

# P2P

peer to peer

**FEEDING<sup>®</sup>**  
**NEW YORK STATE**

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# A MESSAGE FROM FEEDING NEW YORK

Welcome to the inaugural issue of *Peer-2-Peer*, our seasonal newsletter!

Our goal with this newsletter is to create a vehicle for food bank and food rescue organization teams to share ideas, experiences and lessons learned. Let's help each other out by sharing our successes, stories and maybe even some lessons learned.

We want this newsletter to be a place where we can all learn from each other. If you have something you'd like to contribute, please give us a shout.

We hope you find this useful. Please pass this around to your colleagues.



## Message From The Editor



Hi everyone,

If we have not yet had the pleasure of meeting, let me introduce myself. I'm Jessica Nolie and I am the editor of **Peer 2 Peer**.

I am also the administrative assistant and part of the Food Rescue Team.

Our next newsletter will be the Spring edition and I welcome and encourage you to contact me at [jnolie@feedingnys.org](mailto:jnolie@feedingnys.org) to contribute. Please have all submissions sent in by March 14th.

Jessica



# WELCOME THE FOOD RESCUE TEAM

**Food Rescue Manager, Jay Hawkins**



It has been an exciting time at Feeding New York State as our team has continued to grow. I'm happy to have the opportunity to introduce myself as the Food Rescue Manager. My name is Jay Hawkins and I join the Feeding NYS team with 15+ years of experience in retail, transportation and distribution.

Some of my hobbies include coaching the NY Monarchs a Women's AAU Basketball team, volunteering to make the lives of cancer patients easier, and traveling (I have been to 15 countries).

I will be managing activities related to the Food Donation and Scraps Law that goes into effect 1/1/2022.

I have spent my initial two months traveling. During my travel, I have visited all 8 food banks associated with the law and several retail generators. While visiting the food banks I have toured the warehouses and partnered with them to go through the list of food generators identified by DEC and develop a plan moving forward. The retail food generator visits have been geared towards assessing their donation program and working with them on improving their current program or setting up a new program.

I'm highly motivated to help our members and make strides toward Feeding New York State's mission of ending hunger in our state. Thank you for your continued support. If you have any questions about this new law or working with me, please feel free to reach out!

I can be reached at: [jhawkins@feedingnys.org](mailto:jhawkins@feedingnys.org)





## FRESH TO GO @ FOOD LINK



Morgan Mckenzie  
Director of Operations at Foodlink

Foodlink started the *Fresh 2 Go* pilot program at the beginning of August and ran the program through November 2021. During that timeframe, we distributed 9,750 boxes totaling 222,000 pounds.

Boxes were packed by our dedicated volunteers and distributed throughout our ten-county service area at Pop Up Pantry food distributions.

The boxes were well received by both our member partners and the individual recipients. To complement generous fresh produce and dairy donations, we sourced additional produce from area farms to have a variety of staple items in every 22-pound box.

Foodlink is grateful for our partnership with Feeding New York State and we look forward to more opportunities to partner together in the future.

## WHATS NEW IN ADVOCACY?



Natasha Thompson  
President and CEO of The Food  
Bank of The Southern Tier

The Feeding NYS Advocacy Committee has made significant strides over the past few months. We have developed an updated team charter that clearly articulates our purpose, goals, values, and rules of engagement. While this process took time, it allowed the committee members to get to know one another better, build trust, and create a shared vision for a hunger-free New York State.

Moving forward, we want to highlight the voices of people with lived experience in our advocacy efforts and will broaden our advocacy focus beyond just policies that benefit our organizations to include legislation that addresses the root cause of hunger and food insecurity for those we serve. This committee is committed to creating a culture that is led by and listens to those most impacted by hunger. We acknowledge that poverty is a systemic failing which charity alone cannot fix, and recognize that the only way to end hunger is to end racial injustice.

Upon completion of our team charter, we established three smaller workgroups to help drive our main priorities forward: a state-level policy group, a federal-level policy group, and a network engagement group.

I'm looking forward to seeing what our Advocacy Committee will accomplish in 2022 and beyond.



