

# **Appendix G**

## **Newspaper Article**

**“Healthy, Local, Convenience Foods Delivered at Reasonable Prices”**

**SARE Report (April 2005)**

**Marketing to Preschool and After School  
Programs & Parents: FNE04-508**

## **Healthy, Local, Convenience Foods Delivered at Reasonable Prices**

**Sounds like a dream come true! More time to enjoy life and less time needed for shopping at the grocery store. Believe it!**



**Anna Dawson, visionary entrepreneur, has created a unique purchasing, educational and fun opportunity, a year round "Hometown" Food Club in your community.**

**When you become a "Hometown" Food Club member, you can order Hudson Valley and Capital District fresh, frozen, canned and dried unique<sup>NY</sup> regional foods, on line, direct from farmers and food processors.**

**The ordering web site is [www.farmtocity.com/HometownFoodClub.asp](http://www.farmtocity.com/HometownFoodClub.asp). You can order bi-weekly (every two weeks) with weekly delivery. Insulated boxes are shipped by UPS to your household or delivered by truck to a group site near your work or home. Visit the web site and read about our selection criteria.**



**Products on the Hometown Food Club list include Anna's "healthy", "quick to prepare" frozen and vacuum packaged meal kits, soups, fruit desserts and whole grain products.**

Becoming a “whole foods innovator” after retiring from teaching Home Economics is a natural fit for this energetic retiree. Accessing information about the nutritional value of a harvest frozen at the peak of flavor is pain free on her up-to-date web site--[www.ourhometownfoods.com](http://www.ourhometownfoods.com) . Efficient ordering and delivery of high quality local products is an innovative distribution idea helpful to all.

Email her at [annadawson@berk.com](mailto:annadawson@berk.com), or call at 518 758 7342. Learn when the Hometown Food Club is ready for producer and consumer members. Ask to receive a brochure. Or, request her to speak to your community group for a taste of what she is doing “up close” and personal.

Share this information with retired or working nutrition and teaching professionals. The “Hometown” Food Club has monthly gatherings with a focus on healthy lifestyles with neighbors and student groups in the community. The clubs are facilitated by retirees and a licensed dietitian.

An email address [hometownfoodclub@berk.com](mailto:hometownfoodclub@berk.com) facilitates a connection to nearby harvest opportunities, cooking workshops and potluck recipe sharing. Focus groups help select new, great tasting foods for the product list. Be part of the fun and begin a “Hometown” Food Club where you work or live! Become part of the solution for a healthier community.