



**Watch Our Video**  
**2024 Project SERVE Annual Report**  
*Learn more about National Food Group's  
Corporate Social Responsibility initiatives at*  
**[nfgprojectserve.com](https://nfgprojectserve.com)**



At National Food Group, food isn't just our business, it's our purpose. In schools, correctional facilities, hospitals and universities, our products can be found in almost any kitchen or pantry. Our team is constantly looking for innovative ways to help our customers fill a plate. And through our philanthropic initiative, Project SERVE, we spent 2024 doing the same for our community.

In 2024, we added six new partners in both the hunger and education space, widening our impact throughout the state of Michigan. We also grew our Grab The Tab program, paying off more than \$34,000 in school meal debt in the states of Ohio, Oregon and Arkansas. Our team also continued volunteering their time across the country packing meals, stuffing backpacks full of school supplies and planting trees, giving back almost 1,400 hours of their time into the community.

We partnered with organizations like Detroit Food Academy and Kids Food Basket who have allowed us to reach more students and view the world through their eyes, whether with our Zee Zees snacks or here in our office hearing from our team on career paths. Aligning ourselves with experts in the community allows us to bring power and voice to issues that need it most.

Since 2021, we've contributed more than \$6 million in grants and rescued or donated almost 100 million pounds of food and as we look back on 2024, we are thrilled and proud to say that we are only getting started.

### **Jim Moore**

*President  
National Food Group*





# PROJECT SERVE OVERVIEW

## PROJECT SERVE FIVE KEY INITIATIVES



### USING INNOVATION AND SERVICE TO IMPACT OUR COMMUNITY

At National Food Group, food is the core of our business and drives all that we do, including our Corporate Social Responsibility strategy. We pledge a minimum of 5% of our earnings, along with our time and talents - making food more accessible, providing opportunities and resources for individuals seeking a career in the food industry, and supporting our global environment.

### HOW WE GOT HERE

As our company grows, so does our commitment to the community. According to the USDA, 11.2 million households, are food insecure and every community in the country is home to a family that is food insecure. Through Project SERVE and its initiatives, we are working each day to feed local families, reduce food waste, and help break down barriers to employment.

### OVER THE YEARS WE HAVE:

- Rescued and redirected more than 100 million pounds of food from waste
- Contributed more than \$6 million in resources to non-profits and community organizations
- Volunteered more than 4,300 hours in our communities



### SECURE FOOD AND FUNDING

Help alleviate food insecurity by matching food and funds with communities in need.



### EDUCATE

Provide opportunities and resources for students of all ages and backgrounds to learn about the food industry and its many career paths.



### RESPECT DIVERSITY

Focus on being a leader in the industry for an inclusive and equitable environment.



### VOLUNTEER

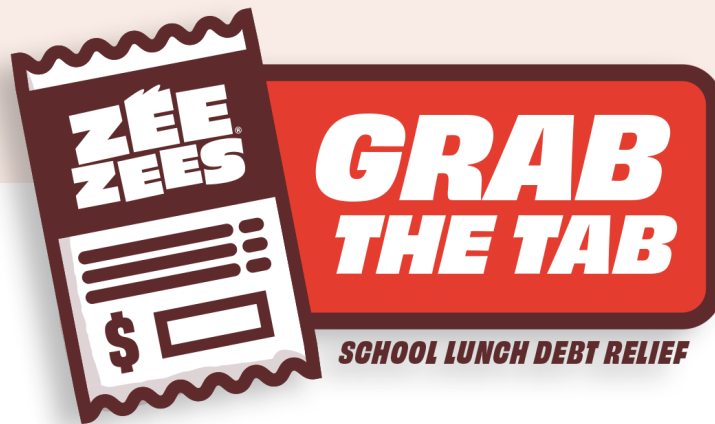
Improve the lives of our neighbors through use of our time, talents, and treasures.



### ELEVATE SUSTAINABILITY

Continue and expand sustainability practices at National Food Group with help from our customers and vendors partners.





In 2024, we found that school breakfast and lunches continued to be a hot topic in many communities, despite nine states passing legislation making it free to every family. National Food Group and Zee Zees have been working in school cafeterias for over 30 years, so it felt only natural to lend a hand to this problem facing so many of our schools.

