

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 regional foods, on line, direct from farmers and food processors.

The ordering web site is 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 . Efficient ordering and delivery of high quality local products is an innovative distribution idea helpful to all.

Email her at 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 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.