

# A Vision for a Hunger-Free America

Feeding the Nation, Leading the Movement  
and Strengthening the System

**ATHENA**  
PROGRAM

**FEEDING**  
**AMERICA**<sup>®</sup>

# Who is Feeding America?



## Feeding America is:

- The nation's largest hunger relief organization
- Over 200 food banks and food-rescue organizations, supporting more than 60,000 local charitable agencies
- Serving all 50 states, the District of Columbia and Puerto Rico
- Distributing more than 3 billion pounds of food and grocery products each year
- Feeding America's Network Serves 37 million hungry Americans every year

**Our Vision: Create a Hunger-Free America**

# What We Do



- **Solicit and transport product donations** from retailers, manufacturers, distributors, farmers, 3<sup>rd</sup> Party Warehouses and other donors
- **Implement programs** to help people in need on their journey to self-sufficiency and wellness
- **Educate** national, state and local elected officials and the public on hunger in America
- **Raise funds** to fill the gaps by purchasing food and grocery products for nationwide distribution

# How We Work



**Donations Are Made:** The Feeding America Network secures donations from food manufacturers, distributors, farmers and grocers, individuals and other organizations

**Food is Moved:** Using the latest technology, the Feeding America Network moves donated food and grocery products through Member food banks to where they are needed most

**Food is Distributed and Stored:** Member food banks ensure the safe storage and reliable distribution of donated goods to local charitable agencies

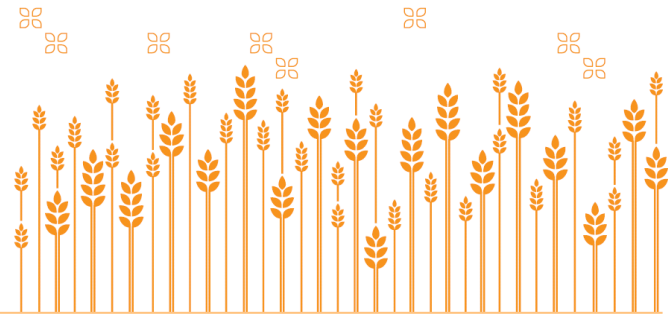
**Food Reaches those in Need:** Donations are given to hungry people in need at food pantries, soup kitchens, youth programs, senior centers, church pantries and emergency shelters



