



**Second Harvest Food Bank  
Greater New Orleans and Acadiana**

## “Map the Meal Gap” Paints a Detailed Portrait of Food Insecurity

Second Harvest  
Food Bank of  
Greater New Orleans  
and Acadiana  
and Feeding



America, the nation's largest domestic hunger-relief organization, recently released a landmark study called “Map the Meal Gap.” The study more accurately reflects who is truly hungry at the local community level by taking into consideration such factors as unemployment rates, federal food assistance eligibility rates and the average cost of a meal.

“The ‘Map the Meal Gap’ study provides critical data for Second Harvest Food Bank to get a deeper understanding of what hunger looks like in each of the communities served,” says Natalie Jayroe, President and CEO of Second Harvest Food Bank of Greater New Orleans and Acadiana. “Hunger is an everyday disaster, and we are working hard to increase food distribution to combat the rising meal gap.”

Although “Map the Meal Gap” shows that Second Harvest’s service territory has an average meal cost of \$2.47, still 13.8% are food insecure. “We know hunger exists in every parish in Louisiana, but it looks different in each community,

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## Community Kitchen Gets Cooking



June 2 marks the official opening of the Second Harvest Food Bank Community Kitchen. The 8,500 square foot commercial kitchen and adjacent teaching studio, located inside Second Harvest Food Bank in New Orleans, will immediately start producing nutritious and delicious meals with the launch of an expanded summer feeding initiative for children on June 6. The kitchen will also produce meals for Second Harvest Food Bank partner agencies, including senior centers, shelters, soup kitchens and more.

“With the ability to produce two million meals a year, the Community Kitchen gives us tremendous additional capacity to lead the fight against hunger along the Louisiana Gulf Coast,” said Natalie Jayroe, President and CEO of Second Harvest Food Bank. “The kitchen will also allow us to reach out with feeding programs that focus on two particularly vulnerable populations -- children and seniors.”

The Community Kitchen will help Second Harvest maximize millions of pounds of donated food including perishable items such fresh fruits and vegetables, meat, frozen food products and dairy received through its Retail Store Pick Up Program. Many donated food items that would normally have a short shelf life will be given new life in the form of frozen prepared meals that will be distributed through Second Harvest Food Bank partner agencies. In the event of a disaster, the Community Kitchen will also produce meals to support disaster response efforts.

The adjacent 1,000 square foot teaching kitchen will be used for training and educational programs such as cooking and nutrition classes, small meetings and special events.

**Eskew+Dumez+Ripple** is the architecture firm leading the design and construction of the Community Kitchen.

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*Community Kitchen continued*

## **Community Kitchen Will Rival Area's Largest Production Kitchens**

At nearly 6,500 square feet, the new commercial-grade kitchen is among the largest production kitchens in the region. Designed for producing large volumes of food, the kitchen boasts two, 100 gallon cook-chill units. Prepared food items such as chili, soup, beef stew, and macaroni and cheese will be packaged in gallon bags, flash frozen, then stored in blast freezers in preparation for distribution.

A state-of-the-art heat sealing unit will package 1,000 meals in less than an hour. The sealing unit places a plastic film over food packaged in meal trays for distribution to summer feeding sites and senior centers, all with the highest food safety standards in place.

The Community Kitchen will operate under the direction of Executive Chef

## **Summer Feeding Initiative Launches June 6**

The Community Kitchen will officially begin producing meals on June 6 for the launch of Second Harvest Food Bank's summer feeding initiative. The summer feeding program provides nutritious meals to thousands of

School District, Partnership for Youth Development, United Way, and others to ensure that thousands more children in New Orleans will enjoy nutritious meals this summer.

Chef Biggs and a team of volunteers will prepare meals daily that are both child-friendly and high in nutrition, such

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**Natalie Jayroe**

President and CEO of Second Harvest Food Bank

children who might otherwise go hungry in the summer months when schools are closed. Serving approximately 3,000 children at 31 summer camp sites throughout the Greater New Orleans area, the Community Kitchen will produce breakfast and lunch five

as scrambled eggs or muffins with fruit for breakfast, or baked chicken or red beans and rice served with sides of salad, vegetables, bread, fruit and milk for lunch. “Our menu will be highly nutritious and delicious,” said Chef Biggs. “We also plan to introduce the children to a variety of new foods from a variety of regions and cultures such as Chicken Teriyaki or even Linguini and White Clam Sauce. Which my own kids love!”

