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Impact Update: One Million Meals Served to Floridians in Need

ORLANDO, Fla. (July 15, 2020) – Since launching in late March in direct response to COVID-19, **Feed the Need Florida**, a statewide public and private collaboration led by **Orlando nonprofit 4Roots** and **4 Rivers Restaurant Group**, has reached a new milestone of meals served, **distributing more than one million meals.**

Coming alongside various partners in the public and private sector, the program established a system to receive produce directly from Florida farmers (saving more than 300,000 pounds of locally grown produce), preserve and create jobs (more than 320), and prepare fresh, nutritious meals (more than one million) served throughout Florida.

“This is about Floridians helping Floridians,” said **John Rivers, CEO and founder of 4Roots Farm and the 4R Restaurant Group.** “When COVID-19 hit, we knew the need in the community would be great and there would be an opportunity to serve our neighbors impacted by the pandemic. We’ve been blessed with support from so many who have helped make this initiative possible – from the volunteers and staff, to generous individual and corporate donors. We’ve come a long way, but there is still much work to be done. The beautiful families and children we’re feeding today were hungry before COVID-19, and they’ll be hungry after COVID-19. We intend to continue feeding them as long as there is a need.”

Part of Feed the Need Florida’s reach across the state has included a broad network of restaurant and catering partners to address community hunger, including Social Catering & Events in North Florida and Oceans 234 in South Florida, to name a few. In partnership with the Florida Restaurant and Lodging Association (FRLA), Feed the Need Florida created a network of 845 restaurants representing more than 250 brands to serve Floridians in need and preserve jobs.

Take Action

Individuals and corporations can participate in three ways:

- **Donate now** at feedtheneedfl.org. Individual, foundation and corporate donations are welcome.
- **Sign up to volunteer** at feedtheneedfl.org and help serve or sort fresh produce at the 4Roots warehouse in Orlando.
- **Spread the word** and encourage others to contribute to support Feed the Need Florida via social media using the hashtag #FeedtheNeedFL.

For more information, visit feedtheneedfl.org or follow on [Facebook](#), [Instagram](#) or [Twitter](#).

ABOUT FEED THE NEED FLORIDA

Feed the Need Florida is a statewide public and private collaboration to feed those who are struggling with getting access to healthy food during the COVID-19 crisis. The effort is led by Orlando nonprofit 4Roots and the 4 Rivers Restaurant Group, along with a network of local restaurants and hospitality industry organizations. 4 Rivers is the lead restaurant partner in this



effort, leveraging its 4 Rivers BBQ resources to support the meal preparation and distribution across the state in coordination with a network of other local businesses and organizations. For more information, visit feedtheneedfl.org or follow on [Facebook](#), [Instagram](#) or [Twitter](#).

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