



NEWS RELEASE

Food Bank and Seal the Seasons Partner to Provide More Fresh, Local Food

FOR IMMEDIATE RELEASE
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Raleigh, NC - The Food Bank of Central & Eastern North Carolina (the Food Bank) and Seal the Seasons have partnered to provide more fresh, local food to our partner agencies. The Food Bank received a donation of local North Carolina sweet potatoes (diced and frozen) and were looking to make it more accessible to our partner agencies. We worked with Seal the Seasons to develop a cobranded package for the potatoes and local North Carolina Blueberries through family-run Berry Cold LLC, marking the first time the Food Bank has partnered with a frozen food brand to release an item of this type.

The first round of the partnership has yielded more than 80,000 pounds of local produce (or 67,000 meals), frozen and bagged in 32 ounce packages by Seal the Seasons. The Food Bank began distributing the sweet potatoes and blueberries to our partner agencies this week.

“The intention was to feed more people that might not otherwise get our product at the grocery store,” said Alex Piasecki, Co-Founder & Chief Operations Officer at Seal the Seasons. “This is the highest quality product that’s coming out of the fields of North Carolina, frozen in 24-48 hours, and then you’re going to be able to eat it with your family. Our hope this is just the beginning of making local frozen produce accessible to all North Carolinians”

“Our goal is to get as much fresh, nutritious food to our partner agencies,” said Carter Crain, Director of Food Partnerships for the Food Bank. “Working with Seal the Seasons to freeze and bag the produce will extend shelf-life and make it more accessible for families.”

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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 40 years. The Food Bank serves a network of more than 900 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 2019-2020, the Food Bank distributed nearly 92 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, nearly 760,000 people struggle to access nutritious and adequate amounts of food necessary for an active and healthy life. Website available in Spanish and English: foodbankcenc.org.

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About Seal the Seasons

Seal the Seasons was founded out of our experience both at North Carolina farmers markets and at donation stations. Whether it was a family at the Carrboro farmer market picking up a week's worth of North Carolina-grown strawberries or a family picking up those same local fruit and vegetables from a donation station, we saw the passion, pride, and happiness that local food instilled in everyone. This inspired us to create Seal the Seasons, a human-centric food brand focused on freezing, packaging and selling the best local fruit and vegetables from local family farms and making it accessible to everyone, regardless of season, income, or ability to get to the farmer's market. This created a solution for local family farms to sell more of their produce year-round through a new, more-accessible channel, the frozen aisle of grocery stores such as Harris Teeter, Lowes and Food Lion. sealtheseasons.com

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