



MEDIA RELEASE

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

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ARKANSAS BEEF PROJECT RECOGNIZES ARKANSAS CATTLE AUCTION

LITTLE ROCK, AR (April 9, 2018)—In a ceremony on April 6th in Searcy, the Arkansas Hunger Relief Alliance and Arkansas Cattlemen’s Association recognized Arkansas Cattle 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. Randy and Melissa Goodman, owners of the cattle auction, presented the Alliance with a check for \$2,490 to be used to purchase domestic ground beef for food pantries and food banks in Arkansas.



Pictured from left: Randy Black, AR Cattlemen's Association; Randy Goodman and Michelle Goodman, owners Arkansas Cattle Auction; and Michelle Shope, Arkansas Hunger Relief Alliance Food Sourcing and Logistics Director)

The Alliance Food Sourcing and Logistic Director Michelle Shope accepted the check, thanking the Goodmans on behalf of the program and Alliance Executive Director Kathy Webb. Shope also recognized Randy Black and the Arkansas Cattlemen's Association for their assistance in spreading the word about this unique program and soliciting participation among livestock sale barns.

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 much needed sources of protein to many Arkansas children and families in need and make a tax-deductible* contribution.

Arkansas cattlemen and others can participate in 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. A donated adult cow or bull is transported to a USDA approved facility where it is processed.

Donate a calf. The calf can be raised by a cattleman/cattlegirl, 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.

*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 500 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 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. Contact Brandon Chapman at bchapman@arhungeralliance.org.