

Global Gazette

The latest news, updates, and announcements

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Good deed of the day:

Celebrate Black History Month and support a Black Owned Business in your community, you can find some using [this resource](#).



February: Cancer Prevention Month

February is focused on national cancer prevention month. Studies show that more than 40% of all cancers diagnosed in the U.S. can be attributed to preventable causes – things like smoking, excess body weight, physical inactivity, and excessive exposure to the sun. Changes in our lifestyle can make a real difference at reducing our risk of cancer. A recent report found that by replacing 30 minutes of sedentary time with 30 minutes of physical activity you can lower your risk of cancer death by 30%. Our workshop this month went over changes like this in our lifestyle that can improve our health. One of the biggest trends in the industry is a plant based diet. Growing research has shown that a plant-based diet could reduce overall cancer risk by 10-12%. Global's support for cancer prevention efforts this month goes to the American Cancer Society. ACS works on cancer prevention campaigns to increase screenings, conducts vital research, fights for the rights of cancer patients, and runs programs to support cancer patients and caregivers. Their work has helped lead to a 31% decline in the US cancer death rate from 1991 to 2018, resulting in 3.2 million fewer deaths during that time. We are proud to know that our donation to ACS is making a difference in the prevention of cancer and support of patients.

Supporting St. Jude Children's Research Hospital



Preventing cancer is just the first step of the journey, the treatments and recovery process are a whole other ordeal for patients. That is why Global is supporting one of our non-profit partners again this year with a corporate donation of \$5,000 to [St. Jude Children's Research Hospital](#). The mission of St. Jude is to advance cures, and means of prevention, for pediatric catastrophic diseases through research and treatment. The most important part of their work is their dedication to equitable treatment. No child is denied treatment based on race, religion, or a family's ability to pay.

February is known for Black History Month and this year marks the 60th anniversary of their first hospital opening in Memphis, Tennessee. The building was designed by renowned African-American architect Paul Revere Williams and was the region's first fully integrated hospital. This integration helped end segregation in the Memphis hotel industry, in order to house patients and their families, a facility must agree to offer housing to anyone, regardless of race. The creation of this hospital was a major step towards ending inequitable and discriminating health care practices as well as fighting against segregation.

Today St. Jude provides cutting-edge care for children with cancer and other diseases. Families never receive a bill from St. Jude for treatment, travel, housing, or food. Although they accept insurance, St. Jude is a research hospital, so many of the treatments and services provided are not covered by insurance. The treatments developed at St. Jude have helped increase the overall survival rate for childhood cancer from 20% in 1962 to more than 80% today. Despite this progress, 1 in 5 children in the U.S. diagnosed will not survive. Globally that statistic increases to 4 in 5 children in low- and middle-income countries. That is why it is so vital that they continue their efforts to keep providing treatments to families at no cost. We are proud to support St. Jude in its mission to help end childhood cancer and give every kid a chance at a long and fulfilling life.

Vendor Spotlight: Small Axe Peppers

As this month wraps up we are looking forward to B Corp month in March. This year's theme is #BehindtheB which is why we are putting the spotlight on Small Axe Peppers to show the behind-the-scenes and benefits of this B Corp business.

Small Axe Peppers has been with Global since 2019 and achieved their B Corp Certification in 2020. Their story begins in the spring of 2014 when they partnered with GrowNYC to donate serrano pepper seedlings to 5 community gardens in the Bronx. The next year 20 more gardens asked to join and a new economic model for urban farming was born! Their model starts off with sending seeds to community gardens and the gardens send back the peppers they grow to be made into the hot sauces.

In 2021 they purchased 11,092 lbs. of peppers from 51 gardens in 36 cities in 23 states. Many of these community gardens are a safe haven in under-served urban communities for socially distanced interaction in a pandemic and a resource for fresh and healthy produce during supply chain shortages. This model gives the organizations a cash crop to fund their programming which allows them to become sustainable beyond grants and donations.

Small Axe Peppers is in their 2nd year of the KeHE CAREtrade® program which bridges the gap between KeHE and KeHE Cares. In this program, Small Axe has expanded to 2,900 stores and was able to connect with the non-profit YMen to implement this model in their community garden. This is truly a full-circle moment as a KeHE CAREtrade® brand is able to support a KeHE Cares non-profit partner, allowing their brand to be a force for good.



Their brand offers a range of sauces named after the cities their gardens are sourced from including Atlanta, Chicago, Detroit, Texas, Los Angeles, and more. Customers are looking towards buying locally and are gravitating towards businesses that support their community. Focusing on the area a DC serves, Small Axe will often provide stores with a sauce that comes from their nearest community garden partners and supplements that with a few of their other Small Axe flavours.

The name Small Axe Peppers is inspired by the proverb, "If you are the big tree, we are the small axe." This represents the idea that with many small axes together, something big can be achieved. Each garden has its own mission informed by the needs of the community. As they recruit more gardens and expand their business to more cities, Small Axe Peppers will be able to bring together people from all backgrounds to improve the lives of people in every community.

Check out this extraordinary brand in KeHE to support their mission and discover the best hot sauce for your customers.