

News Release



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IOWANS WHO STRUGGLE WITH HUNGER TO BENEFIT FROM FIRST-OF-ITS-KIND FOOD & FARMING EXHIBIT AT THE IOWA STATE FAIR

DES MOINES, Iowa – August 9, 2011 – Visitors to the 2011 Iowa State Fair – August 11-21 – can witness a first-of-its-kind exhibit celebrating today’s farms, and make a real and meaningful difference in the lives of people struggling with hunger.

“Together We CAN!” presented by the Iowa Food & Family Project (Iowa FFP), in cooperation with the Iowa Food Bank Association (IFBA), will feature the awe-inspiring work of Canstruction®, the world’s most unique food charity. It will also invite fairgoers to provide a helping hand to those who are food insecure.

Located in the south atrium of the Varied Industries Building daily from 9 a.m. to 9 p.m., the must-see exhibit will include larger-than-life replicas of the Iowa State Fair butter cow (in honor of its 100th anniversary), a milk carton, market-size hog and landscape of soybean and corn fields – all sculpted from thousands of cans of food.

The purpose of the exhibit is to encourage dialogue about farming, inspire greater awareness of the commitment of farmers to providing healthy food for everyone and encourage donations to the IFBA.

Visitors to the exhibit can participate in guessing contests and register to win one of 10 \$50 Hy-Vee gift cards. Volunteers will also invite fairgoers to donate to the IFBA. Following the fair, all donations and food items used in the exhibit will be given to the IFBA to assist hunger relief efforts throughout the state.

“The Iowa Food Bank Association is very excited to partner with the Iowa Food & Family Project to create this must-see exhibit,” says Jordan Vernoy, state director for the Iowa Food Bank Association. “It’s an event that will champion the importance of farming and provide fairgoers an opportunity to make a meaningful difference in the lives of people who struggle to obtain the food they need to lead active and productive lives.”

A recent analysis by Feeding America finds that more than 380,000 people, or nearly 1 in 8 households, are food insecure.

“The support of food relief efforts in Iowa is very timely given the strong need that currently exists,” says Norbert Schmidt, a dairy farmer from Waverly, Iowa, who serves as Iowa division vice president for the Midwest Dairy Association. “Where there’s a need, farmers can be counted on to lend a hand. It’s what neighbors do.”

Vernoy says every dollar donated during the fair will allow food banks to distribute up to \$15 worth of food.

“Every donation matters,” he says. “Fairgoers can give with confidence knowing that they are making a real and meaningful difference for people living right here in Iowa.”

Sponsors of “Together We CAN!” include the IFBA, Midwest Dairy Association, Iowa Soybean Association, Iowa Pork Producers Association, Hy-Vee, Syngenta, Iowa State Fair and United Soybean Board.

Actual construction of the exhibit will take place during the first four days of the fair.

About the Iowa Food and Family Project

The Iowa Food and Family Project (Iowa FFP) is a purpose-driven initiative dedicated to nurturing positive and enduring relationships between farmers and consumers through personal engagement and advocacy. It involves more than 20 farm, retail and food relief organizations. To learn more, visit www.iowafoodandfamily.com.

About the Iowa Food Bank Association

The Iowa Food Bank Association (IFBA) a collaboration of the eight Feeding America food banks that serve all of Iowa’s 99 counties. Together, the food banks serve more than 1,000 non-profit organizations serving ill, infant or needy individuals. To learn more, visit www.iowafba.org.

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