

February 27, 2026
FOR IMMEDIATE RELEASE



Jessica Sund
Director of Development and Communications
Channel One Regional Food Bank
507-424-1729
jessicasund@channel-one.org

Channel One participating in 45th annual Minnesota FoodShare March Campaign

ROCHESTER, Minn. — [Channel One Food Shelf](#) is once again participating in GMCC's (Greater Minneapolis Council of Churches) [Minnesota FoodShare March Campaign](#) March 1 through April 6.

Minnesota FoodShare March Campaign is the largest grassroots campaign through the state, bringing together organizations, businesses, faith communities, and people to help support the capacity of nearly 300 food shelves.

In 2025, Channel One faced nearly a 50% decline in government commodity, national and statewide, and corporate food donations, requiring Channel One to purchase additional food to meet growing community needs. As a result, families felt the direct impact of these shortages. By the end of 2025, households left the food shelf with an average of approximately 40 pounds of food—20 pounds less than the average visit in 2024. At the same time, many shoppers faced heightened uncertainty due to the government shutdowns, uncertainty in SNAP benefits, and an overall increased cost of living that led more individuals and families to rely on Channel One's food shelf and food shelf delivery programs for support.

With food insecurity at an all-time high, Channel One Food Shelf is now serving a record number of households. Channel One is seeing approximately 10,000 visits each month, totaling more than 115,000 visits in 2025 alone. To put this demand into perspective, an average of 50 households shop at the food shelf every hour it is open. Overall household visits have increased by 41 percent since 2023, underscoring the growing need for reliable access to food assistance in the community.

“Now more than ever, it's critical that we unite as a community to support one another. With food insecurity rising sharply in Olmsted County, we're seeing many families turn to our food shelf to make sure they have the food they need,” said Virginia Witherspoon, Executive Director of Channel One. “We invite you to stand with us in the fight against food insecurity by investing in this vital work and helping ensure everyone in our region has access to the nourishment they need to thrive.”

Join in the Minnesota FoodShare March Campaign by making a gift to Channel One online at HelpingFeedPeople.org/Donate or sending a check to Channel One Regional

Food Bank, 131 35th Street SE, Rochester, MN 55904. Channel One's fundraising success during this campaign influences the award amount received by GMCC.

The Minnesota FoodShare March Campaign runs from March 1 through April 6, which is the final date that donations to Channel One Food Shelf will qualify for the Minnesota FoodShare March Campaign.

About Channel One Regional Food Bank

Channel One Regional Food Bank, a member of Feeding America, strengthens food access and builds healthy communities. Channel One operates food programs to serve local and area needs such as: a food bank, a food shelf, mobile pantries, Kitchen Coalition and the Commodity Supplemental Food Program (CSFP). Channel One Regional Food Bank mobilizes organizations, volunteers, and donors to serve the network of over 100 nonprofit programs that provide food for children, adults, and families in need. Channel One serves 14 counties across southeastern Minnesota and western Wisconsin. For more information, call 507.287.2350 or visit helpingfeedpeople.org.

About GMCC's Minnesota FoodShare

GMCC's Minnesota FoodShare began its work in 1982 as a campaign advanced by congregations to restock food shelves in the seven-county Twin Cities Metropolitan Area. Because the effort was so successful, and the need so evident, March Campaign became a statewide initiative just one year later and is now in its 45th year.