

## ***On Our Way to Ending Hunger*** **Q&A**

### **Part A: On Our Way to Ending Hunger – General**

#### **1A. What does it mean to be “On Our Way to Ending Hunger?”**

We are a company with expertise in food manufacturing, distribution and protein, which are important components to feeding the hungry around the world. Our goal is to produce high-quality, differentiated products for our consumers and throughout our 120-year history we have shared these items to support hunger relief. For these reasons, we titled our program “On Our Way to Ending Hunger,” and it includes hunger relief efforts in the United States and abroad founded on three pillars:

1. Collaborate
2. Nourish
3. Motivate

#### **2A. What is Hormel Foods doing as part of the “On Our Way to Ending Hunger” program?**

We can end hunger by collaborating, nourishing and motivating – both domestically and internationally.

The first pillar of the program is ***COLLABORATE***. This speaks to our strong belief that hunger will no longer be an issue in the world if all parties do their part. As a food manufacturer, Hormel Foods is working with our retailer partners, nonprofits and the government to end hunger in the United States.

As a first step, several companies have convened a coalition and are working to end hunger in some way. As part of this cooperative effort, Hormel Foods has made a three-year commitment to support and raise awareness of important hunger-relief programs.

As part of our commitment to ***NOURISH***, Hormel Foods created a shelf-stable protein product, fortified with vitamins and minerals, that is ideal for addressing the global malnutrition crisis. We are also committed to nourishing the hungry here in the United States by addressing the problem one community at a time. We are accomplishing this by giving funds to our U.S. manufacturing facilities to share with nonprofits in their respective communities to fight hunger.

Around the pillar of ***MOTIVATE***, we have completed our fifth annual Hormel Hunger Survey, which explores the attitudes and behaviors of the American general public relative to the key domestic issues of poverty and hunger.

### **Part B: Spammy™**

#### **1B. What is Spammy™?**

*Spammy™* is a shelf-stable fortified turkey spread that was developed as part of the hunger relief efforts at Hormel Foods. The product provides malnourished children with high quality protein, as well as zinc, iron, B vitamins and other minerals and vitamins.

The product comes in a 3 oz. recyclable can and is shelf-stable, which means it requires no refrigeration and has a long shelf life.

The product is flavorful and designed to be easily integrated into any culture's diet. In Guatemala, *Spammy*<sup>™</sup> is often mixed with beans and served with tortillas, but children also love recipes for pizza, sandwiches and other meal solutions.

*Spammy*<sup>™</sup> is an example of our ongoing innovative work at Hormel Foods to create nourishing, flavorful foods to meet the needs of people throughout the world.

#### **2B. Who is *Spammy*<sup>™</sup> designed to feed?**

*Spammy*<sup>™</sup> is designed to prevent malnutrition for young children. The project is primarily focused on children ages twelve months to six years.

#### **3B. How do you distribute *Spammy*<sup>™</sup>?**

Working closely with Food For The Poor, Hormel Foods identified an organization called Caritas Arquidiocesana to help us distribute the product to those in need in Guatemala.

Through Caritas Arquidiocesana, *Spammy*<sup>™</sup> is distributed primarily in family centers and orphanages.

At the family centers, *Spammy*<sup>™</sup> is distributed as part of a "basket" of food, including rice and beans, from other aid agencies. Each family receives 24 cans per month. To prevent misuse or selling of the product, families must return all 24 empty *Spammy*<sup>™</sup> cans in order to receive another month's supply.

#### **4B. Who are your partners in this effort?**

Securing a partnership with a reliable and credible distribution partner was critical. We were fortunate to develop a partnership with Food For The Poor, a relief and development organization that raises funds and provides direct relief assistance to the poor in Latin America and the Caribbean.

Through Food For The Poor, we identified Caritas Arquidiocesana, a reputable organization within Guatemala to help us carry out our local hunger relief efforts.

#### **Why Food For The Poor?**

Food For The Poor has an excellent reputation and history of providing food, water, shelter and education to those in need. In a December 2009 survey of the 200 largest U.S. charities, Forbes magazine rated Food For The Poor 98 percent in charitable commitment and 98 percent in fundraising efficiency. We feel strongly that Food For The Poor is the ideal partner to help us maximize the impact of our efforts.

