



## MEDIA RELEASE

Media release for Arkansas Hunger Relief Alliance. For immediate release.

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### ARKANSAS BEEF PROJECT RECOGNIZES I-40 LIVESTOCK AUCTION

In a ceremony yesterday morning in Ozark, Arkansas Hunger Relief Alliance, Arkansas Cattlemen's Association and Farm Journal Foundation recognized the [I-40 Livestock Auction](#) for their generous support of the Arkansas Beef Project in 2017. As a means of supporting this new, innovative hunger relief project, the auction donated \$.05 per head of cattle sold through their facility. Kent and Caleesha Reading, owner of the stock auction, presented the Alliance with a check for \$1,750 to be used to purchase domestic ground beef for food pantries and food banks in Arkansas.

The Alliance Food Sourcing and Logistic Director Michelle Shope also thanked the Arkansas Cattlemen's Association, Farm Journal Foundation, AR Livestock and Poultry Commission and Arkansas Department of Agriculture for their assistance in spreading the word about this unique program.

Shope reminded those in attendance that having a reliable, affordable source of meat protein is a constant challenge for food pantries and food banks in Arkansas. The Arkansas Beef Project is a statewide partnership among the Arkansas Hunger Relief Alliance, Arkansas Cattlemen's Association and Farmers Feeding the World. The project goal is to develop a reliable, sustainable and cost effective resource for meat protein for those Arkansans that don't always know where they will get their next meal. The project offers cattle ranchers and others a unique opportunity to provide a much needed source of protein to many Arkansas children and families in need and make a tax-deductible\* contribution.

Arkansas cattlemen and others can participate in the the Arkansas Beef Project in three ways:

**Cash donations.** Money is used to purchase domestic ground beef and process donated animals.

**Donate a live cow/bull.** An adult cow/bull is transported to a USDA approved facility where it is processed.

**Donate a calf.** It can be raised by a cattleman/cattlegwoman, then donated to the program.

All donated beef is distributed in one-pound portions to food banks and food pantries across the state to help provide food insecure Arkansans a reliable source of protein.

M-O-R-E



Pictured from left back row: Cody Burkham, AR Cattlemen's Association Executive Vice President; Sam Cecil, Franklin Co ACA Vice President; John Paul Pendergrass, Farm Journal Foundation; Kent Reading, I 40 Livestock Auction owner; Patrick Fisk, Director of Arkansas Livestock and Poultry Commission; (front row) Cissie Pendergrass, Food pantry operator and Alliance member; Michelle Shope, Alliance Food Sourcing and Logistics Director; Linda Sontchi, President of Franklin Co ACA; and Caleesha Reading, I 40 Livestock Auction co-owner.

\*subject to changes in the Tax Cuts and Jobs Act of 2017

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#### **About The Arkansas Hunger Relief Alliance**

Arkansas Hunger Relief Alliance, lead partner in Arkansas for the No Kid Hungry campaign, is a non-profit collaborative network of more than 550 hunger relief and advocacy organizations across Arkansas. Our founding members include the Arkansas Foodbank in Little Rock, the Food Bank of Northeast Arkansas in Jonesboro, Harvest Regional Food Bank in Texarkana, Food Bank of North Central Arkansas in Norfolk, Northwest Arkansas Food Bank in Bethel Heights and River Valley Regional Food Bank in Fort Smith. The Alliance is dedicated to reducing hunger through direct relief, education and advocacy. We invite you to visit [www.ARhungeralliance.org](http://www.ARhungeralliance.org) for details on hunger relief programs, donor and volunteer opportunities.

#### **About the Arkansas Beef Project**

The Arkansas Beef Project is a new statewide partnership among the Arkansas Hunger Relief Alliance, Arkansas Cattlemen's Association and Farmers Feeding the World. The project goal is to develop a reliable, sustainable and

cost effective resource for meat protein for those Arkansans that don't always know where they will get their next meal. Providing sufficient protein to people who are struggling with food insecurity is an ongoing challenge. Thanks to the generosity of many cattle ranchers and volunteers, Arkansans in need will have access to meat protein through their local food banks and pantries. The Arkansas Beef Project appreciates the ongoing support of the Arkansas Agriculture Department.