

FOR IMMEDIATE RELEASE

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Olmsted County American Dairy Association raises more than \$15,000 to support Channel One Regional Food Bank as part of “March Milk Madness”

Rochester, MN – April 21st, 2021 The Olmsted County American Dairy Association partnered with several area organizations to raise funds in support of Channel One Regional Food Bank for their “March Milk Madness” campaign— part of Minnesota FoodShare month.

The Olmsted County ADA partnered with Gloria Dei Lutheran Church, St. Luke’s Episcopal Church, the Minnesota Dairy Initiative and the One Gallon at a Time Initiative to raise a grand total of \$15,575 to increase the availability of fresh, nutrient rich dairy products for our community.

Carrie Ostman, Olmsted County American Dairy Association Board Member and lead organizer of “March Milk Madness” discussed why the Olmsted County ADA wanted to support food security efforts in Olmsted County, “Farmers work hard on their farms and also in their communities. Our Olmsted County American Dairy Association Board, which is made of up local dairy farmers and supporters, regularly donates to Channel One because we believe members of our community should have access to a variety of nutritious dairy products and the availability of dairy at Channel One helps families and children to develop healthy, life-long habits. Collectively, our board decided that we wanted to give big this year for Minnesota FoodShare Month and we wanted to grow our donations as large as possible. That is where the idea of March Milk Madness came from. We are thankful for our community organizations and members who partnered with us to make March Milk Madness a great success and I also think we had a lot of fun along the way, especially with Gloria Dei’s Pastor Dave Berg getting out on a farm to milk a cow. We are excited to give this money to Channel One so that they can do what they do best—provide for our community.”

Projections from Feeding America state that, in 2021, food insecurity could increase to 11.3% of the population in Minnesota and nearly 8% of Olmsted County residents could face food insecurity. The funds from the “March Milk Madness” campaign will help ensure that milk and dairy products are available to our neighbors experiencing hunger.

Joshua Poencet, Operations & Outreach Ministries Coordinator for Gloria Dei Lutheran Church, explained why the Gloria Dei congregation consistently supports Channel One, “Channel One Food Bank does a great job working towards making healthy, fresh food available to everyone in our community. We appreciate the kindness and care put into the community and will continue to support Channel One moving forward. [Supporting] food shelves like Channel One shows that we believe helping others is what builds a stronger community.”

Rev. Justin Chapman from St. Luke’s Episcopal Church also added, “The members and friends of St. Luke’s Episcopal Church love helping our neighbors in the Rochester community. We were thrilled to make

March Milk Madness the focus of our annual Lenten Outreach and join with others to support neighbors in need.”

On Friday, April 23rd, a check presentation of the “March Milk Madness” funds will take place at Channel One Regional Food Bank and Princess Kay of the Milky Way will be in attendance.

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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, Childhood Hunger Programs, and the Nutrition Assistance Program for Seniors (NAPS). Channel One Regional Food Bank mobilizes organizations, volunteers, and donors to serve the network of more than 200 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