



By Carl Collen

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Feeding Our Frontlines donates produce



Leading companies collaborate with Pro Act to donate more than US\$1m of fresh fruits and vegetables

Leading fresh fruit and vegetable companies, in collaboration with Pro Act, are donating more than US\$1m in fresh fruits and vegetables to benefit healthcare responders on the front lines in the US.

The initiative, Feeding Our Frontlines, was created to show appreciation and gratitude to healthcare heroes for their courageous efforts on the frontlines of the Covid-19 crisis.

More than 35,000 boxes filled with fresh produce and vegetables are being distributed to healthcare establishments so employees can take repacked boxes of produce home at the end of a long shift, with the roughly 12-15 pound box feeding a family of four for up to a week.

Distribution of the produce

will be prioritised to the hospitals that are at the epicenter of the Covid-19 crisis including New York Presbyterian, Johns Hopkins, Massachusetts General, and hospitals in 16 other states.

Berry leader Driscoll's was the first company to commit more than US\$350,000 in berry donations to this initiative, and additional produce companies who are contributing to the effort include Sunkist, Taylor Farms, Dole, Mission, Rainier, Wada Farms, Mann Packing, and Grimmway Farms.

"Our industry is built on successful partnerships," said Pro Act COO Brian Kane. "In a time when our communities are coming together to make sacrifices to protect the vulnerable, we are proud to stand with partners committed to providing for the brave.

"Our distributors, suppliers and employees are thankful for this tangible way to support healthcare employees at the end of long, stressful shift," he added. "The last thing we want is for them to worry about providing for their families during their daily battles on the frontline."

"We're pleased that members of the produce industry have been committing resources during this time of need," said J Miles Reiter, chairman and CEO of Driscoll's. "We are all working together to ensure communities are supported and we'd like to recognise the extraordinary healthcare efforts by giving back where we can."