#### **Why Caritas Arquidiocesana?**

As a local organization based in Guatemala, Caritas Arquidiocesana provides us with the local understanding and distribution channels to successfully launch of *Spammy*<sup>™</sup>. Caritas Arquidiocesana touches 46,000 households in Guatemala through schools, orphanages and family centers. They also manage the only dedicated pediatric hospital in Guatemala.

#### **5B. Where are you in this process?**

We have served approximately 500,000 cans of *Spammy*<sup>™</sup> to more than 1,685 children thus far. Though we are still in the early stages of measuring the difference *Spammy*<sup>™</sup> has made in the lives of these children, we are encouraged by the initial results. According to our local partners, the children have more energy and their school grades have improved.

#### **6B. What are your goals?**

Based on our initial efforts, Hormel Foods, Food For The Poor, and Caritas Arquidiocesana have made the decision to pursue an ambitious goal of addressing malnutrition with needy children in Guatemala. We will focus on micronutrient malnutrition, education, and nurturing.

We plan to donate one million cans of *Spammy*<sup>™</sup> to children in Guatemala in 2011.

**7B. What is the nutritional profile of *Spammy*<sup>™</sup>?**

*Spammy*<sup>™</sup> is a shelf-stable turkey spread that has been fortified with zinc, iron, B vitamins and other essential vitamins and minerals.

**8B. Why Guatemala?**

Hormel Foods chose to focus on Guatemala because it has one of the highest poverty rates in Latin America and there is a great need among the people of Guatemala for food and other essential items for living.

Half of all children in Guatemala suffer from stunted growth from malnutrition, which directly impacts their cognitive development and can cause lifelong disabilities. Sixty-seven percent of the women in Guatemala are illiterate and most children do not make it past the first grade.

In addition, our partner, Food For The Poor, specializes in aid for the Caribbean and Central America. Their experience in Central America and understanding of the local people and their needs made Guatemala a natural fit for our program.

**9B. Is *Spammy*<sup>™</sup> available to food banks in the United States?**

*Spammy*<sup>™</sup> was designed to provide protein to children in developing counties and has been fortified with vitamins and minerals to support nutrition. The current stance of the U.S. Department of Agriculture about fortified protein in the United States prevents us from distributing *Spammy*<sup>™</sup> domestically.

However, Hormel Foods donates thousands of pounds of food to U.S. charitable organizations each year as part of its ongoing commitment to ending hunger. We are also exploring other ways to help end hunger in the United States.

**10B. What else is Hormel Foods doing to help the people of Guatemala?**

Hormel Foods is committed to ending hunger and has several programs in place to provide food, education and shelter to those in need. In addition to *Spammy*<sup>™</sup>, which provides much-needed protein to malnourished children, Hormel Foods has also sponsored new homes for a number of families in Guatemala, and we are working with Food For The Poor and Caritas International on educational programs for both children and their parents.

**Part C: Community Involvement**

**1C. What is Hormel Foods doing within the communities in which it operates to help address hunger?**

Hormel Foods is committed to solving the hunger problem in America one community at a time. Hormel Foods is giving its manufacturing facilities in the United States funds to help them work with non-profits in each of their communities to fight hunger. Our desire is that these efforts will benefit our communities and that the work of these organizations will be strengthened through our relationships.

## **Part D: Collaborate and Motivate**

### **1D. What is the coalition to fight hunger?**

It is a nationwide network of individuals from various companies, including Walmart, Target Corp., General Mills and Tyson Foods, that came together to work on a collaborative effort to reduce hunger in America. Companies joining the coalition are asked to make a three-year commitment of resources to hunger relief. Each member decides independently how to deploy their respective resources while maintaining alignment with the coalition's initiatives.

### **2D. What did the Hormel Hunger Survey discover?**

The Hormel Hunger Survey, which explores the attitudes and behaviors of the American public relative to the key domestic issues of poverty and hunger, found that more than one in four Americans say they or someone they know has had to choose between paying bills and feeding their family in the past year.

Other findings and information about the Hormel Hunger Survey are available at

<http://www.hormelfoods.com/csr/2009/philanthropy/research.aspx>.