

Fred Meyer Committed to Hunger Reduction Efforts

By Lynn Hector, 2009 Public Affairs Intern

Did you know that your hard work at Fred Meyer helps feed more than two million people every year? With the struggling economy comes an even bigger demand for food assistance. Thanks to you and our Customers, we've continued to increase our commitment each year.

You may not be aware of how important you are to our hunger reduction efforts and how important it is that you help us tell our Customers what we do. Our Customers expect us to give back to our communities, and we all need to let them know that we are committed to fulfilling that obligation.

Fred Meyer Stores has always been a leader in hunger reduction. In 2007 and 2008 the Fred Meyer Fund awarded nearly \$710,000 in grants to local food banks. Much of that money comes from the coin boxes at the check stands. In that same time frame, our stores donated nearly eight million pounds of food to 1,644 food banks in our four-state area.

Spokane volunteers pack food assistance boxes with produce.



In addition to the hundreds of thousands of dollars donated every year, Associates have been involved in innovative perishable donations programs. In Oregon, the perishable donation program is called **Fresh Alliance**. In Alaska, Idaho and Washington, it's called **Grocery Rescue**. These programs donate safe product that is past its sell-by date—mostly dairy, produce and meat.



Here's a brief history of our efforts: In 2003, the Fred Meyer Fund pioneered and helped fund Fresh Alliance. In 2007, we became the first grocery store to have 100 percent of our stores in Oregon and SW Washington contributing to Fresh Alliance. In 2008, Fred Meyer donated nearly two million pounds of food through the Fresh Alliance program in Oregon. That same year, through Grocery Rescue, we donated more than one million pounds of food in Washington, more than 450,000 pounds in Alaska and almost 100,000 pounds in Idaho.

Now, almost every one of our 129 stores is contributing to Fresh Alliance and Grocery Rescue! These programs provide two critical benefits:

n The foods donated include highly needed items such as protein, dairy, and fresh fruits and vegetables to emergency food boxes. This

is a welcome change from the typical, starch-heavy food boxes, increasing the nutritional value of food offered to families.

n These programs significantly reduce the waste going from our stores to the landfills. Before these programs, all that product had to be thrown away.

Thanks to your hard work and commitment, Fred Meyer has received recognition for its outstanding efforts in hunger reduction. In 2005 we received Oregon Governor Ted Kulongoski's *Mahonia Food Industry Award* for Hunger Relief, as well as the "Hunger Buster" Award from the Oregon Food Bank Network. Food Lifeline—the food bank network for Western Washington—awarded us the *Outstanding Food Donor Award* in 2006 and this past May, the Oregon Food Bank awarded us the *Founder Award*.

Thank you, all of you, for making it possible to continue this long tradition of giving. Your ability to develop loyal Customers is what allows us to give back to our communities.



A young helper sorts food at a food bank.

Our People Are Great!

Fred Meyerfund

