



MANA Mailer

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PROJECT MANA: A HUNGER RELIEF AGENCY

World Food Day 2006, Perspective from the U.S.

World Food Day was proclaimed in 1979 by the conference of the Federation of Agricultural Organizations. The aim of the Day is to heighten public awareness of the world food problem and strengthen solidarity in the struggle against hunger, malnutrition and poverty. In 1980, the General Assembly endorsed observance of the Day in consideration of the fact that “food is a requisite for human survival and well-being and a fundamental human necessity.” The theme for 2006 is “Investing in agriculture for food security.”

According to the Federation of Agricultural Organizations (FAO), most of the world’s farmers operate on a small scale. Unlike most of the world, the small-scale farmers of the U.S. have been all but phased out by a few giant agribusinesses. In this country, where food companies spend \$12 billion a year on direct media advertising, we have to wonder whether the investment in agriculture is aimed at food security or profit.

Mass production of crops and livestock poisons our environment, including our food supply, with chemicals from pesticides to fertilizers to antibiotics and hormones. Mass food production means not only are livestock raised in crowded, confined spaces but numerous people handle our food, introducing the opportunity for food borne illnesses.

For food corporations, the money is in attractively packaged processed foods. It is in ready-to-eat meals that require five minutes in the microwave. It is in fast foods. The advertising convinces us that we will save time and money on these convenience foods. Many consumers still shop under the false sense of security that if the ads say it’s good, it must be OK.

But is it such a bargain to pay for empty calories? More than half of the American population is overweight. Because of the health problems associated with the obesity epidemic, the current generation is predicted to be the first generation to have a shorter life span than their parents.

There is an up-side to all of this. In response to concerns about the obesity epidemic, there has been an increasing interest in organic foods. Many of the Big Corporations are seeing the advantages and dollars to be made in this area and you can now buy salads and veggie burgers at many of our fast food restaurants. Even better are the selections now available in many supermarkets and a popular store chain known for buying from “sustainable” sources. When you prepare your own meals from fresh ingredients, avoiding processed items, you get what you pay for, including your own control of fat, sugar, salt, and portion size.

The down-side is that many times you pay more for the privilege of eating organic food from sustainable sources. That extra expense to buy lean meats, fruits, and vegetables is unaffordable for a significant and expanding segment of our population.

Corporations have an agenda of profit and thus invest in their bottom line. Our agenda must be health. It is up to us to make the demand.

—George LeBard, Executive Director
and Ann Pelletier Eater

Where Real Food Comes From

By Kaili Sanchez

The Truckee Community Garden was the perfect place to teach eager children where food really does come from, not brightly packaged at the supermarket. Children and parents learned how to prepare a garden; plant flowers, vegetables and herbs; water properly; compost; and make healthy snacks. We were lucky to have the Villager Nursery donate over 20 plants for the garden, giving the children a lot of practice at their favorite activity--digging!

I enjoyed working in the garden as much as the kids, but nothing could beat their smiling faces as they got their hands dirty in the soil and felt like the garden was their own. A special thanks to volunteers Doreen Aiello and Rosa Delgadillo for helping give the children this great experience!

*Thanks for Grant Support: Truckee Tahoe Community Foundation
and Dorothy Lemelson / LEAP*

Project MANA Welcomes New Americorps Volunteers

Hello! My name is **Teresa Ley**. I arrived for the first time in Tahoe this August from my hometown, Silver Spring, MD (yes, it was a long drive!). In May I graduated from James Madison University, located in Harrisonburg, VA. I majored in economics and Spanish. I have always been interested in service work and I believe that adequate nutrition should be available to everyone. Therefore, Project MANA was the perfect opportunity! I am looking forward to living in a different part of the country, learning new things and especially helping to serve the community.

Hello my name is **Rebecca Logan** and I will be serving in the Nutrition Education position with Project MANA. I lived in Truckee during middle and high school, but I have been living in Seattle for the last four years where I just graduated from the University of Washington in Seattle with a degree in public health. I plan to go to graduate school eventually, but I haven't quite narrowed down my interest which meant I needed something to do this year that would help me make that decision. I also was looking for a position that would give me a sense of purpose in my day-to-day work which I didn't get from serving tables through college. During my undergraduate studies I had the opportunity to learn about inequality and its significant role in the health of a community. When I saw the position available in the Tahoe area I was absolutely sure that I wanted to do it; it was a perfect excuse to come back. I can't wait to get re-acquainted with this wonderful community, and I hope to be energized and influenced by the support that this community demonstrates.

