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Weighty objective

Dump truck adds visibility to food drive

POCATELLO — A shiny, yellow dump truck with the capacity to haul 75,000 pounds tends to draw attention, whether it’s parked at Albertson’s, on the street outside of an Old Town tavern or at the Eastern Idaho Ag Expo at Holt Arena — well, perhaps it doesn’t stand out quite so much among the heavy equipment at the Ag Expo, where it’s currently stationed.

Regardless, Trent Metcalf is looking to turn some heads, and the Caterpillar dump truck is the perfect moving metaphor for the job.



Trent Metcalf, sales and service attendant at Western States Equipment, is the coordinator for the Dump Hunger campaign that the company started to collect 75, 000 pounds of food for the Idaho Foodbank.

Foodbank’s shelves with 75,000 pounds of food — equal to the maximum weight the dump truck can transport. A “Dump Hunger” banner hangs on the side of the dump truck.

“When I drive this around town, people are staring at me. We’ve had people ask me what the dump trucks are for,” said Metcalf, a sales and service attendant from Blackfoot. “It does draw a lot of attention.”

Western States Equipment, which is headquartered in Meridian and has a Pocatello location at 2405 Garrett Way, has branches in five states that are involved in the food drive. Each drive benefits a local food bank. Last year, the goal of the drive was 75,000 pounds of food combined at all of the Western States Equipment branches, and the total was 116,000 pounds.

This year the Pocatello branch, which raised 30,000 pounds of food last year, has set a lofty goal of raising 75,000 pounds. This year’s food drive started on Dec. 29.

The dump truck was parked outside of the Depot Sports Bar on Main Street to raise money during a Fiesta Bowl party. That event raised \$270 for the food bank. A food barrel has been left at the Depot, where it will remain until the food drive ends on Feb. 9. Food barrels have also been left at the Idaho Central Credit

Union and Les Schwab Tire Centers branches in Pocatello, Chubbuck and Blackfoot, The Works Deli and Grille, 1021 Yellowstone Ave., Pocatello, the Common Cents stores in Pocatello and Chubbuck, and the Dollar Tree stores in Pocatello and Chubbuck.

A dump truck has also been parked at Albertson's, where food is also being collected, and Dump Hunger raised \$570 for the food bank during an Idaho Power trap shoot last Saturday and 30 pounds of food that Saturday night when barrels were left out at an Idaho State University men's basketball game.

On Jan. 30, Metcalf said a poker run is scheduled inside of Cal Ranch Stores, 1800 Garrett Way, for an event called Sportsmen Against Hunger. A Dump Hunger dump truck will also be present at that event.

So far, the campaign has raised 7,000 pounds of food. If this year's goal isn't met, Metcalf believes every pound of food helps. He explained his company opted to host its food drive after the holidays because other food drives have ended, but the need remains at the food bank.