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LIBBY'S VEGETABLES AND FEEDING AMERICA HOST FIRST VIRTUAL CANNED FOOD DRIVE TO HELP HUNGRY FAMILIES GET BACK TO THE TABLE

- Supporters who raise \$1,000 or more will receive a year's supply of canned vegetables -

Marion, NY (October, 2009) – This holiday season, Libby's Vegetables is launching the first-ever team-based Virtual Canned Food Drive to support Feeding America and the increased demand on its network food banks. The online food drive encourages families to form teams and champion their friends and local communities to support them. Families who raise \$1,000 or more for Feeding America will get their pantries stocked up with a year's supply of canned vegetables from Libby's¹. In addition, Libby's Vegetables will match up to \$30,000 of donations raised by December 13, 2009, to total 350,000 meals for needy families.

"Libby's has always been committed to helping families enjoy affordable, great-tasting meals and time together around the table. With many families struggling to put food on the table, together with Feeding America, we're evolving with the digital age to create a virtual canned food drive that makes helping the less fortunate easier than ever," commented Bruce Wolcott, Vice President of Marketing, Seneca Foods Corporation. "With just a click of a mouse, we can help give families the food they need during these challenging times."

The current economic climate has had a notable impact on food banks across the country, with 99 percent of Feeding America network food banks experiencing a significant surge in demand for emergency food assistance over the past year. Unfortunately, this increased demand has strongly affected family meals - more than half (56 percent) of food banks reported that they are seeing more children as clients.

"Many Americans are unaware of the large demand for food assistance throughout the country, which has increased 30 percent over the last year and in many communities the increase is much higher," said Vicki Escarra, president and CEO of Feeding America. "We are excited to work with Libby's Vegetables to launch our first virtual program. Libby's and Feeding America share a passion for bringing families together over meals, and we hope this program gives everyone an opportunity to support mealtime for families that can no longer provide for themselves."

To help Feeding America and Libby's Vegetables meet the increasing strains on area food banks, families are encouraged to participate in the first-ever team-based Virtual Canned Food Drive by visiting GetBacktotheTable.com where they can create a team profile and engage their communities to help hungry families in their area. For every \$5 raised, Feeding America provides 35 meals to those in need.

"Libby's Vegetables is dedicated to helping families connect at the dinner table through easy, nutritious and affordable meals," explains *Total Mom* author and mother of seven, Hannah Keeley. "Families who visit GetBacktotheTable.com can check out easy recipes that won't break the budget and expert tips on how to prep for dinnertime."

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About Feeding America (Formerly America's Second Harvest - The Nation's Food Bank Network)

Feeding America provides low-income individuals and families with the fuel to survive and even thrive. As the nation's leading domestic hunger-relief charity, our network members supply food to more than 25 million Americans each year, including 9 million children and 3 million seniors. Serving the entire United States, more than 200 member food banks support 63,000 agencies that address hunger in all of its forms. For more information on how you can fight hunger in your community and across the country, visit www.feedingamerica.org.

About Libby's Vegetables

Libby's Vegetables, the nation's third largest brand of canned vegetables, has been a staple on American dinner tables since the 1880s. With over 60 different varieties, it offers among the industry's most complete lines of canned vegetables, including new Libby's Naturals, with no added sugar or salt, and Libby's Organics. Since 1983, Libby's Vegetables have been produced and distributed by Marion, NY-based Seneca Foods Corporation, an independent, publicly-traded, fully integrated food processing company. For more information on Libby's and Seneca Foods visit SenecaFoods.com. For information on Libby's Get Back to the Table mission visit GetBacktotheTable.com or follow @LibbysTable on Twitter.

¹ The prize will be awarded by Libby's Vegetables in the form of 200 manufacturers coupons good for any Libby's Vegetables product.