



**FOR IMMEDIATE RELEASE**

## **Farmlink Project: Impact Tour Stocks New York Community Refrigerators**

**New York, NY, Sept. 2, 2020** – [The Farmlink Project](#) Impact Tour will roll into Manhattan to distribute 720 gallons of milk to community refrigerators throughout Brooklyn and another 1,000 gallons to Food Bank NYC on Friday, Sept. 4.

The Farmlink Project: National Impact Tour is part of a nonprofit grassroots movement rescuing millions of pounds of fresh produce that would otherwise go to waste and facilitating delivery of it to feed people in need.

Planet Home Lending, LLC, a national mortgage lender and servicer, is sponsoring the National Impact Tour.

Founded by college students and recent graduates in early April, The Farmlink Project sought out a solution to the growing problem of food insecurity and food waste in the United States. In less than five months, The Farmlink Project has delivered meals to more than 10 million people, during what is now the largest hunger crisis our country has ever seen.

The Farmlink Response Team: Impact Tour is a five-week, cross-country journey to identify U.S. communities most in need, deliver food, tell stories that inspire donations, and raise awareness of this critical problem.

New York is one of more than a dozen cities the Impact Tour will visit, delivering another 1.2 million pounds of food to over 1 million U.S families.

“We’re committed to helping people in the communities we call home,” said Planet Financial Group, LLC, CEO and President Michael Dubeck. “The swift, unprecedented challenges of COVID-19 have left many people struggling with hunger. We’re

impressed with the work The Farmlink Project has done to help meet the needs of our neighbors during this challenging time.”

In July, the U.S. Census Bureau estimated more than 29 million people in the U.S. did not have enough food to eat. Meanwhile, farmers who sold to restaurants now have a surplus of produce that would otherwise go to waste. The Farmlink Project links those farmers to local food banks, then covers the cost of harvesting and shipping the surplus food.

“We are urgently connecting farms with surplus produce to food banks in need at scale,” said Impact Tour Director Jake B. Nelson. “There is so much work to be done. We greatly appreciate Planet Home Lending’s support at this critical juncture. With Planet helping us spread the word, we can make hunger one less thing about which Americans need to worry.”

During the [Impact Tour](#), The Farmlink Project is filming a six-episode documentary series highlighting everyday community heroes fighting food insecurity. All episodes will be available via its social media accounts.

The Farmlink Project not only feeds the hungry, it also reduces food waste. Annually, the U.S. wastes 31% of food produced, which could help feed families, but instead goes to landfills. Producing, transporting, preparing, storing and disposing of food also wastes land, water, labor and energy. Diverting produce from landfills prevents 17 million pounds of carbon dioxide emissions, decreasing the rate of human-caused climate change from our agricultural footprint.

“It isn’t often that we see a common-sense solution that solves multiple social challenges,” added Dubeck. “The Farmlink Project makes a difference for people and the planet, and at Planet Home Lending, that’s exactly what we strive to do.”

Farmlink B-Roll:

[Idaho Selects](#)

[Egg Shipment Selects](#)

**Next stops on The Farmlink Project tour:**

Baltimore  
Nashville  
New Orleans  
Dallas  
Navajo Nation, Arizona

### **About Planet Home Lending, LLC**

Planet Home Lending, LLC, Meriden, Conn., is an approved originator and servicer for FHA, VA and USDA, as well as a Freddie Mac and Fannie Mae Seller/Servicer, a full Ginnie Mae Issuer and approved sub-servicer, and a Standard & Poor's-and Fitch-rated special and prime residential servicer.

### **About The Farmlink Project**

The Farmlink Project is an innovative nonprofit rescuing billions of pounds of fresh produce that would otherwise go to waste in order to feed people in need, reduce carbon emissions, and heal the planet.

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