



**A GREENER WORLD**

Our Food. Our Farms. Our Future. Let's Choose!

**FOR IMMEDIATE RELEASE**

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## **LOCAL FARM LAUNCHES FUNDRAISER TO HELP FEED FAMILIES IN NEED THROUGH SECOND HARVEST PROGRAM**

**--In Celebration of #GivingTuesdayNow, Lucky Hook Farm delivers products to help families impacted by COVID-19--**

**SPOKANE, WASHINGTON (MAY 4, 2020)**—In an effort to match excess supply on farms with unmet demand from food banks, nonprofit farm certifier [A Greener World](http://A Greener World) (AGW) has launched a nationwide, community-based fundraiser, 'Help Farmers Feed Hungry Families,' that features Lucky Hook Farm of Moses Lake, Washington to help feed families through the Second Harvest program in Spokane.

With a surge in unemployment, school nutrition program closures and the massive strain on traditional support networks, demand for food assistance has skyrocketed. At the same time, many farms are increasingly challenged to afford production when there is no customer. Some farms whose products are normally processed further (e.g., milk) have even had to dispose of products due to supply chain disruptions and predatory practices by processors.

Recognizing the complementary needs of food banks and farms, A Greener World initiated this peer-to-peer fundraiser whereby its certified farms, ranches and producers can coordinate donations to support food delivery to area nonprofits serving community food needs. In time for #GivingTuesdayNow, the fundraiser recently expanded to include [Lucky Hook Farm](http://Lucky Hook Farm). #GivingTuesdayNow is a new global day of giving that takes place on May 5, 2020 --in addition to the regularly scheduled Dec 1, 2020 #GivingTuesday--as an emergency response to the unprecedented need caused by COVID-19.

Lucky Hook Farm will be providing between 60 to 100 gallons of goat's milk to help feed those who come to the Second Harvest food bank in Spokane, part of a program which distributes over 2 million pounds of free food each month to help people in need in 26 counties in Eastern Washington and North Idaho. [April Joy Farm](http://April Joy Farm) in Ridgefield, WA is also raising funds to provide eggs to Fruit Valley Family Resource Center, a community school which is also home to a Head Start childcare facility for preschoolers where 87% of the students qualify for the free or reduced lunch program. Donations to this

fundraiser will ensure Lucky Hook Farm and April Joy Farm are able to continue offering high-quality, nutritious products to community members in need--and that other farmers and food banks have the same opportunity.

**Jessi Maurer of Lucky Hook Farm says,**

“With restaurant closures related to COVID-19 and limitations on the amount of milk a shopper can purchase in the grocery store, we have seen a major shift in our markets for our goat’s milk. I’m glad to be able to partner with Second Harvest food bank and provide goat’s milk to families in our community. It means a lot during this time.”

**AGW Executive Director Andrew Gunther says,**

"There seems to be an insurmountable amount of challenges our world is facing due to the effects of COVID-19, but by connecting farmers with excess supply with their local food banks, we can help to get food to people who need it while also helping to keep farms in business. Farmers need much more support than they’re currently getting and so we’re turning to our networks and asking anyone that might have a few extra dollars right now to give what they can to help farms and families get through this. By showing these farms we care and that we support them, we can help them to weather this crisis and ensure the long-term health of our sustainable regional food systems."

To support this effort, visit the giving page for [Lucky Hook Farm](#).

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#### **ABOUT A GREENER WORLD**

A Greener World (AGW) identifies, audits, certifies and promotes practical, sustainable farming systems by supporting farmers and ranchers and informing consumers. AGW’s growing family of trusted certifications includes [Certified Animal Welfare Approved by AGW](#), [Salmon Welfare Certified by AGW](#), [Certified Grassfed by AGW](#) and [Certified Non-GMO by AGW](#). Each program is designed to have positive and measurable impacts on the environment, society and animals, and to encourage truly sustainable farming practices. AGW’s standards and procedures are robust, transparent and achievable.

A nonprofit funded by donations, AGW offers a range of resources to help people make informed food choices, including an [Online Directory](#) of certified farms and products and [Food Labels Exposed](#)--a definitive guide to food label claims (available in print and online). For more information visit [agreenerworld.org](http://agreenerworld.org).