Hi everybody, my name is **Amanda O'Keefe** and I am the new Hunger Prevention Coordinator for Project MANA. I moved to the Tahoe area in August from Williamsburg, Virginia where I have lived for the past six years. I'm still getting settled in, but already love it here. The beautiful surroundings and outdoor activities available make it pretty hard not to. I graduated from James Madison University this past May with a degree in Anthropology and Art History. I am really looking forward to getting to know the North Shore Community and helping out as much as I can. I know this experience is going to be great and will hopefully teach me skills I can use in the future. I can't wait to meet all of you and will hopefully see you on the ski slopes!

Faces: A Project MANA Client Profile by Kaili Sanchez

Let's take a deeper look into the life of a former client who is now working full time and no longer needing food assistance. Mark (not his real name) was a man who contributed to our community as a volunteer and supporter of social services. He worked full time as an accountant and made enough money to live comfortably in Tahoe. One fateful day, Mark slipped in a puddle at a grocery store and experienced a severe spinal injury. Everything began to spiral out of control as the pain became unbearable. Mark lost his job and could not continue paying all of his bills. Over the next several months, Mark found it hard even to get up and drive himself to food distributions. He did not take more than he needed and felt very grateful for the option of getting a little help during this time in his life. As his pain became more manageable, Mark began interviewing for accounting positions and landed a part-time accounting job that has now turned full time. Running into him at the grocery store, I was able to see first hand how great Mark was doing despite the pain he was continuing to experience. The life was back in his eyes and he had the step of a man with confidence. He took the time to tell me about his success and express his deep gratitude.

Mark's story is not an unusual one. Many people have been injured, unexpectedly lost a job, cannot work because of seasonal issues (no snow or too much snow) or have just started out on their own. The nutritional support from Project MANA helps these individuals and families get the nourishment they need to work towards bettering their lives.

Recent Donors

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Thank you to all our donors for your generous support!

Nutrition Coalition News by Kaili Sanchez

The Nutrition Coalition of Truckee and North Lake Tahoe is now in full swing and accomplishing many goals. The Nutrition Coalition was originally envisioned by George LeBard, Project MANA Executive Director and Mark Estee, co-owner and chef of Moody's Bistro & Lounge as a way to improve nutrition in the community. Fast forward to Tahoe Forest Hospital helping to fund the coalition, catapulting us into action. The Coalition consists of a very diverse group of parents, teachers, school administrators, food service directors, doctors, dietitians, exercise physiologists, representatives from area social services, pre-school and day care providers, business owners, and community members. Together, we envision our community working together to promote optimum health through nutrition and physical activity.

The Nutrition Coalition has already accomplished many goals in the first six months of meeting. Project MANA has partnered with the Nutrition Coalition and several other organizations to create an exercise and nutrition training for childcare providers. Jill Whisler, RD and Mark Estee have provided training to the Tahoe Truckee Unified School District (TTUSD) Food Service Staff on preparing fresh fruits and vegetables that kids will like. Through more collaboration with TTUSD there have been changes to the school lunch menu following the new Wellness Policy. Some of the changes are:

- Increasing fresh fruits and vegetables to 3 times a week
- Offering more whole grain products when available
- Removing high sugar beverages from middle school vending machines
- Offering healthier options at brunch in middle schools
- Implementing new menu style to provide nutrition education information and engage children

Some environmental changes at schools are:

- Kings Beach Elementary School does not allow sodas on campus for lunch or snack.
- Kings Beach Elementary School has implemented a policy to use only non-food rewards in the classroom.
- Glenshire Elementary School has a recess period before lunch encouraging healthy eating patterns.

The Nutrition Coalition is now working to implement nutrition education for consuming more fruits and vegetables (at least 5 a day) in schools and the community through nutrition education articles and activities. We are also working on implementing a fresh fruit and vegetable-tasting program called "Fun Food Days" at all TTUSD Elementary Schools. Through this program, all elementary school children will have the opportunity to taste and learn about new fruits and vegetables during snack break at least five times during the school year.

There are many opportunities for involvement with the Nutrition Coalition. For information about the Nutrition Coalition and volunteer opportunities, please contact Maria Martin MPH, RD at mmartinrd@yahoo.com or (530) 587-3769, ext 228.

