

## NUTRA BLEND UPDATE

# Drive to Feed Kids provides relief to Backpack Programs during Covid-19 pandemic.

Article Provided By:



Early in 2020, during the midst of the COVID-19 pandemic, many families found themselves in a new norm, a norm that may represent loss of a job or reduced wages. Nutra Blend wanted to help relieve some of the burden by providing an opportunity to support its customers' backpack or food banks within their communities.

Nutra Blend, its suppliers and customers rallied together to donate over \$500,000 through NB's Food for Hope, a Drive to Feed Kids Campaign. Food for Hope was a four-week campaign comprised of partnerships between Nutra Blend, nine of its suppliers and nearly 200 of customers.

The four-week campaign featured support from our supplier partners, contributions from our loyal customers and donations

from Nutra Blend. These funds supported local food banks and backpack programs in the local communities of NB's nearly 200 participating customers.

It is a privilege to work for a company that is willing to lend a hand to those going through a difficult time, Randy Shanks, Nutra Blend vice president of sales - North America said.

*"It is an honor to work in an industry that also shares that passion of feeding hungry children and helping hurting families. To see our industry, unite for this cause when we ourselves are facing our own challenges speaks to the character of the fine men and women that make up the animal ag industry," Shanks said.*

In the back half of 2020, it was witnessed that COVID-19 wasn't slowing, in fact, it was proliferating, and especially in the midwest. Therefore, most of the customer Drive to Feed Kids events were cancelled.

It was important for Nutra Blend to devise a plan of support. The COVID-relief DTFK event support was established to aid in the customer communities. The support included a monetary donation, meat sticks and milk.

Nutra Blend takes pride in supporting its customers and the customers' communities. In a time of uncertainty, NB knows, we're all in this together, and the men and women in the agricultural industry will be there for one another.

