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FOR IMMEDIATE RELEASE:

Specialty Food Foundation Established to Help Combat Hunger

Food Recovery Part of Mission

NEW YORK (June 24, 2014) – The Specialty Food Association has established a foundation dedicated to hunger relief and food recovery. The Specialty Food Foundation will work to reduce hunger and increase food recovery efforts through grant making, education and industry events.

The Foundation, which has applied for 501(c) 3 status, will hold its first event in October 2014 and make its initial grants in December 2014. The foundation is an outgrowth of the social entrepreneurship and extensive efforts in the areas of anti-hunger put forth by many members of the Specialty Food Association.



According to its mission statement, the Foundation “*develops and supports tangible and lasting solutions to hunger relief and food recovery, amplifying the innovation and passion of the specialty food community.*” The Vision is “*A community of social entrepreneurs breaking the hunger cycle and enriching life.*”

In July, the Foundation will start accepting Letters of Inquiry (LOI) from organizations interested in receiving grants. The inquiries will be reviewed, and those organizations whose mission and approach match those of the Foundation will be invited to submit grant proposals. The proposals will be reviewed by Foundation staff and its board of directors. An anticipated 10 grants will be made this year. The Specialty Food Association has gifted funds to the Foundation to support these first grants.

“As part of its ‘Citizens of the World’ initiative, the Specialty Food Association wants to give back in ways that make a difference,” says Association President Ann Daw. “Our Association’s core purpose is to serve our members, but as a community that produces and sells food, we are also keenly aware that we can help impact these two vital areas.”

The first Foundation event is Embrace Hunger Relief Day on October 10. Association members will be encouraged to take that day to support anti-hunger organizations in their local communities.

Information on the Foundation will be available at a special booth at the Summer Fancy Food Show at the Jacob K. Javits Convention Center in New York in the center’s Crystal Palace. The show runs Sunday, June 29 – Tuesday, July 1. For more information about the foundation, please

contact Ron Tanner, vice president of Philanthropy, Government and Industry Relations, at rtanner@specialtyfood.com or 646-878-0115.

The Summer Fancy Food Show is owned and produced by the Specialty Food Association. It is the largest marketplace devoted exclusively to specialty foods and beverages in North America. Attendee registration will remain open throughout the show. [Learn more and register](#).

At the end of the show, exhibitors will continue their long tradition of donating the remaining food at their booths to [City Harvest](#), a leading New York City anti-hunger organization.

Press Registration

The Fancy Food Show is a trade-only event. The Specialty Food Association provides complimentary press badges to qualified media. [Learn more and register](#).

Exhibitor News: specialtyfood.com/summernews

Fancy Food Show App: Exhibitor List, Maps, and more: specialtyfood.com/showapp

About the Specialty Food Association

The Specialty Food Association is a thriving community of food artisans, importers and entrepreneurs who bring craft, care and joy to the distinctive foods they produce. Established in 1952 in New York, the not-for-profit trade association provides its 3,000 members in the U.S. and abroad the tools, knowledge and connections to champion and nurture their companies in an always-evolving marketplace. The Association (formerly the National Association for the Specialty Food Trade, Inc.) owns and produces the Winter and Summer [Fancy Food Shows](#), and presents the [sofi™ Awards](#) honoring excellence in specialty food. Learn more at specialtyfood.com

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