

The Conscious Alliance and our disaster relief group, American Rainbow Rapid Response (ARRR), have been on the ground and mobilized in hurricane Ike's worst hit area of Louisiana, Terrebonne Parish. Currently, we have a kitchen that is serving 2,600 + FREE meals a day in Houma, LA. This effort began last Friday at the request of the Governor's office of Louisiana and NOVAD (National Organization of Volunteers Active in Disaster Relief).

Organic Valley is sponsoring this effort with the donation of meats, dairy, and produce for the next 2 weeks. The dry goods and other supplies that will keep this kitchen feeding 1,000's of hungry people will be provided by Conscious Alliance and consists of all Wild Oats brand products, which have been donated by Whole Foods Market over the past 6 months.

We will also be supplying non-perishable food to Christian Disaster Response (CDR) who currently have a relief kitchen serving free meals at a location along the TX/LA border and will soon have another location in one of the most heavily effected areas of TX.

All of the relief kitchens that we support with food and volunteers are deployed in coordination with FEMA and State Agencies. Most importantly, they are serving natural and healthy meals, which is not possible for organizations like the Red Cross and the Salvation Army, who rely on MRE's and other heavily processed food products.

We plan to continue our feeding efforts for as long as needed and as possible based on our current resources. There is currently a full semi of food leaving from our Boulder, CO warehouse and another heading out later this week.

The Conscious Alliance has the RESPONSE-ABILITY to be active in disaster relief and we owe this honor to the support of Whole Foods Market and all of our faithful donors.