# IS COLLABORATION CONTAGIOUS?



Jim Germain  
Produce Manager

## Is Collaboration Contagious? I hope so!

It all started with an email I received from Nicole Petti (Procurement Supervisor at Island Harvest Food Bank).

*"Ed, meet Jim Germain. He is my contact at Feeding NYS and has been a huge asset to us for sourcing produce. I thought I'd connect you two to see if there is an opportunity for collaboration."*

*"Jim, meet Ed Harbes of Harbes Family Farm in Mattituck. Island Harvest has worked with Harbes for years. They are our main source of corn while also being delightful to work with. I'll let you two take it from here."*

*Thank you so much!!  
Best, Nicole Petti*

I reached out to Ed casually introducing him to the work we do at Feeding New York State. Over time our relationship began to grow. In the beginning of November Ed and his team were able to pick about 300,000 lbs. of apples to donate. His generosity and determination were inspiring!

## Our food banks love working with Harbes Farms:

*"Working with Ed and his team at Harbes Family Farms has been an absolute pleasure. His gracious donation of high-quality, locally grown apples has allowed us to not only feed families in need but, to provide nutritious options that can often be difficult to come by. Donating over 10,000 lbs. of apples, Harbes Family farms has allowed us to provide to approximately 100 of our member agencies. This equates to over 30,000 servings of apples!"*

*- Logan Frost, Inventory Coordinator, Long Island Cares, Inc.*

*By supporting us with deliveries of purchased product and generous donations, Ed has been instrumental in helping Island Harvest provide fresh, locally grown produce to our communities. In addition, he is an absolute joy to work with! Island Harvest is pleased to be able to facilitate sharing such beautiful produce with the network."*

*- Nicole Petti Island Harvest Food Bank*

## Want to Collaborate?

**Contact Jim Germain, produce manager  
518-728-5169 or [jgermain@feedingnys.org](mailto:jgermain@feedingnys.org) .**

# THE START OF A BEAUTIFUL FRIENDSHIP



Eric Dahl  
Development Content  
Specialist at Long Island  
Cares

Back in September, a team from Feeding New York State visited Long Island Cares for a member agency farmers market. Long Island Cares' partner agencies arrived around the clock to pick up boxes of fresh local produce supplied by Feeding NYS.



While there, the team quickly learned how great the need for food is across Long Island. They witnessed dozens of trucks pulling in, collecting over 63,000 pounds of produce for their clients.

They met with Long Island Cares' Chief Procurement & Supply Chain Officer, Robert LaBarbera to form a plan that promotes local

giving and increases the amount of food Long Island businesses donate to the food bank.

The new Food Donation and Food Scraps Recycling Law going into effect on January 1 is designed to increase retail donations to food banks across the state and create a wider selection of food for their clients to enjoy. Feeding NYS and the NYS Department of Environmental Conservation have identified dozens of potential donors for Long Island Cares. Represented on the list are everyone from wholesale distributors and restaurants to manufacturers.

"Often retailers will mix edible food in with food scraps that are shipped to pig farms or just thrown out," Jay Hawkins from Feeding NYS said. "Feeding NYS is dedicated to visiting these retail locations on the island in person to discuss the new law how they can make sure that perfectly great, edible food goes to their neighbors in need."

With interruptions to the supply chain and the rising costs of food across the U.S., partnering closely with our food banks is more important than ever.

