

GOOD CITIZENSHIP

More Than 33 Million Americans Suffer From Hunger How You Can Help People in Your Community

(NAPSA)—There is a changing face of hunger in the United States. More Americans are going to bed hungry at night and heading to hunger-relief agencies in the morning. The U.S. Census Bureau reports that the number of Americans living in poverty has increased in the past year, from 33.4 to 34.8 million people.

In addition, the United States Department of Agriculture (USDA) reports that more than 33 million people in America are food insecure, which means they are uncertain of where they will get their next meal. This includes 13 million children and 3.6 million senior citizens.

Those who are food insecure are forced to make choices when using their limited incomes to pay for everyday expenses. Food is often the expendable item. Forty-five percent of people who receive assistance from America's Second Harvest, the largest domestic hunger-relief organization in the U.S., report having had to choose between paying for food and paying for utilities or heating fuel and 30 percent have had to choose between buying food and paying for medicine or medical care.

To make it easier for people to help their neighbors in need, Hormel Foods and America's Second Harvest are partnering again to provide premium *Hormel® Cure 81®* hams to hungry people nationwide. Through the *Hormel® Hams for Hunger™* program, consumers and grocers across the country have joined forces to ensure that millions of hungry people receive high-quality, protein-rich hams this holiday season and beyond.

"Now in its 14th year, the Hormel® Hams for Hunger™ program is a centerpiece of our commitment to working to fight hunger in America," said Jim Splinter, vice president of marketing of consumer products with Hormel Foods. "The people at



America's Second Harvest share our passion and commitment to helping those in need. We appreciate their leadership role around this issue."

In 2002, 135,000 *Hormel® Cure 81®* hams, with a retail value of more than \$1.6 million, were given to people in need. Since the program's inception in 1989, Hormel Foods has donated more than \$9.5 million in premium hams.

The program involves grocery stores nationwide. When consumers purchase a broad range of qualifying Hormel Foods products from participating grocers between Sept. 29 and Dec. 27, 2003, those grocers earn certificates for *Hormel® Cure 81®* hams. The certificates are donated to hunger charities, most of which are part of America's Second Harvest network of food banks and food rescue programs, in the grocers' local markets. For every ham earned and donated by a grocer, Hormel Foods matches the donation in the grocers' name.

"*The Hormel® Hams for Hunger™* program is special because it provides much-needed, high quality protein products to our food shelves and pantries," said Robert Forney, president and Chief Executive Officer of America's Second Harvest. "We are pleased that this program continues to help provide quality hams for hungry people in communities across the country."

For more information, visit www.hormel.com or www.second-harvest.org.