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## Natural Grocers launches in-store holiday food bank fundraiser and food drive

November 24, 2022

[Natural Grocers](#) announced an in-store holiday fundraiser for its established food bank partners, through Dec. 31, 2022. This campaign is in addition to the company's ongoing Bring Your Own Bag program, which donates five cents per shopping trip to local food bank partners whenever customers bring in their own reusable bags.



A Commitment to Community is one of [Natural Grocers' Five Founding Principles](#). Since its inception in 1955, Natural Grocers has developed enduring partnerships with various charities that better the lives of the communities in the 21 states the company serves — including organizations that focus on fighting food insecurity. This need is more pressing than ever. For example, in the company's home state of CO and neighboring state of Wyoming, the number of individuals estimated to be food insecure in 2021 was 1 in 8. For children, that number was even higher: 1 in 7 in CO and 1 in 6 in WY. Natural Grocers partners with both

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the [Food Bank of the Rockies](#) and the [Food Bank of Wyoming](#) as well as other partners (big and small) to help meet the needs of their communities.

"Sharing a meal with loved ones is something many of us look forward to around the holidays. But the holidays can also magnify food insecurity and financial stress for those struggling financially. The relationships we've developed with local hunger-relief organizations help battle food insecurity year-round, but we wanted to do more this holiday season. Though we've just started promoting this campaign in our stores, it's already gained considerable momentum. This is a humbling reminder of our customers' generosity and it's a testament to the enthusiasm and empathy of our Crew," said Raquel Isely, vice president of Natural Grocers.

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