Launched in 2023, Grab The Tab was created to make an impact on cafeterias and students across the U.S. In 2024, the program continued to grow with over 200 applications from 34 states, and almost \$2M in debt. Three schools were chosen to have their school lunch debt paid off for the 2024 school year and received a delivery of Zee Zees products for their cafeteria.

School meal debt is far from being a problem of the past and we're excited to grab more tabs in 2025.



North Bend School District is in a coastal town in the state of Oregon. With roots in the timber industry, North Bend is a small community with less than 10,000 residents. While Oregon is now one of the states offering free and reduced meals, many families still have debts that have followed them through the school years. Grab the Tab was able to pay off almost \$16,000 in debt for the students and families in North Bend.

*"I can really see how the debt would affect families, and I just wanted to make sure our students were taken care of so I'm really hoping we will be able to help more students, feed more students and grow from there, This is a long-term fix for our students."*

**Amey Moldt - Director of Food Service**  
**North Bend School District - North Bend, OR**

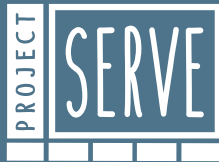


**Fairview  
Park City  
School District**  
**Fairview Park, OH**



**Bergman  
Public Schools**  
**Harrison, AR**





## PARTNER SPOTLIGHT KIDS' FOOD BASKET

Since 2002, Kids' Food Basket has been serving thousands of students in West Michigan through their sack supper and weekend meal programs. With over 10,000 sack suppers a day being delivered to over 60 schools, they are a leader in the food and hunger space.

As an established player in schools, it was an easy decision to partner with them through our Zee Zees brand. In 2024, National Food Group donated almost 45,000lbs of Zee Zees K12 approved snacks for the sack supper program, and provided \$35,000 to the Learn program, focused on educating students on nutrition both in the classroom and hands-on at their working farm.

The need in 2024 rose by almost 50,000 more meals than planned on from previous years. With the help of 250 volunteers a day, the organization is working hard to meet the increased demand.

Kids' Food Basket is an organization focused on all aspects of food insecurity and hunger, utilizing their expertise to engage the community, advocate for all and provide healthy meals for students across three counties. Partners like them help National Food Group make a greater impact for more students in every way.



**AUSTIN ROELOFS**  
Vice President of Programming  
at Kids' Food Basket

*"At Kids' Food Basket, we believe that healthy food is a right, and not a privilege. We know that inflation is hitting everybody hard over the last couple of years and this year in particular. I've never gotten more calls from schools, families and students about the need this year."*



**Kids' Food  
Basket**

KIDSFOODBASKET.ORG

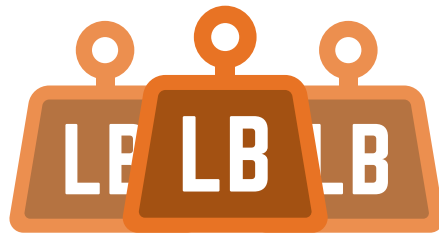




# SECURE FOOD AND FUNDING

## OBJECTIVES

- Partner with key community stakeholders to distribute food to the greatest need
- Use National Food Group resources to assess and eliminate issues with food accessibility
- Participate in community focused programs that prepare affordable and nutritious meals
- Work with National Food Group vendors and customers to support food accessibility in their own communities



**355K+**  
POUNDS OF FOOD  
DONATED

**\$270K+**  
TO FOOD & HUNGER  
PROGRAMS

**OVER 23M**  
POUNDS OF  
FOOD RESCUED



Forgotten Harvest  
National Food Group employees in Zee Zees pack-out room

## 2024 Secure Food And Funding Partners

- Forgotten Harvest
- Kids' Food Basket
- Hospitality House
- Make Food Not Waste
- Blessings in a Backpack
- Salvation Army Bed & Bread Club

