



## **Hy-Vee Stores team up with Tyson Foods To Fight Hunger in Iowa**

*Companies donate more than 33,000 pounds of protein to the Food Bank of Iowa*

DES MOINES, Iowa – August 5, 2011 – Tyson Foods and Hy-Vee Stores are donating more than 33,000 pounds of chicken to the Food Bank of Iowa, 2220 E. 17<sup>th</sup> Street in Des Moines, on Monday, August 8 at 10:30 a.m. as part of an effort to feed people in need and promote public awareness of hunger in America.

Lt. Governor Kim Reynolds will also be on hand to show her support for the Food Bank of Iowa and to thank Hy-Vee and Tyson Foods for the donation.

Meat and poultry are nutrient dense foods and, according to health experts, can be especially helpful to people who need more protein including growing children, pregnant women, the elderly, and anyone undergoing severe stress disease or disability. According to food banks nationwide, meat is the most requested and least available food.

“For several years, Hy-Vee has been a proud supporter of the Food Bank of Iowa,” says Monte Wiese, senior vice president of Supply Chain for Hy-Vee, Inc. and a member of the Food Bank of Iowa’s Board of Directors. “During these times when many individuals are in need, we hope this collaborative effort between Hy-Vee and Tyson Foods will help ease the burden for families trying to put food on their tables.”

“We hope to use events like this to create awareness of the issue of hunger and its effects, and to spotlight the great work of organizations like the Food Bank of Iowa,” said Ed Nicholson, director of community relations for Tyson Foods. “We’re honored to have our partner, Hy-Vee, who are outstanding corporate citizens in Iowa, as part of the donation.”

The Food Bank of Iowa distributes more than 8 million pounds of food annually throughout its 55 county service area. Approximately 100,000 residents, including children and seniors, receive emergency food assistance each year from the Food Bank of Iowa and its 425 partner agencies.

“We are thrilled to receive this high quality donation from Hy-Vee Stores and Tyson Foods,” said Carey Miller, executive director of the Food Bank of Iowa. “This contribution will help ensure that we can assist more individuals as the need for food assistance continues to increase.”

Tyson Foods has been an active participant in the fight against hunger for a decade, donating more than 80 million pounds of protein, or the equivalent of 300 million meals. The company partners with Share Our Strength, Lift Up America, Feeding America, the League of United Latin American Citizens to raise awareness and help feed the hungry across the nation. The company’s current “KNOW Hunger” campaign is focused on helping more people understand and join the effort to eliminate hunger in America. It currently involves the recent release of a study on public perceptions of hunger, as well as a commitment to donate one million pounds of protein to 37 food banks during the month of March.

Tyson and the Food Research and Action Center (FRAC) recently commissioned a study on public perceptions of hunger. Among other things, it found that most surveyed believe hunger is a much smaller problem in their own community than it is in the state or the nation overall. Yet, 24% of those surveyed worry they will have trouble putting food on the table this year. Survey details are available at [www.tysonfoods.com/Media-Room.aspx](http://www.tysonfoods.com/Media-Room.aspx).

To hear the testimony of a former professional football player and current network sports commentator who experienced hunger as a child, go to [www.tysonfoods.com/Media-Room.aspx](http://www.tysonfoods.com/Media-Room.aspx). Information about how to get involved in the fight against hunger is available at [www.tysonhungerrelief.com](http://www.tysonhungerrelief.com).

### **About the Food Bank of Iowa**

The Food Bank of Iowa is a private, not-for-profit organization committed to its mission of alleviating hunger through food distribution, partnership and education. The Food Bank of Iowa solicits, receives, inventories and distributes donated food and grocery products to 425 partner agencies in 55 counties who directly serve needy individuals within their communities. Forty-two of these counties are served from their facility in Des Moines with the remaining 13 counties being served by their redistribution organization, the Food Bank of Southern Iowa. To learn more, visit [www.foodbankiowa.org](http://www.foodbankiowa.org).

### **About Hy-Vee Stores**

Hy-Vee – a company known for excellent service and low prices – is an employee-owned company of more than 56,000 individuals. With sales of more than \$6.9 billion and more than 232 retail stores across eight Midwestern states, Hy-Vee ranks among the top 20 supermarket chains and the top 50 private companies in the United States. *Supermarket News*, the authoritative voice of the food industry, has honored the company with a Whole Health Enterprise Award for its leadership in providing services and programs that promote a healthy lifestyle. To learn more, visit [www.hy-vee.com](http://www.hy-vee.com).

## **About Tyson Foods**

Tyson Foods, Inc. (NYSE: TSN), founded in 1935 with headquarters in Springdale, Arkansas, is one of the world's largest processors and marketers of chicken, beef and pork, the second-largest food production company in the Fortune 500 and a member of the S&P 500. The company produces a wide variety of protein-based and prepared food products and is the recognized market leader in the retail and foodservice markets it serves. Tyson provides products and services to customers throughout the United States and more than 90 countries. The company has approximately 115,000 Team Members employed at more than 400 facilities and offices in the United States and around the world. Through its Core Values, Code of Conduct and Team Member Bill of Rights, Tyson strives to operate with integrity and trust and is committed to creating value for its shareholders, customers and Team Members. The company also strives to be faith-friendly, provide a safe work environment and serve as stewards of the animals, land and environment entrusted to it.

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