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**HIGH PEANUT BUTTER PRICES MEANS SECOND HARVEST NEEDS HELP TO FILL SHORTFALL
LANGENSTEIN'S TO COLLECT PEANUT BUTTER DONATIONS BEGINNING AUGUST 20**

New Orleans, LA—Second Harvest Food Bank of Greater New Orleans and Acadiana is calling on the community to help stock its shelves with peanut butter. Used as a snack or as part of a meal, peanut butter is a highly nutritious source of protein and essential vitamins, and an important staple to provide to families in need of food assistance – especially as children return to school.

The U.S. Department of Agriculture (USDA) is a large source of the food that Second Harvest Food Bank receives and distributes each year including items such as peanut butter, canned vegetables, apple sauce, and chicken. With peanut butter reaching its highest price in more than a quarter century on U.S. supermarket shelves, USDA is curtailing purchases of peanut butter for food assistance nationwide, including product for Second Harvest Food Bank. Supplies of peanut butter are limited due to last year's drought, capacity issues resulting in losses of raw product, and crop quality.

Second Harvest Food Bank is currently short nearly 140,000 jars of donated peanut butter compared to its 2010 supply. The peanut butter shortfall is anticipated to grow by an additional 276,000 jars as more USDA donations will likely be cancelled.

“Louisiana has one of the highest rates of child food insecurity in the country,” says Natalie Jayroe, President and CEO of Second Harvest Food Bank. “Second Harvest relies on partners in the community to fight hunger each and every day. Food drives and food collections like the Langenstein's Peanut Butter Drive result in thousands of highly nutritious meals each day where they are needed most. We are extremely grateful for our partnership.”

“Good nutrition is critical for growing children to learn and succeed in school,” says H.D. Lanaux Jr. of Langenstein's. “We are happy to support Second Harvest and work with our customers on a peanut butter drive to do our part to help fill the gap.”

Langenstein's is accepting donations of peanut butter at both of their locations, 800 Metairie Road and 1330 Arabella Street beginning August 20 through 28.

Peanut butter donations can also be made at Second Harvest Food Bank located at 700 Edwards Avenue between 8:00AM-4:00PM, Monday- Friday.

Langenstein's:

When Michael Langenstein and his sons, George and Richard, opened Langenstein's supermarket in 1922, their goal was to carry the best meat and seafood in New Orleans. Based on the suggestions of customers, the business slowly grew into the gourmet arena. In the 1970's Langenstein's began offering prepared food using good old-fashioned family recipes. Now, almost 90 years later, Langenstein's is a 5th generation owned and operated business, proudly holding true to its original ideas, while still adapting to the needs and suggestions of loyal customers.

About Second Harvest Food Bank:

Second Harvest Food Bank of Greater New Orleans and Acadiana is leading the fight against hunger in south Louisiana through food distribution, education, advocacy and disaster response. Annually, Second Harvest serves approximately 263,000 people through 240 nonprofit and faith-based agencies across 23 south Louisiana parishes – from the Mississippi border to the Texas state line. In any given week, nearly 42,000 people access emergency food services through Second Harvest Food Bank member agencies.

Second Harvest Food Bank is an affiliated ministry of the Archdiocese of New Orleans and a member of Feeding America. To learn more or donate food, money or time, please visit www.no-hunger.org. Follow us on Twitter at www.Twitter.com/2ndHarvestGNOA or fan us on Facebook at www.Facebook.com/2ndHarvestGNOA.

USDA:

Second Harvest Food Bank is distributing commodities to eligible, needy families under The Emergency Food Assistance Program in 23 south Louisiana parishes. Commodities will be given on a first come, first serve basis as a part of the normal food package provided by the site. Commodities can only be given to registered

applicants. For a complete listing of member agency locations visit www.no-hunger.org/Programs/MemberAgencies.

Rules for acceptance and participation in the program are the same for everyone without regard to race, color, national origin, age, sex or disability. To file a complaint of discrimination, write United States Department of Agriculture, Director, Office of Civil Rights, Room 329-W, Whitten Building, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410 or call (202) 720-5964.

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