

News Release

Trader Joe's and National EFAA Team Up to Nourish the Neighborhood

Food Insecurity is a Real Issue; Here's How Trader Joe's and Emergency Family Assistance Association Are Fighting it with Real Solutions.

MONROVIA, Calif., Oct. 6, 2023 - Trader Joe's, a national and esteemed grocery store has made an incredible and moving partnership with the Emergency Family Assistance Association (EFAA). This new relationship comes with big ideas, prepared to tackle real life challenges. Food insecurity is a prevalent issue that some residents of Boulder deal with on an everyday basis. This is where the newborn relationship of Trader Joe's and EFAA comes into play. Their mission? Give back to the community that has supported them all these years.

"Here at EFAA we strive to provide for those who need it most. In Boulder County, 1 in 10 people live below the federal poverty line. Our goal is to provide a sense of relief and comfort for those fighting hunger," says Liz Lemon, President of EFAA. "We want the people in our community to thrive, and as proud representatives at EFAA, we want to advocate for those struggling so they reach that potential." "By joining forces, we have created a new collaborative plan where we will donate 100% of our products that go unsold but remain fit. These products will be sent to our non-profit partners and other donation centers so they can be enjoyed by our community," says Trader Joe's general manager, Michael Scott.

EFAA aims to build and strengthen community by providing services that will help those most in need. A hunger stomach should be a struggle no one has to endure, especially the citizens within our community. Trader Joe's is directed towards accomplishing a sustainable environment while eliminating food waste, ultimately leading to an action against food insecurity. We hope by raising awareness, this collaboration can encourage others to donate resources that may change a life.

About Trader Joe's

Trader Joe's is a national chain of neighborhood grocery stores featuring high quality imported and domestic foods and beverages at honest, low prices. Trader Joe's (www.traderjoes.com) began in 1958 in the Los Angeles area. Since then, Trader Joe's has expanded to more than 540 stores in 4 states.

