



## **Tyson Foods and Wegmans Team Up to Fight Hunger in New York**

*Companies donate 29,000 pounds of protein to Foodlink*

ROCHESTER, NY – March 17, 2011 – Tyson Foods and Wegmans today donated 29,000 pounds of boneless chicken to Foodlink 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’re 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.

“Wegmans is proud to partner with a vendor like Tyson who shares our commitment to making a difference in the communities we serve,” said Linda Lovejoy, Community Relations Manager at Wegmans. “The donation made here today will go a long way in helping Foodlink help people in need over a ten-county area.”

Foodlink distributes more than 11 million pounds of food annually throughout its 10 county service area. Since Foodlink’s founding in 1975, the food bank and its member agencies have distributed over 150 million pounds of food which translates into \$125 million worth of food for Central and Western New York.

“We thank both Tyson Foods and Wegmans for this generous donation,” said Tom Ferraro, Executive Director and Founder of Foodlink. “For over 30 years, Wegmans has been an exemplary community partner to Foodlink, and our largest donor. Tyson Foods has also demonstrated their dedication to fighting hunger in our region. There are over 150,000 individuals in our service area that suffer from food insecurity each year. I speak on behalf of all of Foodlink’s 450 member agencies when I say that the protein donated today is both greatly appreciated and critically needed to ensure that the emergency food needs of all of our community members are met. We could not do what we do without the support of companies such as these.”

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.

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 Foodlink**

Foodlink is the regional food bank of the Genesee Valley and Finger Lakes Region. Foodlink's mission is to provide hunger relief, eliminate the root causes of hunger, improve health and promote economic development. This is done through the distribution of food to a network of agencies and by empowering individuals through nutritional and agricultural programs. As a member of Feeding America, Foodlink rescues and redistributes over 11 million pounds of food to 450 human service agencies.

### **About Wegmans**

Wegmans Food Markets, Inc. is a 77-store supermarket chain with stores in New York, Pennsylvania, New Jersey, Virginia, and Maryland. The family-owned company, founded in 1916, is recognized as an industry leader and innovator. Wegmans has been named one of the '100 Best Companies to Work For' by FORTUNE magazine for fourteen consecutive years. In 2011, Wegmans ranked #3 on the list.

### **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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