

## **Smithfield Foods Donates 42,000 Pounds of Protein in New Orleans, Releases New "Helping Hungry Homes" Video**

NEW ORLEANS, Mar. 12 /CSRwire/ - In celebration of Smithfield Foods' 10-year anniversary of its Helping Hungry Homes® hunger-relief initiative focused on alleviating hunger and helping Americans become more food secure, the company released a new video that explains the impact of the program on communities across the country and also outlines the 2018 Helping Hungry Homes® tour stops.

Last week, Smithfield Foods also joined forces with Rouses Markets to donate 42,000 pounds of protein to Second Harvest Food Bank of Greater New Orleans and Acadiana. The donation, equivalent to more than 165,000 servings of protein, will help families fight hunger across south Louisiana.

"At Second Harvest Food Bank, we are committed to alleviating hunger by providing food access, advocacy, education, and disaster response," said Natalie A. Jayroe, president and CEO of Second Harvest Food Bank of Greater New Orleans and Acadiana. "We are tremendously thankful for this donation from Smithfield Foods, which will help the countless families in our area who are struggling with food insecurity."

Smithfield and Rouses Markets representatives presented the donation to Second Harvest Food Bank of Greater New Orleans and Acadiana at an event at the foodbank this morning. Members of all three organizations discussed food insecurity in the local community and the significance of this donation, which will provide protein to much of the Food Bank's expansive service area, including more than 700 community partners and programs across 23 parishes from the Mississippi border to the Texas state line.

"We work daily with local hunger-relief organizations to bring food, funds and hands-on assistance to the areas we serve," said Donny Rouse, CEO of Rouses Markets. "Rouses is honored to partner with Smithfield Foods—a company that shares our passion to support our local communities—on this donation that will provide well-balanced meals to our neighbors in need for weeks to come."

This is the seventh large scale protein donation made by Smithfield to food banks across the country during its 2018 Helping Hungry Homes® tour. Since the program's inception in 2008, Smithfield has provided nearly 100 million servings of protein to food banks, disaster relief efforts, and community outreach programs nationwide.

"At Smithfield Foods, we understand the benefits of proper nutrition and believe it is our responsibility to help our neighbors in need," said Dennis Pittman, senior director of hunger relief for Smithfield Foods. "We hope this donation and our support of Second Harvest Foodbank will encourage others to join in the fight against hunger."

For more information about Smithfield Foods' Helping Hungry Homes® initiative and a list of upcoming donation events, visit [helpinghungryhomes.com](http://helpinghungryhomes.com).

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### **About Smithfield Foods**

Smithfield Foods is a \$15 billion global food company and the world's largest pork processor and hog producer. In the United States, the company is also the leader in numerous packaged meats categories with popular brands including Smithfield®, Eckrich®, Nathan's Famous®, Farmland®, Armour®, Farmer

John®, Kretschmar®, John Morrell®, Cook's®, Gwaltney®, Carando®, Margherita®, Curly's®, Healthy Ones®, Morliny®, Krakus® and Berlinki®. Smithfield Foods is committed to providing good food in a responsible way and maintains robust animal care, community involvement, employee safety, environmental and food safety and quality programs. For more information, visit [www.smithfieldfoods.com](http://www.smithfieldfoods.com).

#### About Second Harvest Food Bank of Greater New Orleans and Acadiana

Second Harvest Food Bank is leading the fight against hunger in South Louisiana by providing food access, advocacy, education, and disaster response. Second Harvest provides food to more than 700 community partners and programs across 23 parishes from the Mississippi border to the Texas state line. Together, we make up the largest charitable anti-hunger network in the state. With help from our communities, we can make food security a reality for every household in South Louisiana.

Second Harvest Food Bank is an affiliated ministry of the Roman Catholic Archdiocese of New Orleans, a member of Feeding America, and a United Way partner agency. To join us in the fight to end hunger, please visit [no-hunger.org](http://no-hunger.org) or follow us on Facebook at [facebook.com/2ndHarvestGNOA](https://facebook.com/2ndHarvestGNOA) or on Twitter and Instagram @2ndHarvestGNOA.

#### About Rouses Markets

Rouses Markets is a 54-store independent, family owned chain operating in three Gulf Coast states: Louisiana, Mississippi, and Alabama. Donny Rouse, CEO, is the third generation to manage the company. The family has a 58-year history in groceries, beginning with Donny's grandfather, Anthony J. Rouse, Sr., who opened his first store in Houma, Louisiana, in 1960. Its Louisiana food roots go further back to the days when Anthony's father, J.P. Rouse, sold fruits and vegetables to local merchants.

Rouses Markets employs over 6,500 team members. It has consistently been voted Best Supermarket and Best Place to Work. New Rouses Markets in West Mobile, Alabama, and Moss Bluff, Sulphur and Covington, Louisiana are among stores the company will open this year.

Over the past decade, Rouses Markets, its customers and partners have donated well over \$1 million to Second Harvest and Feeding America. The company accepts donations of non-perishable food and cash at all locations. [www.rouses.com](http://www.rouses.com)

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