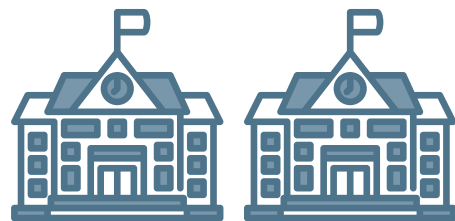






# EDUCATE

## OBJECTIVES

- Offer student scholarships to help provide culinary training to secure employment in the food industry
- Organize internships to give real experience to high school and college students
- Attend career days at schools to encourage and educate a diverse population on the food industry
- Partner with local agencies and programs to teach children about healthy and affordable eating to support food accessibility in their own communities
- Break down barriers to employment in the food industry



**\$75,000**  
**DONATED TO**  
**NON-PROFITS**  
*IN THE EDUCATION SECTOR*

**500**   
**STUDENTS**  
**ENGAGED**  
**THROUGH**  
**ZEE ZEES**   
**PROGRAMS**



**Detroit Food Academy**  
At National Food Group's Innovation Center for an on-site food demonstration

## 2024 Education Partners

- Detroit Food Academy
- Blessings in a Backpack
- Novi Educational Foundation
- Alternatives for Girls
- Soil2Service

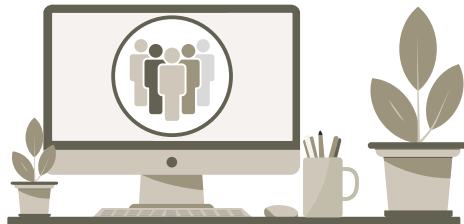


# RESPECT DIVERSITY

## OBJECTIVES

- Celebrate the diversity in our world and within our teams
- Strengthen current policy of inclusion by incorporating implicit bias training in our on-boarding and for current employees
- Expand current recruiting pools to include a more diverse candidate base (targeted advertisement, recruitment fairs, and personal connections)
- Partner with local organizations and schools to recruit interns from high need communities and provide resources to any barriers students may have

**100%**  
OF NEW EMPLOYEES COMPLETED  
**DIVERSITY TRAINING**



**\$30K**  
TO NON-PROFITS  
FOCUSED ON BREAKING  
DOWN BARRIERS  
TO OPPORTUNITY



**2024**  
Diversity Partners

- Soil2Service
- Alternatives For Girls

Soil2Service  
Culinary student from Alternatives For Girls works on certification





# VOLUNTEER

## OBJECTIVES

- Support National Food Group employees in donating their time to local organizations
- Provide a \$500 grant on behalf of any employee who collectively reaches 30 hours of volunteering to a nonprofit of their choice
- Sponsor community events and programs that engage employees, partners and customers
- Participate at a leadership level in organizations that support Project SERVE initiatives

**1350+ HOURS  
VOLUNTEERED  
BY EMPLOYEES**

**87%  
OF EMPLOYEES  
VOLUNTEERED**

**\$7,500  
DONATED TO  
ORGANIZATIONS  
FROM EMPLOYEE GRANTS**



**Back To School Drive**  
National Food Group volunteer event at Novi office

## 2024 Volunteer Partners

- Feeding San Diego
- Forgotten Harvest
- For The Love Of Cats Rescue
- Girl Scouts Of Southeastern Michigan
- Keith Elementary School
- Salvation Army
- United Way For Southeastern Michigan
- Blessings in a Backpack





# ELEVATE SUSTAINABILITY

## OBJECTIVES

- Help reduce food waste through programs such as Opportunity Buys® that redirects wholesome, quality food to new markets
- Employ environmental sustainability practices in our offices where possible, like LED and motion sensor lights, water bottle filling stations, and recycling programs
- Partner with customers to meet zero waste and environmental programs
- Enable our Logistics teams to optimize shipping loads for efficient fuel use
- Employ recyclable and/or sustainably sourced packaging where possible
- Seek out suppliers that are using sustainable practices

**289K+  
POUNDS  
COMPOSTED**



**4,045,004  
MILES SAVED**  
FREIGHT CONSOLIDATION 

**RESCUED  
23,868,265  
POUNDS OF FOOD**



Greening Of Detroit  
National Food Group employees planting trees

**2024**  
Sustainability Partners

**FOOD**  
RECOVERY  
CERTIFIED

- Eagle Ministries
- Forgotten Harvest
- Salvation Army
- Kids' Food Basket
- Greening Of Detroit
- Perfect Circle Recycling