



# A Community Engagement Mission

Dedicated to Helping Alleviate the Impact of Food Deserts in the U.S.

Launched August 2016



Americans live in a Food Desert with little to no access to fresh fruits and vegetables.

Richmond, VA  
The largest Food Desert in the country for a city its size.

Sabra partnered with Renew Richmond, a 501c3 that uses urban agriculture as a tool to mitigate poverty in underserved Richmond, VA communities. The Pilot Program launched August 2016.

Employee Workshare Garden established August 2016.



**35 employees**  
regularly volunteer in the program

Media coverage and social media conversation increased awareness about Food Deserts.

**25 million**  
touchpoints



Amount of fresh, local produce distributed YTD by onsite Farmers Markets.



Planted at community outreach event at Wythe High School, located in one of our local Food Deserts. 48 Sabra volunteers helped plant and introduced students and faculty to hummus.



**5 nutrition & culinary workshops**

Educational workshops YTD topics included: Food Deserts, Hummus Nutrition, Health Benefits of Vegetables, Healthy Meal Wraps, and Recipes for Healthy Meals.



“ As a brand dedicated to creating a fresh new way of eating and connecting, it is not enough to offer products that enhance and inspire consumption of fresh produce. We are uniquely positioned to help address this very real and sometimes surprising challenge facing communities across the country, where access to affordable fast food far outpaces or entirely overtakes access to quality, affordable fruits and vegetables. And, we will begin right here, in our backyard, where the need is great. It is our mission to bring people together through better food experiences, and we have an opportunity to step up with this program that aligns with our purpose as a business.

—Shali Shalit-Shoval, CEO ”

