



FOR IMMEDIATE RELEASE
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ReFresh Foods – New Hybrid Truck Will Help Deliver Healthy Food to Those Who Need it Most

Halton - Halton residents who access local food banks and social agencies for food support will soon have access to larger quantities of fresh, healthy food as a result of **ReFresh Foods**, a new regional food collection and redistribution initiative led by Food for Life Canada and various community partners in Halton. The goal of ReFresh Foods is to reduce hunger in Halton by collecting surplus perishable (including healthier fresh and frozen food) from corporate food manufacturers and suppliers and non-perishable foods for redistribution to local food banks and front line social service agencies. ReFresh Foods will enhance the type and quantity of food donations distributed in Halton by using a refrigerated hybrid truck for distribution of food donations.

Representatives from ReFresh Foods, local elected officials and community partners joined together to officially launch ReFresh Foods on Tuesday, December 9, 2008 at the Ippolito Fruit & Produce building on 201 North Service Road in Burlington. The launch included the unveiling of the new environmentally friendly refrigerated hybrid truck that has been generously donated by The Sprott Foundation. The truck is the first of its kind to be built in Canada for a non-profit agency. The truck is 35-50% more fuel efficient and contributes less noise and pollution to the environment.

"We are changing the way food is distributed to food banks, social service agencies and low income individuals and families in Halton," said Blair Richardson, Chair of ReFresh Food. "By having a refrigerated warehouse for storage and a refrigerated truck for distribution we are able to safely handle and distribute a larger quantity of fresh, healthy foods for people in Halton with the greatest need."

"We need to work in partnership to meet the needs of the many adults and children in Halton who do not have access to nutritionally adequate food," said Halton Regional Councillor Jeff Knoll, Chair of Halton Region's Health and Social Services Committee. "More than 28,000 Halton residents live below the poverty line and one in every thirteen are children. The work of ReFresh Foods is an important step towards meeting this need, but we cannot forget about the root causes of hunger and poverty."

The idea for ReFresh Foods was the result of a feasibility study conducted in 2007 by a consortium of food banks—led by Food for Life, with the support of Halton Region. The principal recommendation of this project was to create "a regional food acquisition & distribution hub with a central warehouse and refrigerated storage as well as refrigerated transportation to its members."

"The need is great in Halton," said Marcus Logan, ReFresh Foods Program Director. "The 2007 feasibility study found that 31,000 individuals are accessing emergency food in Halton, a staggering 11,000 of those are children and we estimate that this number will increase by 3% each year."

ReFresh Foods is supported by community focused businesses, environmentally conscious foundations and community partners such as The Sprott Foundation, The Ontario Trillium Foundation, Kraft Canada, Halton Region, the Burlington Community Foundation, the Halton Healthy Community Fund, the United Way of Burlington and Greater Hamilton, the United Way of Oakville, Pioneer Petroleum, Cobs Breads, Food for Life Canada, Ippolito Fruit & Produce, and Insite Design.

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