



Nourishing the body.  
Nurturing the soul.  
Lifting the community.

# FRESH FOOD FACTOR



Volunteers of America®  
GREATER NEW ORLEANS

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[freshfoodfactor.org](http://freshfoodfactor.org)

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OUR  
MISSION  
IS  
SIMPLE...

Make fresh, healthy food a  
staple instead of a rare treat

Nourish the bodies and  
minds of our local community  
from the inside out

Provide a viable  
alternative to the quick  
fix of processed foods

Nurture and invest in the  
existing talent pool in our  
community by providing  
culinary training and job  
placement assistance

# FRESH FOOD FACTOR

We all know that food has significance beyond its immediate need to satisfy our hunger. It symbolizes caring for our bodies by filling them with wholesome ingredients.

With increased pressure to cut costs, schools and care facilities are forced to make decisions about their meal programs that often involve relying on vendors who provide processed convenience foods instead of natural, fresh produce. Meals that were once prepared at home with reasonable portions have given way to fast food meals with extra large servings. The results are obesity, heart disease, high blood pressure and other health concerns.

Fresh Food Factor provides healthy sustenance through a holistic service model. Our goal is not only to provide a fresh and healthy meal, but also teach our community that a healthy lifestyle begins with good eating habits. By providing consumers the opportunity to try healthy, delicious food, we enable them to make positive choices for a lifetime.

The headquarters of Fresh Food Factor is an 8,000-square foot commercial kitchen located in the historic Lykes Steamship District in New Orleans' Lower Garden District.

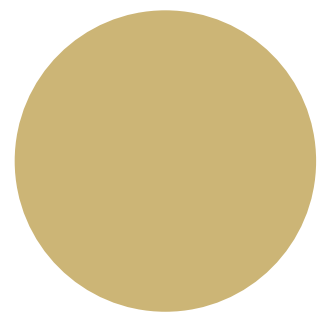
Through this state-of-the-art kitchen, we will serve local students and residents fresh and healthy meals on a daily basis. We pride ourselves on developing close working relationships with partners in the community and delivering excellent customer service.

# WOW FACTOR

Volunteers of America is a national, nonprofit organization dedicated to helping those in need live healthy, safe and productive lives.

Since 1896, Volunteers of America has supported and empowered America's most vulnerable groups, including seniors, people with disabilities, at-risk youth, homeless individuals and families, those recovering from addictions, veterans and many others. Our work touches the mind, body, heart and ultimately the spirit of those we serve, integrating our deep compassion with highly effective programs and services.

Fresh Food Factor will fulfill our joint mission of promoting a healthy lifestyle through fresh food and providing jobs to individuals who are interested in pursuing a career in the food industry.



# HUMAN FACTOR

**FOR MORE INFORMATION OR TO LEND YOUR SUPPORT:**

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