Night of Wine & Roses a Success

Project MANA would like to thank all those who contributed to the success of our 7th annual wine tasting and live auction on September 10th, cosponsored by Moody's Bistro & Lounge & PlumpJack. Thanks to those who came and enjoyed the food, wine and music and helped to celebrate our 15th anniversary.

- Mark Estee
- JJ Morgan
- Joseph Nase
- Moody's Staff
- Liz Dugan
- PlumpJack Squaw Valley Inn & Café
- Plump Jack Winery
- Sally Hisey
- Allison Monroe
- Katie Rice
- Jim Simon of Simon & Porter
- Cheri Louise Turner
- Jackie Lundrum Band
- Two Out Rally
- Arbios Cellars
- Fawnridge Winery
- Kerner Estate Wines of New Zealand
- Lucchesi Vineyards
- Macauley Vineyard
- Nevada City Winery
- Pedroncelli
- Tahoe Ridge Winery
- Tin Barn
- Venge Vineyards
- Shari Beard of Happy Yoga
- Bikram Yoga Tahoe
- Blue Agave
- Wayne Cameron
- Diamond Peak
- Dragonfly Restaurant
- Mike Dumke & Family
- Stan & Suzy Fiorito
- Gar Woods Grill & Pier
- Glow
- Hellavajob Housecleaning
- Image Gallery
- Incline Star Follies
- Joseph Phelps Wines
- Lake Tahoe Chautauqua
- Lake Tahoe Music
- Lake Tahoe Music Festival
- Lake Tahoe Shakespeare
- Festival
- Lake Tahoe Wellness Center
- Montreux
- Mt Rose Ski Resort
- Colleen Munson Kelly & the Munson Family Foundation
- Annie Nelson of Body in Balance
- North Tahoe Watersports
- OB's Pub & Restaurant
- Pacific Crest Restaurant
- Pianetta Restaurant
- Piper's Patisserie
- Kelly Quinn, CPT
- Tony Remenih of Mountain Timber Homes
- Royal Gorge
- Steve Sathe of IVGID
- Shore House Bed & Breakfast
- Squaw Valley Ski Corp
- Tahoe Quilts by Colbert Creations
- Tahoe Women's Services
- Tahoe Reno International Film Festival
- Thunderbird Lodge
- Greg Verbeck of Hey Chef!
- Wish Salon
- Wolfdale's Restaurant
- North Lake Tahoe Bonanza
- North Shore Action
- North Tahoe / Truckee This Week
- Sierra Sun
- Tahoe World
- Elizabeth Bancroft
- Krishna Desai
- Megan Huckins
- Aimee Lafayette
- Teresa Ley
- Rebecca Logan
- Amanda O'Keefe
- Rosie Striffler

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Project MANA is a proud member of :



Let's Talk Turkey Thanksgiving Distribution

With the holiday season approaching Project MANA is planning for our thirteenth annual "Let's Talk Turkey" Thanksgiving food distribution on **Saturday, November 18**. Last year Project MANA provided over 400 families with food baskets complete with all the trimmings for a traditional Thanksgiving meal. Nearly half of the individuals receiving these meals were children. We will be distributing these baskets in Truckee, King's Beach, and Incline Village.

The Traditional menu includes: turkey, stuffing, cranberry sauce, gravy, bread, potatoes, onions, carrots, pumpkin, and apples. For the Latino menu, tortillas, beans, rice, chili peppers and cilantro are substituted for the bread potatoes and cranberry sauce.

In the spirit of giving, please consider one of the three ways you can help this holiday season:

- 1) Sponsor-A-Family:** For a \$25 tax-deductible donation, you can provide a local family in need with a Thanksgiving dinner.
- 2) Volunteer:** We need volunteers to pick up food, pack boxes and help on the days leading up to and on Saturday, November 18th at 3 locations in Truckee, Kings Beach and Incline.
- 3) Donate Food:** Consider hosting a food drive or dropping food off at announced food drive locations.

Thank you for helping this holiday season.

The following is a list of items we will need for the Thanksgiving baskets:

- Turkeys
 - Gravy
 - Stuffing
 - Tortillas
 - Potatoes
 - Onions
 - Carrots
 - Apples
 - Oranges
 - Bananas
 - Celery
 - Chili
 - Cilantro
 - Evaporated milk
 - Flour
 - Sugar
 - Shortening
 - Pumpkin
- P.S. We have an abundance of cranberry sauce on hand!