# UPC / GTIN Project

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November 12, 2012



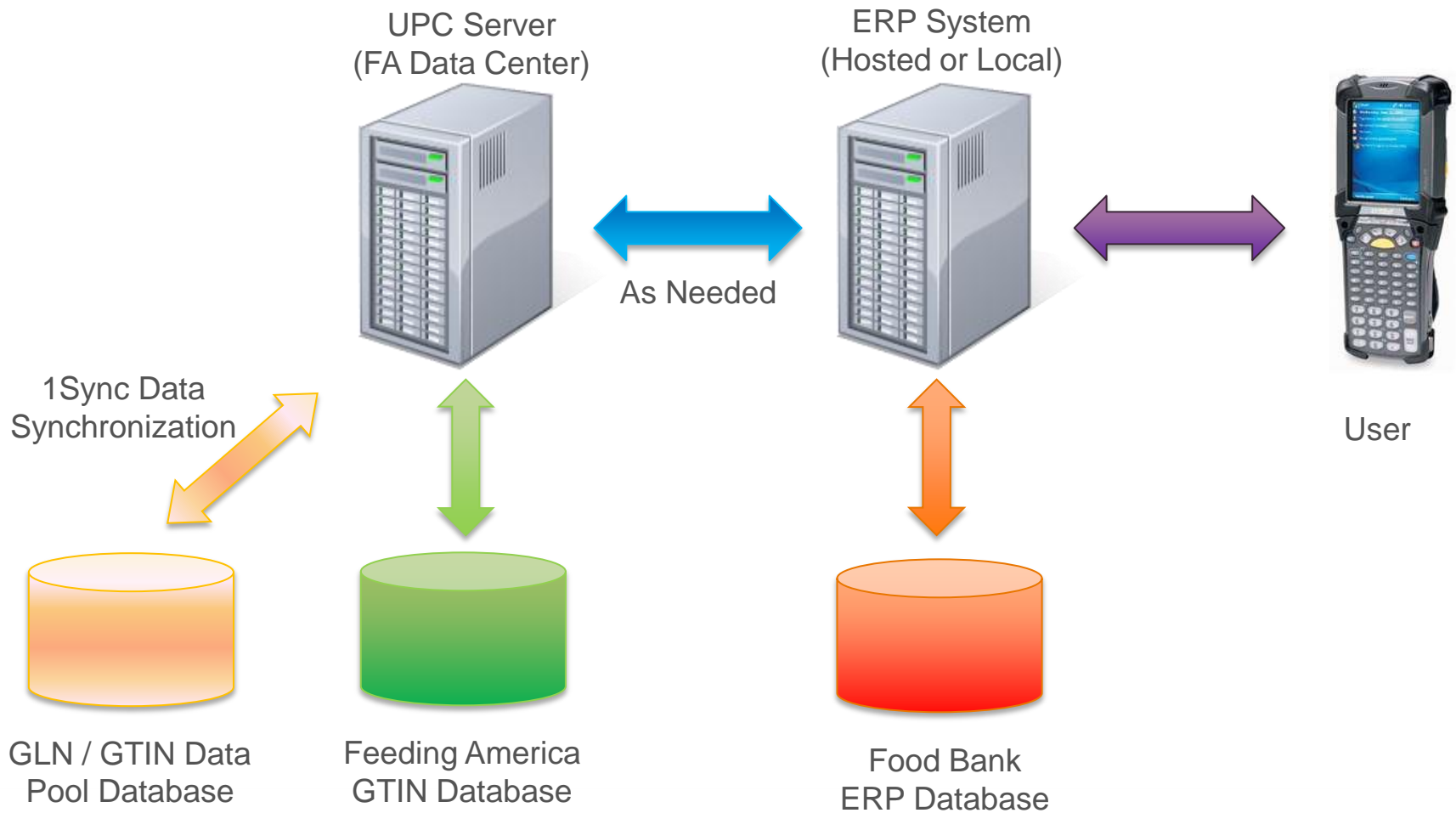
<b>Nutrition Facts</b>	
Serving Size 1/8 of recipe 231g (231 g)	
Amount Per Serving	
<b>Calories</b> 80	Calories from Fat 4
% Daily Value*	
<b>Total Fat</b> 0g	1%
Saturated Fat 0g	1%
Trans Fat 0g	
<b>Cholesterol</b> 0mg	0%
<b>Sodium</b> 33mg	1%
<b>Total Carbohydrate</b> 21g	7%
Dietary Fiber 3g	11%
Sugars 17g	
<b>Protein</b> 2g	
Vitamin A 140% • Vitamin C 139%	
Calcium 2% • Iron 3%	
<small>*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.</small>	
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## GTIN Database Attributes

- Products (individual / packages)
- Individual, Case and Pallet Sizes
- Manufacture / Category
- Weight
- Dimensions
- Ingredients
- Nutrition
- Recalls



# ERP System Integration



# Sample of Current Data Providers



- Identified about 100 total vendors to start
- 40,000+ records already in our database



# Barcodes in Food Banking



## Potential Areas of Impact

- Operational Efficiency
- Product Valuation
- Food Safety
- Recalls and Traceability
- Nutrition Information
- Product Statistics



# Operational Efficiency



## Product Receiving

- Matching incoming items to the correct inventory item
- Determining the correct product weight and pack size

## Inventory Item Creation

- Create new inventory items with prepopulated information



## Product Categorization

- Append ingredients, category, and nutrition data to inventory items

## Online Ordering

- Display ingredient, nutrition, photos and other product information

# Product Valuation



- Valuation of donated product is required to value our “revenue” according to GAAP accounting rules
- We currently use an average cost of a pound of food
- Determining the average cost is time consuming and expensive

If we could use the UPC barcode to count actual product, we could use an average wholesale cost by product. Easier and less costly to past muster with our auditors.



