006 the Foodbank has doubled the amount of fresh produce last year distributing more than 1.8 million pounds of fruits and vegetables, 750,000 pounds of which is donated by Santa Barbara County Farmers. Also, the Foodbank is lucky to be a member of the California Association of Foodbanks and their Farm to Family Program, which coordinates the effort to distribute excess and secondary/cull product to people in need.

“It is an exciting time to be involved in the provision of food to those in need. There has been a change in people’s perception of the true value of food in our lives. This is due to the skyrocketing cost of basic foodstuffs and the increased awareness of poor nutrition leading to obesity and childhood-onset diabetes and also skyrocketing cost of real food,” said Talkin. “This new cooler and freezer is a great addition for the Foodbank and will help us tackle the health issues with more nutritious foods.”

The new cooler/freezer is funded by City of Santa Barbara, Santa Barbara Foundation and Weingart Foundation. The cooler is 1007 square feet and increases the capacity to store 48 pallets of produce compared to previous 12 pallets. The freezer is 712 square feet increase the capacity to store 24 pallets compared to the previous 8 pallets.

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**Who:** Foodbank of Santa Barbara County

**What:** Celebrate the Harvest Please  
Join us in commemorating the addition of our brand new cooler/freezer.

**When:** Friday, June 20, 2008  
4–6 p.m.  
5 p.m. Formal ribbon cutting with Mayor Blum

**Where:** Foodbank of Santa Barbara County  
4554 Hollister Avenue  
Santa Barbara, CA 93110

**Why:** To increase the capacity of our storage for fresh fruits and vegetables so we may distribute more food to those in need.

The Foodbank, celebrating 25 years of moving people from hunger to harvest, provides a vital link between the multi-faceted food industry and people in need of food. With warehouses in Santa Barbara and Santa Maria the Foodbank serves over 200 social service organizations and churches. 43% of those served by the Foodbank are youths under the age of 18. In 2007, the Foodbank distributed more than 6.5 million pounds of food to the 100,000 people in need throughout Santa Barbara County.

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