

MEDIA ADVISORY

Foodlink partners with Senator Clinton to help local farmers come to market

Senator Clinton, Foodlink and others launch major initiative to expand markets for New York's farmers and growers

Farm to Fork Fulfillment Center Press Conference with Senator Clinton will be held Monday, July 11th

WHAT:

U.S. Senator Hillary Rodham Clinton and Foodlink will announce a partnership to facilitate the distribution of locally grown produce from at least 10 counties in upstate New York to the markets in the state's regional centers and beyond. The partnership is a result of Senator Clinton's Farm to Fork Initiative in conjunction with Foodlink and Red Jacket Orchards.

By using the assets of the regional food bank, which includes a fleet of trucks delivering to area non-profits in the surrounding 9-counties and their Fulfillment Center food warehousing infrastructure, Foodlink will act as a facilitator to help regional farmers ship their quality fresh produce from the farm to the City of Rochester. Growers can then sell their quality produce in local upstate markets or, with the help of Red Jacket Orchards, take their produce to markets in New York City and beyond.

WHO:

Featured speakers will be:

- Senator Hillary Rodham Clinton, sponsor of Farm to Fork initiative
- Jaime Saunders, Vice President of Foodlink, a non-profit organization providing infrastructure and resources for Fulfillment Center
- John Montague, Director of Foodlink Fulfillment Center
- Brian Nicholson, Red Jacket Orchards, Geneva
- Rick Pederson, Pederson Farms, Seneca Castle

WHEN: Monday, July 11th, 2pm

WHERE: Foodlink, 936 Exchange Street, Rochester, NY 14608

BEST VISUAL:

- Map of 10 county area of Fulfillment Center will be on display
- Following the speakers, produce from regional farmers will be loaded onto a

- Foodlink truck for delivery to an area broker.
- Tour of food bank facility including storage areas and trucks

All speakers will be available for interviews following the event. For additional information or to schedule an interview prior to the event, please call Jaime Saunders at (585) 328-3380 x132 or cell (585) 967-5500.