



News Release



FOR IMMEDIATE RELEASE

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**FRESH MARKET, THE SALT LAKE CITY MISSION AND CARGILL TEAM UP TO
PROVIDE HOLIDAY HUNGER RELIEF**

**Salt Lake City is one of 27 markets receiving Honeysuckle White® turkeys from
Cargill's 14th annual More To Share® program**

SALT LAKE CITY, Utah – Nov. 18, 2009 – As the holiday season nears, non-profit groups, such as the Salt Lake City Mission, are straining to meet demand for food, and grocers and food producers will be helping to make sure the charity's cupboards do not go bare. The Honeysuckle White® turkey More To Share® program, a charitable donation program of Cargill, for example, provides turkeys for holiday dinners for the growing number of people in need.

This year's program comes at an important time. Ninety-nine percent of food banks recently surveyed by Feeding America® reported a significant surge in local food relief demand, and this holiday season is expected to see near record demand for food support in America.

Fresh Market, a new group of 34 locally owned stores, has partnered with the Salt Lake City Mission this year and is donating 200 turkeys for local hunger relief. The Honeysuckle White turkeys will be distributed during a Salt Lake City Mission holiday food distribution event.

Families in need can pick up food for Thanksgiving dinners at the Eagle Ranch Distribution Center, 1624 South 1000 West in Salt Lake City, from 1 to 3 p.m. on Tuesday, Nov. 24.

"When people are hungry, those of us who are able should do what we can to help," said Dick King, president of Fresh Market. "No one should have to go without at least a hope

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for a better tomorrow, especially this time of year. We're thankful that we can work with the Honeysuckle White turkey More To Share program to give a little holiday season hunger relief and help more individuals and families have a hot turkey dinner for the holidays."

Today, 2.5 million more Americans live in poverty than before the economic downturn began, according to the U.S. Census Bureau. Combined with rising costs for food, fuel, housing and medical care, 30 percent of all Americans of all ages and demographics are without enough money to adequately feed their families, according to Feeding America.

"We give tons of food to local individuals and families annually here in Salt Lake City," said Wayne Wilson, executive director, Salt Lake City Mission. "We are happy to be involved with the Honeysuckle White turkey More To Share program because it helps us remind people of those in need, especially this time of year and we often see that interest continue in to the following year."

The Honeysuckle White turkey More To Share program has been enhanced this year by adding content to popular social networking sites Facebook (www.facebook.com/MoreToShare) and Twitter (www.twitter.com/MoreToShare). Individuals and organizations can join the program online to share information about hunger, and to discover opportunities to get involved in the battle against hunger locally.

About Associated Fresh Market

Fresh Market consists of 34 locally owned grocery stores in Utah and is a member of Associated Food Stores. Associated Food Stores is an independent retailer-owned warehouse based in Salt Lake City, Utah, which provides complete warehouse facilities and services to nearly 500 grocers throughout the Intermountain West. Fresh Market can be found on the internet at freshmarketstores.com. Associated can be found on the internet at afstores.com.

About the Salt Lake City Mission

The Salt Lake City Mission is a non-denomination Christian Church / Mission offering services to anyone in need. The Mission provides the homeless, disadvantaged and chemically dependent people in the Intermountain area with long-term recovery programs such as The Second Chance Ranch and UpWord Motion programs for men. We also provide food & clothing, as well as biblical counseling, guidance and most importantly, a way out.

Administration Offices: 320 West 200 South, Suites: 110B & 120B

Men's Home: West Valley City, Utah

Mission Ranch: Lucin, Utah

About the Honeysuckle White® turkey More To Share® program

The Honeysuckle White turkey More To Share program, in its 14th year, has partnered with retail grocers to donate more than 72,000 turkeys, including nearly 5,500 in 2009, to local hunger-fighting charities. The donated turkeys have helped provide holiday meals to hundreds of thousands of people. For more information on the More To Share program, including 2008 program highlights and links to join social networks, go to www.MoreToShare.org. For more information on Honeysuckle White turkey, visit www.HoneysuckleWhite.com.

About Cargill

Cargill is an international producer and marketer of food, agricultural, financial and industrial products and services. Founded in 1865, the privately held company employs 159,000 people in 68 countries. Cargill helps customers succeed through collaboration and innovation, and is committed to applying its global knowledge and experience to help meet economic, environmental and social challenges wherever it does business. For more information, visit www.cargill.com.

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