FOR IMMEDIATE RELEASE

Hubbard Peanut Company Debuts New Single Origin Peanuts to Support the Foodbank

NORFOLK, VA | March 18, 2024 – Hubbard Peanut Company (Hubs) just released the fourth edition of its highly limited Single Origin Peanuts thanks to Southampton County native, pastor and fourth-generation farmer Elisha Barnes, whom they partner with to produce the peanuts. The limited-edition peanuts are available now on Hubs’ website for nation-wide shipping and locally at The Hubs Vine (1459 Armory Drive, Franklin). While the type of peanuts being offered is the same, sun-cured on stakes the old-fashioned way and sold with the skins on, this batch is unique. Proceeds from each can will be donated to the Foodbank of Southeastern Virginia and Eastern Shore (the Foodbank), with each sale generating two meals for locals in need. The can also received a refresh, now adorned with the phrase “What can change a life? A peanut can!” Furthermore, this release marks years of partnership among Franklin/Southampton businesses, organizations and residents, united by the goal of reducing food insecurity and making healthy meals more accessible to everyone in the region.

“We can’t tell you how lucky we feel to continue to work with Elisha. Playing a role in preserving peanut history and our community’s history is so fulfilling to us,” shares Marshall Rabil, Hubs’ Director of Sales and Marketing. “This new batch symbolizes the many beautiful, creative ways the Franklin/Southampton community has come together to tackle food insecurity in our region, which makes these peanuts even more meaningful.”

Inspired by single origin coffee and chocolate, Hubs released the country’s first “Single Origin Peanut” line in March 2020, sourcing peanuts solely from Barnes’ “Pop Son Farm” in Branchville, VA, where his great-grandfather started as a sharecropper. Barnes is the only farmer known to still use the “shocking method”, which makes these peanuts truly one-of-a-kind. The peanuts take longer to produce using this method and the process is labor intensive, but Barnes wouldn’t have it any other way, because, for him, it’s about preserving a valuable piece of Virginia culture and history. The product was so popular it sold out within the first 24 hours. Each year since, Hubs has released and sold out of each new batch of the Single Origin Peanuts while working on ways to give back to and connect its community.

Hubs started to work closely with the Foodbank in 2020, when they offered their warehouse and provided volunteers to make kits for the Foodbank’s BackPack Buddies program. In 2021, Hubs hosted its “Harvest the Vine” event which raised $3,500 for the Foodbank and drew attention to the need for more fresh food for those facing hunger in their community. In 2022, the Foodbank’s new President and CEO Christopher Tan connected with Rev. Eric Majette, who owned a 20-acre plot of land near the Foodbank’s facility in Franklin, and they worked out a symbiotic deal that helped solve that problem. Rev. Majette leased the land to the Foodbank and the Foodbank agreed to let Barnes use half of the property as he wishes, if he agreed to farm produce on the other half for the community. They titled the land “Izzie’s Field” in honor of the Foodbank’s former Grants Manager Izzie Brown, whose passionate grant-writing efforts made this initiative a reality. Barnes elected to use his extra land for this year’s batch of Single Origin Peanuts, planting corn on the other half. Thanks to the generous help of volunteers, both crops were successfully harvested and distributed. By 2023, support had multiplied. Hubs, Commune Restaurant and River Road Farm teamed up to launch the inaugural Homegrown Harvest Festival, with proceeds benefitting the Foodbank and The CROP Foundation, which aims to foster education and
employment for students interested in the art, science and soul of food. The event raised $30,000 which funded Izzie’s Field for 2024 and provided scholarships to local students.

"We are incredibly grateful for the partnership between Hubs and the Foodbank, and for the dedication of individuals like Elisha Barnes.” says Tan. “More and more, we are finding our communities in need of connection. And food has served as a primary source of connection throughout human history. Through initiatives like this one, we’re preserving traditions, ensuring neighbors have access to nutritious food and selling some amazing tasting peanuts. But, most importantly, we are fostering connections to our community, to each other, and to the common purpose of helping our neighbors in need. Because that is what good neighbors do."

See HERE for images. Photo credit: Clay Benjack. For media inquiries, please reach out to mreckling@foodbankonline.org.

For more details on the new product, recipe inspiration and retail availability visit hubspeanuts.com. Follow along on Instagram and Facebook.

About the Foodbank of Southeastern Virginia and the Eastern Shore
Since 1981, the Foodbank of Southeastern Virginia and the Eastern Shore has proudly provided more than 380 million meals to our neighbors in need. We play a vital role in the fight against hunger by collecting, storing, and distributing food to our neighbors, while also working to address the root causes of hunger and food insecurity. This past year, we – alongside our neighbors – endured the impact of rising inflation, expiration of critical pandemic-era programs, and increased fuel and shipping costs. These hardships intensified the demand for our services and for the first time, we distributed more than 21 million pounds of food. With the support of our dedicated volunteers, generous donors, and compassionate community members, we strive to exceed this ever-growing baseline goal each year, ensuring that no one in our community goes to bed hungry. For up-to-date information, visit foodbankonline.org or follow us on Instagram (@foodbankseva) and Facebook.

About Hubbard Peanut Company
Hubbard Peanut Company, which has been female and family-owned since 1954, is the country’s first specialty peanut company, offering a variety of delicious flavors from their classic Salted to sweet Choco-Covered. Follow us: Instagram (@hubspeanuts) and Facebook.