Second Harvest Food Bank's summer feeding program has been made possible with support from the **Emeril Lagasse Foundation**. Relationships with United States Department of Agriculture Food and Nutrition Services and the Louisiana State Department of Education ensure the long-term sustainability of the summer feeding program.

“Second Harvest is vital to bringing a successful summer food service initiative to the region,” said Kristin Shannon, Executive Director of the Emeril Lagasse Foundation. “The Emeril Lagasse Foundation is committed to providing funding to help Second Harvest initiate the first three years of a summer feeding program that not only provides meals to so many young people that don't have access otherwise during the summer

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Tony Biggs, Director of Culinary Operations. “While it is exciting to open a new kitchen with state of the art equipment and the latest technology, it is even more rewarding to know that the kitchen is designed with our mission in mind – to fight hunger,” said Biggs. “The nutritious food we will produce will feed men, women and children across the Louisiana Gulf Coast who will be nourished by a hot meal.”

days each week through August 12.

“The Second Harvest Community Kitchen brings the capacity to produce meals to the critical collaborations necessary for building stronger communities,” said Jayroe. One such example is Second Harvest's recent work with the Emeril Lagasse Foundation, City of New Orleans, Share Our Strength, the New Orleans Recreation Department, Recovery

## President's Message

The release of the "Map the Meal Gap" study by Feeding America is an important breakthrough that will give us vital new tools to measure the impact of our work to end hunger. For years we have talked about the "new face of hunger" – the millions of Americans who have lost job security and are worried about how they are going to meet their most basic need – food.

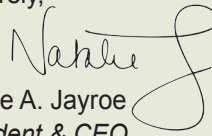
Now we can take the factual bare bones of how many "food insecure" people are below 130% of the poverty line, between 130% and 185% of the poverty line, or above 185% of the poverty line, and cover those bones: with searing portraits of people who have been searching for work for years, people who have been the victims of natural or manmade disasters, seniors trying to pay ever increasing medical bills, children falling asleep on their desks or taking a part of their school lunch home for a sibling...and so many others.

We can also take these factual bones and use specific parish-level strategies to meet the reality of hunger that they present. In parishes with a high percentage of food insecure people who are at 130% of poverty and below (\$24,000 for a family of three) and with low SNAP (food stamp) participation rates, like Evangeline, St. Mary and Orleans parishes, we will deploy our SNAP outreach workers to help connect people to those benefits. Where there are higher percentages of food insecurity in the 130% to 185% range, we may look at summer feeding program participation rates and focus our efforts on providing meals

for summer programs (185% of poverty, or \$34,000 for a family of three, is the threshold for free school meals). In places where there is a high percentage of hungry people who are at 185% of poverty and above, we may work on building agency capacity, or increasing the use of mobile pantries, as this group of people is not eligible for federal nutrition benefits. In parishes where food is much more expensive than the national average, we can ask questions and work with partners to bring more food retailers into the area so that more nutritious food is available at a more reasonable cost.

Focusing our hunger fighting efforts to meet specific parish needs will help Second Harvest Food Bank fight hunger more effectively and efficiently. Understanding hunger better allows us to design better strategies and programs. Being able to measure impact helps the community to hold our public servants, and Second Harvest Food Bank, accountable. The bottom line is that fewer men, women and children in south Louisiana will go hungry.

Sincerely,



Natalie A. Jayroe  
President & CEO



### *Community Kitchen continued*

months, but also makes it nutritional, educational and fun. Summer is a time to enrich a child's experience, and a happy child is one who has access to healthy meals."

### **Volunteers Needed**

The Community Kitchen presents a new opportunity for volunteers to join the fight to end hunger, while sharpening their culinary skills.

"Whether you're an aspiring chef or someone who simply wants to sharpen their skills in the kitchen, working in the kitchen will be a rewarding and fun experience," said Chef Biggs. "Volunteers will learn the ins and outs of working in a fast-paced, commercial kitchen environment."

Volunteers are needed each day to assist in the Community Kitchen. No culinary skills are required, but volunteers must be at least 16 years old. Volunteers will be fully trained and oriented to all kitchen duties which may include food preparation, meal packaging and dish washing.

### **Fighting Hunger. Feeding Hope.**

The Community Kitchen is the beginning of a transformation process that Second Harvest Food Bank is undergoing to build its capacity to lead the fight against hunger. Generous gifts from **Feeding America** and **Catholic Charities USA** have provided the initial support needed to begin this work.