# Food Safety



We must protect our clients from unsafe food.

- Adhering to expiration and sell by dates (as modified)
- Proper storage according to a product's requirements
- Proper handling throughout the supply chain
- Pulling recalled product during salvage processing
- Sharing allergens, ingredients and nutritional information.



# Recall and Traceability



Similar to other business, we need maintain documentation that allows for the determination of a product's source and distribution.

- Manage bulk product by GTINs
- Record manufacturer's lot number
- Record expiration and sell by dates
- GTIN driven recall database and reporting on inventory and delivered product



I believe the FDA  
would like us to  
barcode and track  
everything!

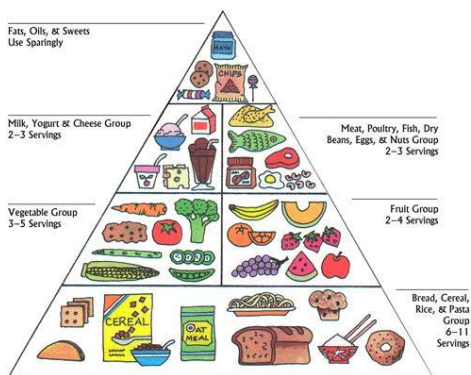


# Nutrition Information



What can we do to inform our agencies of an item's nutritional content, allergies and other warnings?

- Product ingredients
- Nutritional label
- Allergy and other warnings
- Nutritional rating



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start today to take **small steps** toward a healthier tomorrow

steps to a **healthy plate**

Follow these steps to create healthy meals that you and your family will enjoy.

Choose **MyPlate.gov**

- 1. Make half your plate fruits and vegetables.**
  - Include fruits and vegetables in a variety of ways on your plate - mixed into dishes, added to sandwiches or tacos, as a side dish, a small garnish on your plate and/or eaten at the end of the meal.
  - Eat a variety of colorful fruits and vegetables.
- 2. Make at least half your grains whole grains.**
  - Read the label and choose 100% whole grain breads, tortillas, cereals, rice and pasta.
- 3. Switch to fat-free (skim) or low fat (1%) milk.**
  - Choose fat-free or low fat milk and yogurt for adults and children over the age of 2 years.
  - Drink a glass of milk or enjoy yogurt at mealtimes.
- 4. Eat a variety of protein foods.**
  - Eat lean meat and poultry. Use cooked dry beans and peas in a variety of dishes.
  - Prepare meals with seafood at least twice a week.

Take time to enjoy your food!

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# Distribution Reporting/Statistics



Our donors are interested in understanding their contribution to the *Fight against Hunger*. We are interested in detailed information as well.

- Specific UPC codes (Manufacture, product, size, etc.)
- Product categories (Dairy, produce, cereal, beverages)
- Package sizes
- Nutrition details
- Expiration and sell by details
- And much more



# Rapid Recall System Integration



- Load recall information and GTIN codes into centralized GTIN database
- Send recall information to our ERP databases
- Trigger system messages at appropriate times
  - Receiving of a recalled product (bulk donations)
  - Receiving of a recalled product (food drives or salvage)
  - Block agency ordering of a recalled product
  - Warehouse movements of a recalled product
- Would like to see a better interface to receive recall notices and associated updates. Data transfer similar to GTIN.



# Project Status



- Live with communications between 1SYNC & FA
- Feeding GTIN records into our GTIN database
- Designed and enhancing our ERP systems
- Developing web app for our GTIN database to enable adding of new records or appending data
- January pilot at the San Antonio Food Bank

# How you can help?



- Having GTIN information in our database prior to when a donation arrives is key to our efficiency.
- We receive donations from many sources of every conceivable grocery product.
- Please populate data fields for ingredients, nutritional information and allergens.
- Participate in the Rapid Recall Exchange.
- **Most importantly, please accept our request when we ask to be included in your data synchronization.**

# Questions