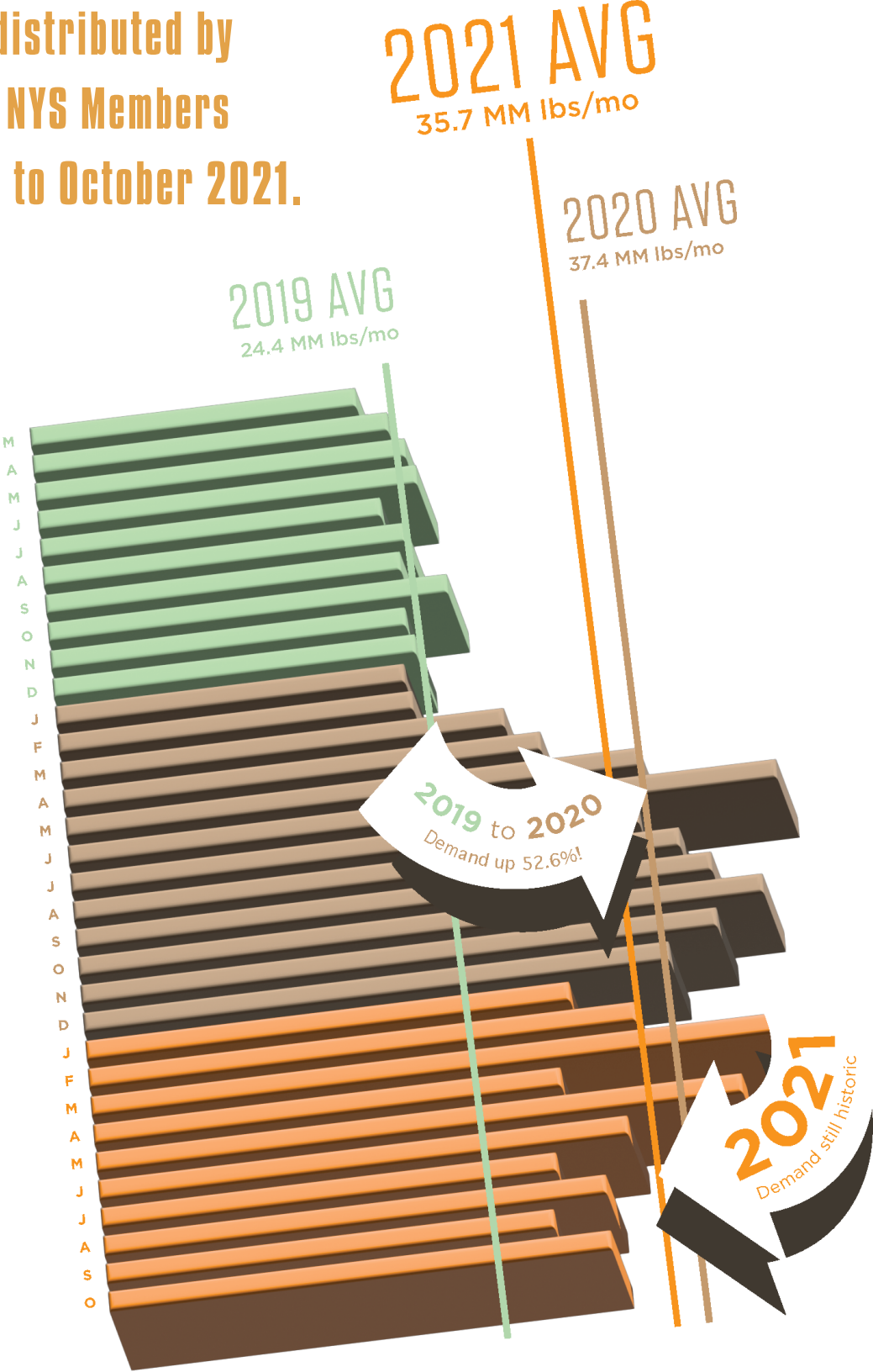
"It's been very refreshing to work with Long Island Cares," said Jay. "The communication and the partnership we've built with them has just been awesome. It makes both of our jobs that much easier."

The Long Island Cares food bank eagerly awaits the January 1st start date and is looking forward to a lifelong partnership with Feeding NYS. .

# WHAT WE ACHIEVE TOGETHER



Pounds distributed by  
Feeding NYS Members  
March 2019 to October 2021.







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## PARTNERSHIP *highlight*

This Holiday Season  
Guinness has partnered with  
Feeding New York State for  
the second year in a row.

For every limited-edition  
**'Guinness Gives Back'** 8-pack  
made, \$1 is donated to a charitable  
organization in the U.S., and in  
New York that's us!