"The addition of the Community Kitchen brings us a step closer to realizing our aggressive goal to double the number of meals Second Harvest Food Bank distributes to 38 million by 2013," said Jayroe. "With a focus on highly nutritious meals that appeal to our unique food culture and the needs of our most vulnerable citizens, children and seniors, we are transforming the way we fight hunger along the Louisiana Gulf Coast. Together we are fighting hunger and feeding hope."

To learn more about volunteer opportunities in the Second Harvest Food Bank Community Kitchen, call 504-729-2849.

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*Second Harvest Food Bank is leading the fight against hunger in south Louisiana through food distribution, advocacy, education and disaster response.*

## 2011 Rubber Duck Derby Makes a Splash

Visit [www.no-hunger.org](http://www.no-hunger.org) to see pictures of 10,000 little rubber ducks racing to help fight hunger! The grand prize lucky duck in the Rubber Duck Derby held during the Mid-City Bayou Boogaloo in New Orleans swam away with a smart pure coupe from smart center New Orleans!

Other top prizes in the Rubber Duck Derby, presented by Chevron, included a \$1,000 gift card from Rouses Supermarkets and a gift basket and dinner for ten to Bravo! Cucina Italiana. Every duck adoption provided much needed support for Second Harvest Food Bank.

Special thanks to our generous sponsors and partners for making the 2011 Rubber Duck Derby a great success!



### “Map the Gap” continued from page 1

and therefore so do the solutions. The results of this study will help Second Harvest strategically plan and gather the resources needed to lead the fight against hunger parish by parish,” added Jayroe.

Nationally, according to U.S. Census Bureau’s Current Population Survey data analyzed as part of “Map the Meal Gap,” people struggling with hunger estimate they would need about \$56 more each month on average during the months that they are food insecure to address the shortages in their food budget. On a parish by parish level, “Map the Meal Gap” reveals that families who are food insecure need an additional \$13.61 per person, per week on an annual basis to meet their food needs.

“Map the Meal Gap” also provides critical information that has never been previously available -- food insecurity rates by congressional district. Previously, food insecurity data was only available at the state level in the USDA’s annual report. The study further analyzes each district’s food insecure population to determine their income eligibility for federal nutrition assistance. This data has the potential to redefine the way service providers and policy makers address areas of need.

The findings of “Map the Meal Gap” are based on statistics collected by the U.S. Department of Agriculture, U.S. Census Bureau, and food price data from The Nielsen Company. The study was supported by The Howard G. Buffett Foundation and Nielsen.

Visit [www.no-hunger.org](http://www.no-hunger.org) for a summary of the findings, an interactive map and the full report.

## Thank You for Joining the Fight against Hunger

For nearly 29 years, Second Harvest Food Bank has been a dedicated steward of the community it serves and a partner to organizations whose unwavering support has helped to feed thousands of men, women and children across south Louisiana. We would like to thank the following organizations for extending a helping hand to those struggling with hunger:

Entergy Corporation  
Goldring Family Foundation  
United Way for the Greater New Orleans Area  
The Aidmatrix Foundation, Inc.  
Jewish Endowment Foundation  
Luther and Zita Templeman Foundation  
Salmen Family Foundation

Community Foundation of Acadiana  
The Almar Foundation  
Gerald and Roberta Franklin Charitable Foundation  
Steamboat Natchez  
USDA  
The Gheens Foundation  
Louisiana Food Bank Association, Inc.

## Agency Spotlight: Ebenezer Baptist Church of Cameron

Six months after Ebenezer Baptist Church took over food distribution in Cameron Parish from Lighthouse Mission, Hurricane Ike struck. When the hurricane passed, Ebenezer Baptist Church had lost their building, and the members of the church voted to relocate the church to Lake Charles, in Calcasieu Parish. But Ike hasn't stopped them from serving the residents of Cameron Parish.

"Because we don't have a building, we receive food only from Second Harvest Food Bank," says Ball. Ball and other volunteers from the Ebenezer Baptist Church became a mobile pantry, distributing food received from Second Harvest Food Bank under a tree in a parking lot behind the courthouse. The volunteers themselves travel 50 miles each way to assist with the food distribution.

