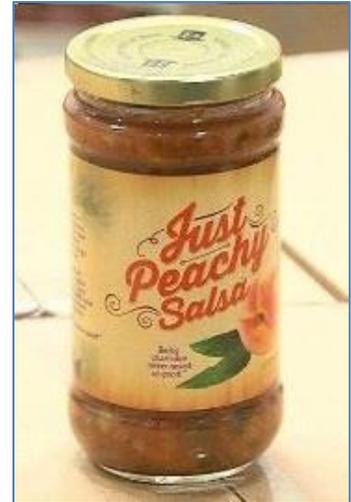


JUST PEACHY SALSA: Feeding Communities, Helping Farmers, Saving the Environment

The organization, our mission, and the people we serve.

The Food Bank of South Jersey exists to provide an immediate solution to the urgent problem of hunger by providing food to people in need, teaching them to eat nutritiously, and helping them to find sustainable ways to improve their lives. Since our inception in 1985, we have distributed more than 150 million pounds of food and a variety of cooking and nutrition education courses to more than 173,000 children, adults, and seniors throughout Burlington, Camden, Gloucester, and Salem counties are at risk of hunger and malnutrition.



Description of the partnership.

Just Peachy Salsa is a collaborative partnership among three entities: Eastern Propak, a farmer's cooperative, Campbell Soup Company, and the Food Bank of South Jersey. The salsa product is made from perfectly good peaches not perfect enough for resale or distribution. Each jar is low in sugar, low in salt and is full of fresh jersey peaches. Three years later, the partnership is still strong. Every peach season, the farmers' cooperative offers thousands of pounds of peaches to make the salsa. Campbell Soup Company continues to donate all the manufacturing work and facility production. The Food Bank of South Jersey markets the product to retailers and individual consumers. We use the proceeds to fund programs and services to help food insecure seniors, children and working poor adults in Southern New Jersey. Find more information and a video at www.foodbanksj.org/justpeachy.

The collaboration is a triple win in that it prevents excess waste in local landfills; helps save struggling NJ farmers dumping fees; and provides a reoccurring revenue source for the food bank. . "Certainly our farmers are always looking for ways to reduce costs," says Jeff Danner, General Manager for Eastern Propak. "But just as important they are always trying to find ways to give back to the community. This project does both, and that cannot be emphasized enough. This collaboration has benefitted our farmers in many ways, and we are proud to be part of it."

The collaboration is also a perfect example of the incredible impact that can be made when the private and public sector come together to solve a social problem. "The Food Bank of South Jersey came to us with the idea to create a new product using excess

peaches from local farmers, and we ran with it,” says Dave Stangis, Vice President of Public Affairs and Corporate Responsibility for Campbell Soup Company. “There is history here, as long as the company’s nearly 150 year history, of supporting the communities where we do business. Our employees always ask what more can we do for people in need and how can we bring our values to the workplace. We look for ideas that turn those values into positive results for the company and the community. Just Peachy Salsa was a perfect fit.”

“This project is a catalyst for change using a model that all non-profits serving the community,” says Val Traore, CEO of the Food Bank of South Jersey. “When non-profits partner with corporations, government, and local business, that’s when systemic change happens in a community. This project has hit that target perfectly.”

Demonstration that the partnership has made a difference.

It is clear that this partnership has made a difference in many different ways. The positive impact on the environment from this collaboration will be felt for years. Fewer peaches in landfills mean fewer Methane Gas emissions. According to the EPA, landfills are the third largest source of Methane Gas (CH₄) emissions in the United States. Methane Gas (CH₄) lasts in the atmosphere for 12 years. Methane's lifetime in the atmosphere is much shorter than carbon dioxide (CO₂), but CH₄ is more efficient at trapping radiation than CO₂. Pound for pound, the comparative impact of CH₄ on climate change is over 20 times greater than CO₂ over a 100-year period.

The program has also provided funding for the Food Bank of South Jersey to help people in need. We have been able to reach tens of thousands of food insecure seniors, children, and families with food, nutrition education, and other help. We have made a difference in providing cost savings for farmers who would have to pay to dispose of perfectly good peaches not perfect enough for retail sale. Audrey Rowe, Administrator for the USDA’s Food and Nutrition Services in Washington, DC, praised the project saying, “[Just Peachy Salsa] represents everything the USDA stands for, and it is a prototype for this kind of farm and environmentally friendly thinking.” Douglas H. Fisher, New Jersey Secretary of Agriculture, also praised the Just Peachy Salsa project as a win/win for people in need, for farmers, and even for the environment.

Number of people benefiting from the partnership.

More than 500,000 meals have been provided to thousands of individuals with proceeds from the sale of Just Peachy Salsa, which has resulted in more than \$110,000 since it started selling in 2013. Feeding America, of whom we are member food band, estimates that every \$1 buys 5 meals. We have also helped several farms and hundreds of employees by salvaging peaches.

Duration of the partnership and how/why the partnership was started.

This partnership began in late 2012 when collaboration started to ask how we can repurpose healthy, imperfect peaches into a shelf stable product to raise awareness and funding for the Food Bank of South Jersey. To provide background, New Jersey is the fourth largest grower and exporter of peaches in the United States, and the farmers consistently meet demand for the perfect peach for food distributors and retailers. Two years ago, Val Traore, CEO of the Food Bank of South Jersey, visited a local farmer and learned that healthy peaches did not meet that customer demand—and that they were thrown away by farmers. “We knew there had to be a better way to use those peaches,” she said. Working with a statewide farmer’s consortium and multinational industry leader Campbell Soup Company, Just Peachy Salsa was created. This project salvages healthy peaches from farmers who would have been forced to dispose of them and turns them into a tasty salsa whose sales create funds for the Food Bank of South Jersey to help food insecure seniors, children, and families.

Ability of the partnership to replicate and stimulate new ideas in addressing social issues.

There are millions of pounds of perfectly good produce discarded in this country each year just like the peaches that had been thrown away in New Jersey. In our state alone, we can say the same that was true for peaches is true for blueberries, and we’re considering collaboration with other farmer cooperatives and industry to create more products. Fruit roll ups is one possible product—and that would be perfect to place in packs that are distributed to children in need through our school pantry and summer feeding programs. The possibilities are great right here in New Jersey but throughout the nation as well.

The partnership’s commitment to advancing the mission and principles of the organization.

This collaboration has dedicated itself to not only Just Peachy but other ways to collaborate under this partnership model. We look forward to seeing what becomes of excess blueberries and other produce. The synergy created with this pilot program is only the foundation for further ideas and ways to be innovative in our goal to feed more people in need and teach others to do so across the country.