



## NEWS RELEASE

### New Community Garden to Serve North Carolinians in Need

*BASF and Blue Cross and Blue Shield of North Carolina partnership  
provides nutrition and sustainable agriculture to fight hunger*

**FOR IMMEDIATE RELEASE**  
**September 28, 2017**

**RALEIGH, NC** – The Food Bank of Central & Eastern North Carolina today announced its partnership with BASF and Blue Cross and Blue Shield of North Carolina (BCBSNC) in support of a new community garden– a space that will be used to provide a resource of healthy foods and an educational tool to increase nutrition education.

“We can no longer ignore the daily struggle with hunger that so many families in our community face or their inability to access healthy food,” said Paul Rea, Senior Vice President, BASF Crop Protection North America. “BASF is committed to helping feed those in need and that commitment continues with this garden. It will serve as a source of nutrient-rich foods and as an opportunity to teach families about sustainable farming practices.”

At an event held Thursday, September 28, 2017, to coincide with Hunger Action Month, BASF and BCBSNC employees and leadership joined the Food Bank to dedicate the garden and begin the fall planting season. With a goal of serving 8-11 families in need through a CSA-style program, the garden will operate during at least 3 seasons, primarily offering vegetables that will include root vegetables, beans, and leafy greens.

“The garden we dedicated today will serve two very important purposes. It will provide meals to some families in this area who are food insecure,” said Barbara Morales Burke, Vice President for Health Policy, and Chief Compliance Officer at BCBS NC. “There are many ways to address the problem of food insecurity in this region, and giving food to people who need it is the most immediate. The second purpose of today’s dedication is to educate all of us about what’s possible in community gardens. With each family that learns about growing and eating healthy meals, we are making an impact on community health.”

The garden is approximately 2/3 of an acre, and will be a resource to the more than 260,000 people facing food insecurity in the area served by our Raleigh Branch. About 90,000 of those individuals are children, and about 20,000 are senior citizens.

“Thanks to the support of generous partners like BASF and Blue Cross and Blue Shield of North Carolina, the Food Bank is able to focus on breaking the cycle of hunger in the communities we serve by providing education, nutritious food, and hands-on experience with growing food,” said Gideon Adams, Food Bank Vice President of Community Health & Engagement.

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**About the Food Bank of Central & Eastern North Carolina**

The Food Bank of Central & Eastern North Carolina is a nonprofit organization that has provided food for people at risk of hunger in 34 counties in central and eastern North Carolina for more than 35 years. The Food Bank serves a network of more than 800 partner agencies such as soup kitchens, food pantries, shelters, and programs for children and adults through warehouses in Durham, Greenville, New Bern, Raleigh, the Sandhills (Southern Pines), and Wilmington. In fiscal year 2016-2017, the Food Bank distributed 70 million pounds of food (over half of which was perishable) and non-food essentials through these agencies. Sadly, hunger remains a serious problem in central and eastern North Carolina. In these counties, more than 600,000 people struggle to access nutritious and adequate amounts of food necessary for an active and healthy life. [foodbankcenc.org](http://foodbankcenc.org).



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**About Blue Cross and Blue Shield of North Carolina:**

Blue Cross and Blue Shield of North Carolina (Blue Cross NC) improves the health and well-being of our customers and communities by providing innovative health care products, services and information to more than 3.89 million members, including approximately 1 million served on behalf of other Blue Plans. Since 1933, we have worked to make North Carolina a better place to live through our support of community organizations, programs and events that promote good health. We have been recognized as one of the World's Most Ethical Companies by Ethisphere Institute multiple times since 2012. Blue Cross and Blue Shield of North Carolina is an independent licensee of the Blue Cross and Blue Shield Association. Visit Blue Cross NC online at [bcbsnc.com](http://bcbsnc.com). All other marks are the property of their respective owners.

**About BASF's Crop Protection division**

With a rapidly growing population, the world is increasingly dependent on our ability to develop and maintain sustainable agriculture and healthy environments. BASF's Crop Protection division works with farmers, agricultural professionals, pest management experts and others to help make this possible. With their cooperation, BASF is able to sustain an active R&D pipeline, an innovative portfolio of products and services, and teams of experts in the lab and in the field to support customers in making their businesses succeed. In 2016, BASF's Crop Protection division generated sales of more than €5.6 billion. For more information, please visit us at [www.agriculture.basf.com](http://www.agriculture.basf.com) or on any of our [social media channels](#).