"We never change our date," says Ball. On the third Saturday of each month, the Second Harvest Food Bank truck arrives at 8 a.m., and a forklift and driver is waiting to take the food off the truck. Then beginning at 10 a.m., people begin arriving and form a line in the parking lot. Ball goes from car to car to complete the paperwork and volunteers place the food boxes in their cars. "Because of the gas prices, some people come across the ferry, while some carpool to pick up their boxes."

"We are the only ones who do it [distribute food] in Cameron Parish," says Ball. She estimates that of the 50 households she serves, 35 percent are comprised of seniors and 15 percent are children and families. Ball speculates that many families in Cameron Parish lost their first home in Hurricane Rita in 2005, and their second home to Hurricane Ike in 2008. "We serve all of Cameron Parish, including Cameron, Grand Lake, Grand Chenier, Johnson Bayou and Hackberry."



## Volunteer Spotlight: Sharlene Jean Baptiste

Sharlene Jean Baptiste was teaching children in an ESL program in the Dallas County school system when her husband passed away from obesity and high blood pressure in 1998. Looking for something to fill her time, she evolved from teaching to working more closely with the families and addressing their needs. This led her to open the Liberty Heights Community Center in Dallas, Texas.

Subsequently, she moved to Washington, DC, and was working with the food bank there when her mother, who lived in St. Martinville, fell ill. Jean Baptiste quickly returned home and has been in St. Martinville for the last two years. Fulfilling a promise she made to her mother on her deathbed, Jean Baptiste brought the services and programs she started in Dallas to the residents of St. Martinville who truly needed the assistance.

"Liberty Heights Community Center does not just feed people, we help them holistically," says Jean Baptiste. In addition to the Giving Grace Food Pantry, the Community Center offers other programs including Enriching Education Equitably, which collects and distributes school supplies for students in July and August, and the Giving Grace Community Garden, which is planting 200 plants on two acres in cooperation with the LSU Ag Center.

In addition to meeting the nutritional needs of more than 868 families, Jean Baptiste works to meet their clothing, shelter and educational needs as well. She receives food from Second Harvest Food Bank and non-food items, such as clothing, health and hygiene products, from World Vision. She started working with World Vision following Hurricane Katrina when the organization began addressing needs in the United States. Every month, she drives to Dallas to pick up donations from World Vision and includes the items in the weekly food box distribution.

The community center is currently operating out of two donated trailers; one for food items and one for non-food items. The center has entered into a lease/purchase agreement with the owners of the property where the trailers and community garden are located. Jean Baptiste is hoping to secure a donation of a truck to make the monthly trips to Dallas, because as she says, "that gets to be a little expensive!"

Follow the Liberty Heights Community Center's programs on their newly created Facebook page: [www.facebook.com/givinggrace](http://www.facebook.com/givinggrace).



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### Second Harvest Food Bank Greater New Orleans and Acadiana

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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.

## Canstruction® Coming to Lafayette

Canstruction® is coming to Lafayette. The annual design and build competition will feature magnificent, complex structures made entirely out of canned goods and non-perishable food items created by local teams of architects, engineers, designers, contractors, students, businesses and organizations from the Lafayette area. The giant structures will be on display at the Acadiana Center for the Arts beginning Saturday, June 11, in conjunction with Art Walk, through Thursday, June 16.

Canstruction provides an opportunity for the design industry to spotlight a pressing social issue – hunger while showcasing their creativity in a national competition that brings recognition, offers team bonding opportunities, and instills a sense of pride knowing “one can” really make a difference.

“Canstruction is a unique way to raise meals to help our neighbors in need,” says Hector LaSala, 2011 Honorary Chair of Canstruction Lafayette. “These structures will be designed and constructed by teams of talented architects, engineers and students, and provide thousands of nutritious meals to help fight hunger in southwest Louisiana.”

The giant sculptures will be judged, and the overall winner of the Canstruction Lafayette competition will compete in an international Canstruction competition. Canstruction Lafayette’s inaugural awards ceremony and opening reception will be held Saturday, June 11 at the Acadiana Center for the Arts. The Canstruction structures will be on display during regular operating hours at the Acadiana Center for the Arts between June 11 – 16th.

Canstruction Lafayette is sponsored by the Pinhook Foundation, Inc. and is hosted in partnership with the Acadiana Center for the Arts under the auspices of the Society of Design Administration. Food donations received from the competition will help Second Harvest Food Bank of Greater New Orleans and Acadiana provide emergency food assistance to men, women, children and seniors in southwest Louisiana.

