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**Media Contact:**

Mike Martin  
316-291-2126  
michael\_martin@cargill.com

## **Cargill Turkey Brands Partner With Feeding America® to Provide 1.75 Million Meals**

**WICHITA, Kan.** – As millions of Americans struggle to make financial ends meet in these challenging economic times of uncertainty, Feeding America® and Cargill’s Honeysuckle White® and Shady Brook Farms® turkey brands are teaming up for the second consecutive year to help provide 1.75 million meals to Americans faced with hunger. Cargill’s \$250,000 donation, an increase of six percent over 2009, will help fund the effort.

“We appreciate the continued support of the Honeysuckle White and Shady Brook Farms brands this holiday season. We are feeding more Americans than ever before, and we are in continuous need of food and funds to feed the 37 million people who rely on us for food each year,” said Vicki Escarra, president and CEO of Feeding America. “We deeply appreciate the generosity of Cargill and its Honeysuckle White and Shady Brook Farms turkey brands.”

In an effort to spread awareness for the fight against hunger and using the campaign message *THE ONE TURKEY THAT CAN FEED A MILLION PEOPLE™*, full-page print ads for Honeysuckle White and Shady Brook Farms whole turkeys will appear in the November *Better Homes and Gardens* magazine, as well as the November 1 and 29 editions of *Family Circle*. A four-page section will appear in *Food Network Magazine* Thanksgiving section. Online ads, electronic newsletters, social media and other activities will also support the effort via the Internet. The in-store initiative will be supported by point-of-sale materials including 4-foot-high by 2-foot-wide vinyl banners, static clings and T-stands and backer boards containing turkey preparation tips for consumers.

“It is truly gratifying to work with Feeding America and help our fellow Americans,” said Steve Willardsen, president of Cargill’s turkey business. “Giving something back to people and communities is part of Cargill’s cultural fabric and core values dating back to the company’s founding 145 years ago in rural Iowa. Nobody in America should struggle with hunger from lack of food, so closing that gap is something we want to help accomplish.”

Honeysuckle White turkey is a national brand and Shady Brook Farms turkey is a leading regional brand in the Northeast and Mid-Atlantic regions of the U.S. Consumers who purchase these brands of whole turkeys for their holiday celebrations help support Feeding America’s goals in the fight against hunger. For information about the Feeding America partnership, as well as for information about turkey products and recipes, visit [www.honeysucklewhite.com](http://www.honeysucklewhite.com) or [www.shadybrookfarms.com](http://www.shadybrookfarms.com). Also, join others in discussion regarding the fight against hunger on Facebook at [www.facebook.com/honeysucklewhiteturkey](http://www.facebook.com/honeysucklewhiteturkey) or [www.facebook.com/shadybrookfarmsturkey](http://www.facebook.com/shadybrookfarmsturkey).

### **About Cargill**

Cargill is an international producer and marketer of food, agricultural, financial and industrial products and services. Founded in 1865, the privately held company employs 131,000 people in 66 countries. Cargill helps customers succeed through collaboration and innovation, and is committed to applying its global knowledge and experience to help meet economic, environmental and social challenges wherever it does business. For more information, visit [www.cargill.com](http://www.cargill.com).

### **About Feeding America**

Feeding America provides low-income individuals and families with the fuel to survive and even thrive. As the nation's leading domestic hunger-relief charity, our network members supply food to more than 37 million Americans each year, including 14 million children and 3 million seniors. Serving the entire United States, more than 200 member food banks support 61,000 agencies that address hunger in all of its forms. For more information on how you can fight hunger in your community and across the country, visit <http://www.feedingamerica.org>. Find us on Facebook at [facebook.com/FeedingAmerica](http://facebook.com/FeedingAmerica) or follow our news on Twitter at [twitter.com/FeedingAmerica](http://twitter.com/FeedingAmerica).