
- Advertisement -

Food Lion, Feeding America help provide 1 million meals to families in need

September 16, 2021

Food Lion Feeds will help provide five meals* to Feeding America member food banks located near a Food Lion store for every specially marked bag of gala apples purchased through Oct. 5. The annual gala apples bagged campaign aims to help provide 1 million meals to neighbors in need. Since 2014, customers have helped to provide more than 10 million meals** through the sale of the specially marked apples.



“The Food Lion Feeds gala apple campaign is all about neighbors helping neighbors,” said Kevin Durkee, manager of Food Lion Feeds. “The campaign is an easy way for customers to make a big difference in their community. We’re committed to fighting hunger in the towns and cities we serve, and we’re hoping our customers join us to make an even larger impact to nourish more neighbors.”

The bags will maintain a sale price of \$2.99 throughout the campaign. The number of meals provided to each food bank will be based on the number of participating bagged apples sold in each food bank’s service area.

Through Food Lion Feeds, the company has made a commitment to help provide 1 billion more meals*** to individuals and families in need by the end of 2025.

For more information on Food Lion Feeds, visit www.foodlion.com/feeds.

**\$1 helps provide at least 10 meals secured by Feeding America® on behalf of local member food banks. Through the apple bag campaign, \$0.50 (monetary equivalent of five meals) from each bag purchase will be donated to Feeding America and member food banks. Food Lion guarantees a minimum donation of \$100,000 (monetary equivalent of 1 million meals) from Sept. 15 – Oct. 5, 2021. For more information, visit www.foodlion.com/feeds.*

***The 10 million meal equivalent includes financial donations raised by Food Lion via the Apple Bag Campaign between September 2014 - October 2020 using the following calculations: 2014: \$1 helps provide at least 10 meals; 2015: \$1 helps provide at least 11 meals; 2016: \$1 helps provide at least 11 meals; 2017: \$1 helps provide at least 11 meals; 2018: \$1 helps provide at least 10 meals; 2019: \$1 helps provide at least 10 meals; 2020: \$1 helps provide at least 10 meals.*

****One billion more meals will be provided through a combination of product, financial and equipment donations; disaster relief and recovery efforts; volunteer events; in-store retail campaigns; Food Lion Feeds’ retail food rescue program; and other sources.*

[Print](#)