

Eau Claire County

HIDDEN

HUNGER

Spring 2017

Catch FNV in Eau Claire!

Prepare to be marketed to! UW-Extension FoodWise, Eau Claire Healthy Communities, Chippewa Health Improvement Partnership, and Eat Well Dunn County have teamed up and are on a mission to get Wisconsin residents eating more fruits and veggies!

"FNV" or *fruits and veggies* - is a campaign that unites every type of fruit and veggie under one awesome brand. With a dash of playful creativity and help from celebrities, FNV is harnessing the power of marketing to promote fruits and veggies in the same way big brands market their products. FNV was created by [The Partnership for a Healthier America](#).

See the FNV campaign in action on Eau Claire busses, billboards, online and on social media from June to November 2017. FNV can also be seen in the Direct Store, Barstow Street; Festival Foods, Mall Drive; Gordy's Markets on Birch Street, E Hamilton Ave, and W Clairemont Ave; and at Woodman's in Altoona.

Join the fun! Visit the FNV Photo Booth at the Phoenix Park *Sounds like Summer Concert Series*, June 1, 2017, 6-8:30 PM.

Spread your love for fruits and veggies. It's easy, just start snapping photos of your favorite fruits and veggies, cool ways you prepare them, or tricks for getting them into your (or your kids'!) meals. Remember to tag @TeamFNV and use the hashtag #FNVinWI so we can see how much Wisconsin really loves fruits and veggies.



How Can You Help?



The Power of Produce

To make produce more accessible for low-income families, Feed My People Food Bank (FMP) offering a Mobile Produce Drop Program for the second year. Special deliveries of fresh produce are made during peak harvest season to rural locations including Augusta Area Food Pantry, Bethlehem Lutheran Church and Hillcrest Estates Mobile Home Park in Altoona. FMP makes produce available year round by cooperatively purchasing fresh foods from warmer climates with other food banks in nearby states. These produce initiatives are supported in part from the Eau Claire Community Foundation and Walmart Foundation. FMPFB is improving health year round! **Lead and substitute volunteers are needed** to assist at the mobile produce drops or to sort produce at FMP warehouse. To learn more call Suzanne at 715.835.9415.



A 2017 Power of Produce Story: A van pulled up at the mobile produce site. Inside were a mom and several small children. The family left with bags of potatoes, sweet corn, cucumbers, zucchini, cabbage and lettuce. As they pulled away the little boy was waving good-bye and yelling "THANK YOU!" [Read more stories.](#)

Recent Food Security Efforts

\$1



= \$2



2017 Market Match at Eau Claire Downtown Farmers Market begins its 3rd Year

Every Saturday Market Match is open from 8:30-12:30 in June through September. FoodShare participants may purchase one-dollar wooden tokens with their QUEST card. Tokens purchased will be doubled up to \$10 per QUEST card per week. Tokens can then be spent to buy healthy, local food at the Downtown Market. The tokens never expire and can be used any day the Downtown Market is open.

Market Match Patron says, "Thank you so much for this program. PLEASE continue it. I'm now employed and won't have FoodShare, but families need this! It makes me feel more included in the community."

Thanks to Market Match Sponsors Group Health Cooperative, Jamf, United Healthcare, City of Eau Claire and Eau Claire County Department of Human Services for their generous 2018 donations!

How can you help? All community members may purchase tokens with a credit or debit card for an additional \$1 transaction fee. These funds defray the cost of the point of sale machine used for the program. Or stop by the Market Match table and donate.

HUNGER NEWS

As School Ends, Hunger Begins

17%

OF THE 21 MILLION CHILDREN
WHO RECEIVE FREE OR REDUCED
MEALS IN SCHOOL NATIONALLY
RECEIVE MEALS THROUGH THE
SUMMER FOOD SERVICE PROGRAM



Want to know about summer hunger, click [here](#) to meet Sam

How is Eau Claire Addressing Summer Hunger?

[Click for more details](#)

Free Summer Food Resources

Weekly Dining

Serves anyone 18 and under

July 31st -August 17th, Monday-Thursday

Breakfast 8:00-8:45

Lunch 11:45-12:15

Flynn Elementary School

Lakeshore Elementary School

Locust Lane Elementary School

Longfellow Elementary School

Manz Elementary School

Northwoods Elementary School

Mobile Meals for Kids

Sponsored by Feed My People Food Bank

Food Bags for Kids

Thursdays June 15- August 24

11:00-12:00

Longfellow Elementary Parking Lot

The Community Table

All Summer Long

Lunch: Mon, Wed, Fri, Sat- 11:30-1:00

Dinner: Tue 5:00-6:15 & Sun 3:00-4:00

Meal Bags for Kids

Sponsored by Feed My People Food Bank

Free bagged breakfast and lunches for kids



Hunger Prevention Coalition
for Eau Claire County