NC Pork Council barbecue cooks and Smithfield Foods to dish up more than 175,000 servings of protein in one day

FOR IMMEDIATE RELEASE—On Friday, April 17th, the N.C. Pork Council and Smithfield Foods are teaming up to provide more than 175,000 servings of protein to Inter-Faith Food Shuttle’s COVID-19 emergency response programs.

The N.C. Pork Council and the National Pork Board are donating 150 pork barbecue shoulders and ten barbecue cooks from the NC Pork Council’s Whole Hog Barbecue Series will spread out—adhering to strict social distancing—in the Food Shuttle parking lot to make barbecue. The barbecue will be distributed through Inter-Faith Food Shuttle’s programs such as their Mobile Markets, the Mobile Tastiness Machine, and with their partner agencies such as the Durham Children’s Initiative. This protein will serve critically vulnerable individuals and families struggling with hunger during this crisis.

Also on Friday, Smithfield Foods will deliver a truckload of protein—or about 170,000 servings—to Inter-Faith Food Shuttle as part of the company’s “Good Food Challenge” in response to COVID-19. Smithfield Foods kicked off the initiative last month with $3 million in cash and in-kind donations in aid to Feeding America. Earlier this week, the company announced additional donations of over 40 million servings of protein distributed to the Feeding America network of food banks across the country, of which Inter-Faith Food Shuttle is a member organization.

According to Inter-Faith Food Shuttle’s Interim CEO/President, Bethann James, “Sourcing needed protein has become increasingly difficult as our supply chains are over extended and donating less. Our access to necessary protein items is dwindling. We are grateful for this creative partnership with the NC Pork Council, Smithfield Foods, and the National Pork Board to fill a critical need.”

As an essential service agency, Inter-Faith Food Shuttle is continuing its emergency response programs to feed families, children and seniors affected by COVID-19. The demand for their services has sky-rocketed over the past month. As an example, in March 2020, Inter-Faith Food Shuttle served 12,902 people through one program: Mobile Markets. The unprecedented number of families and individuals receiving direct distribution of groceries and fresh product through the Mobile Markets continue to rise. Protein provided by the NC Pork Council, National Pork Board, and Smithfield Foods will go a long way in addressing food insecurity issues among our most vulnerable populations: children, working families, and seniors.
MEDIA OPPORTUNITY

Members of the media are invited to stop by Inter-Faith Food Shuttle (1001 Blair Drive, Raleigh, NC 27603) on Friday, April 17, for interviews between 1:00 PM and 3:00 PM for footage of the barbecue preparations and the Smithfield Food truck being unloaded.

CONTACT

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