



## **Tyson Foods and Wakefern/ShopRite Team Up to Fight Hunger in New Jersey** *Firms donate 29,000 pounds of protein to the Community FoodBank of New Jersey*

**Hillside, N.J. – March 24, 2011** – Tyson Foods and Wakefern/ShopRite today donated 29,000 pounds of boneless chicken to the Community FoodBank of New Jersey as part of an effort to feed people in need and promote public awareness of hunger in America.

“There are millions of hard-working adults, children and seniors who simply cannot make ends meet and are faced with the realities of hunger and malnourishment,” said John Tyson, chairman of Tyson Foods. “We are trying to make a difference in their lives by providing nutrient-rich protein and by increasing understanding of hunger in our country.”

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.

“Providing food to our neighbors in need speaks to the heart of the ShopRite Partners In Caring program, our year-round hunger-fighting initiative” said Christine Magyarits, spokesperson for ShopRite Partners In Caring. “Collaborating with generous vendor partners to support food banks in ShopRite’s trading areas is the perfect way to give back to the communities we serve. We are proud to stand beside Tyson Foods in their donation of chicken and will additionally donate 3,000 pounds of broccoli, which will provide the makings of a healthy meal for so many families.”

The Community FoodBank of New Jersey is a non-profit organization that serves more than 1,500 non-profit member agencies in 18 New Jersey counties. The Community FoodBank of New Jersey distributed 37 million pounds of food in the past year, helping to feed over 900,000 people.

“A gift of this size is a tremendous boost to our food collection efforts,” says Tim Vogel, Director of Food Sourcing. “What is especially important is that the chicken is a valuable source of protein.”

Tyson Foods has been an active participant in the fight against hunger for a decade, donating more than 78 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.

Tyson Foods’ year-long “KNOW Hunger” campaign is focused on helping more people understand and join the effort to eliminate hunger in America. It includes the recent release of a study on public perceptions of hunger, as well as a commitment to donate one million pounds of protein to food banks in 23 U.S. markets during the month of March.

Tyson and the Food and Research 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 percent of those surveyed worry they will have trouble putting food on the table this year. Survey details are available by clicking on [www.tysonhungerrelief.com](http://www.tysonhungerrelief.com).

To hear the testimony of three prominent Americans who experienced hunger as children, go to [www.tysonfoods.com/Media-Room.aspx](http://www.tysonfoods.com/Media-Room.aspx) and click on “three perspectives.” Information about how to get involved in the fight against hunger is available at [www.tysonhungerrelief.com](http://www.tysonhungerrelief.com).

#### **About The Community FoodBank of New Jersey**

The Community FoodBank of New Jersey, a member of Feeding America, distributed 37 million pounds of food last year to people in need in 18 of New Jersey’s 21 counties. Its staff and volunteers fight hunger and poverty not only through the distribution of food and grocery products, but by education and training, and by creating new programs to meet the needs of low-income people. The Community FoodBank of New Jersey has earned Charity Navigator’s highest honor, a four-star rating, for the second consecutive year.

#### **About ShopRite**

ShopRite is the registered trademark of Wakefern Food Corp., a retailer-owned cooperative, based in Keasbey, NJ and the largest supermarket cooperative in the United States. With more than 230 ShopRite supermarkets located throughout New Jersey, New York, Pennsylvania, Connecticut, Delaware and Maryland, ShopRite serves more than five million customers each week. A long-time supporter of key community efforts, ShopRite is dedicated to fighting hunger in the communities it serves. Through its ShopRite Partners In Caring program, ShopRite has donated more than \$24 million to 1,700 worthy charities and food banks since the program began in 1999. As a title sponsor of the LPGA’s ShopRite Classic, ShopRite has raised more than \$23 million for local schools, hospitals and community groups. For more information, please visit [www.ShopRite.com](http://www.ShopRite.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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