This year marked the fourth annual Food Truck Food Drive hosted by WFMZ and Dorney Park, benefitting Second Harvest. The event was set for April 25th, but things ended up a little different this year.

WFMZ General Manager, Barry Fisher, says, “While we couldn’t hold our Food Truck Food Drive in person as we normally do, we knew the need for feeding our community was high, so we went virtual instead.” WFMZ and Dorney Park set up a GoFundMe page and the response from the community was incredible. The page raised $43,000 for Second Harvest. Fisher says, “We are overwhelmed by the generosity and support of our viewers!”

Donors left notes on the GoFundMe page. Some told us they donated in honor of a loved one’s birthday, some said that they were donating their stimulus check, others told us there were times when they needed some extra help and now they are glad to be able to give back.

WFMZ and Dorney Park also contributed corporate donations to make this year’s event even more impactful. The funds came at a critical time. The COVID-19 crisis hit Second Harvest hard, but this sincere showing of support from the community is a great bright spot.

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Farm to Fork Virtual Fundraiser

Every year, we eagerly look forward to gathering in the greenhouse with many of you; to raise a glass, auction off one-of-a-kind items and experiences, enjoy a delicious meal of local foods, and honor the important work of The Seed Farm.

But due to uncertainty and health concerns surrounding COVID-19, our annual fundraiser went virtual! Instead of purchasing a ticket, we invited you to celebrate the future of farming by making a charitable contribution. Thank you to everyone who participated – all funds raised support our mission of cultivating the next generation of farmers!

Save the Date for Empty Bowls – October 2020

October in our warehouse will look a little different this year – our annual fundraiser, Empty Bowls, will be going virtual! While we love transforming our warehouse into an event space, we’ve decided to be extra cautious this year and move our program online. Stay tuned for details on what we have planned!

For every $1 donated, we can provide 6 meals to the people that need them most.

DONATE ONLINE at SHFBLV.ORG
COVID KINDNESS

There is no shortage of goodness, kindness, and heroism as the world deals with the COVID-19 pandemic. Here are just a few of the ways our community has helped support the Second Harvest network.

Nadia Hassani
Local author and chef, Nadia Hassani, donated royalties from the sale of her German regional cookbook, Spoonfuls of Germany, to Second Harvest. She says, “I felt so fortunate that I was able to put food on the table. To support Second Harvest was a no-brainer because they turn every $1 donation into 6 meals for people in need. For every book sold, it means someone else will get dinner, too.” Spoonfuls of Germany is available to purchase on Amazon.

Ann McManus
Ann McManus, former Second Harvest Director, began by making a few masks for herself, her husband, family, and her letter carrier. Eventually, this expanded into helping the staff at Second Harvest stay safe! She says, “Once SHFB staff was covered (pun intended) I shifted into ‘production mode.’ I’ve made about 300 masks, including some for a fresh foods program for low-income folks in Lehigh County. It’s a way to still be part of the SHFB team, even in retirement.”

Cactus Blue Mexican Restaurant in Bethlehem donated to Second Harvest for every order received at their restaurant. Owners Elizabeth Ortiz and Adam Gangewere donated the equivalent of 1,650 meals and also held a Facebook Fundraiser to benefit Second Harvest. Ortiz says, “We were grateful to support Second Harvest because we have all struggled at times and how wonderful that we know what it means to be a child whose mother works 60 hours a week but still needs assistance from time to time.

Katarah Jordan, Second Harvest’s new director

Q&A with Katarah Jordan, Second Harvest’s new director

Katarah joined Second Harvest at a critical time in late March, in the midst of the COVID-19 pandemic. She says, “I felt so fortunate that I was able to put food on the table. To support Second Harvest was a no-brainer because they turn every $1 donation into 6 meals for people in need. For every book sold, it means someone else will get dinner, too.” Spoonfuls of Germany is available to purchase on Amazon.

Q: What made you interested in the position?
A: Food Justice! I don’t believe anyone should go hungry in our world. I believe nutritious meals are a right, not a privilege, and I know what it means to be a child whose mother works 60 hours a week but still needs assistance from time to time.

Q: What was your journey like to get to where you are?
A: My journey was one of love and support - I have a mother who worked extremely hard to make sure I had access to all of the opportunities needed to break generational curses and build a strong legacy. I was not born into much privilege but hard work and networking was instilled in me since a young age. I’ve worked to overcome the barriers of racism, ageism, and sexism as a young Black woman in America.

Q: What do you hope to achieve in this position?
A: I hope to center the conversation around food inequity and compassion and leverage my position to address structural issues such as food access, education, and discrimination.

Q: What’s one thing you wish people knew about you?
A: I am a certified Master Gardener and my passions lie in the soil. If I could teach anything it would be to teach people to grow their own food.

STAFF SPOTLIGHT

Elizabeth Ortiz and Adam Gangewere
Cactus Blue Mexican Restaurant in Bethlehem donated to Second Harvest for every order received at their restaurant. Owners Elizabeth Ortiz and Adam Gangewere donated the equivalent of 1,650 meals and also held a Facebook Fundraiser to benefit Second Harvest. Ortiz says, “We were grateful to support Second Harvest because we have all struggled at times and how wonderful that we know what it means to be a child whose mother works 60 hours a week but still needs assistance from time to time. But they were determined to keep it all going! They felt the effects of the COVID-19 crisis just like many small businesses. They were forced to lay off employees and modify their operation. However, owners Marguerite Viola and Andrew Foreman, moved by images on the news of people waiting in mile-long lines for drive-thru emergency food, started their emergency food collection program at The Seed Farm, where they were able to create their business plan and form connections with the local growers who would eventually help Switchback Pizza become a vibrant business. She says, “The Seed Farm was integral to Switchback’s success.”

In 2012, Marguerite started an apprentice program at The Seed Farm, where she was able to create her business plan and form connections with the local growers who would eventually help Switchback Pizza become a vibrant business. She says, “The Seed Farm was integral to Switchback’s success.”

Thank you, Marguerite and Andrew, for your work in strengthening our local food system!

The Seed Farm’s Annual Spring Plant Sale may have moved to an online ordering format this year due to the pandemic but it was our most successful year yet:

- 6,300 plants sold!
- 15 different varieties of basil
- 50 different varieties of tomatoes
- 418 orders were placed resulting in over
- 200 varieties of herbs, flowers, and vegetables were available including:

We look forward to seeing everyone back at the farm next May!