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## “MAKE BEEF COUNT” WILL FEED IDAHOANS SIX OUNCES AT A TIME

Idaho's beef cattle industry has a strong history of supporting The Idaho Foodbank's efforts to provide nutritious food to the more than 100,000 children, families and senior citizens who depend on free emergency food each month. Traditional donation methods of donating a beef animal or cash are now entering the digital age, offering everyone an opportunity to **Make Beef Count**.

**Make Beef Count** is a collaborative online campaign that encourages people to virtually donate a serving of beef to The Idaho Foodbank. Between Monday, November 14<sup>th</sup> and Friday, December 9<sup>th</sup>, visitors who go to [www.beefcounts.org](http://www.beefcounts.org) can easily **Make Beef Count** by entering their ZIP code and email. Each person's participation will represent a donation of six ounces of protein-rich beef to be made through the **Beef Counts** partnership, with a goal of reaching 25,000 servings.

**Make Beef Counts** is a community campaign that is part of the larger **Beef Counts** program, the Foodbank's pioneering partnership with the Idaho Beef Council, the Idaho Cattle Association, Idaho CattleWomen, and Agri Beef Co. **Beef Counts** is designed to provide a consistent supply of high-quality protein throughout the year to The Idaho Foodbank and those we serve. This is done through beef animal and cash contributions which are matched at 50% by Agri Beef Co. and the funds are used to provide nutritious packaged beef through The Idaho Foodbank network.

The program, which is the first of its kind in the nation, began in 2010. It was the Idaho cattle industry's response to the economic crisis and the knowledge that the faces of hunger belong to our neighbors, our friends and perhaps even members of our own families.

The Idaho Foodbank distributes free emergency food from warehouses in Boise, Lewiston and Pocatello through a network of more than 220 partner agencies statewide, including local rescue missions, church pantries and community kitchens. The Foodbank system has provided more than 100 million pounds of food to hungry Idaho families since 1984.