

Massmart adds to food donations

As part of its regular contributions to FoodBank SA, Massmart donated 3t of Nutri Meal, a nutrient fortified instant porridge, to the Durban-based charity on 2 November 2012. To date, the group has donated 24,000kg.



The food will be delivered to Briardene, which distributes food to around 300 community-based organisations. The community organisations are then able to carry out the very important work of feeding their communities and allowing schoolchildren to learn on full stomachs.

Nutri Meal is a highly nutritious and enriched instant porridge that only water for preparation and no cooking. Available for both children and adults, it contains extruded and exfoliated maize, micronised soy protein, sucrose, vitamins and minerals with a natural vanilla flavourant.

Grant Pattison, CEO of Massmart, said, "This donation underlines the group's commitment to provide food for the needy in South Africa. We know it is very difficult, if not impossible, to teach a hungry child and so have focused on feeding schemes that tackle the root causes of the issues affecting education in South Africa, such as malnutrition amongst learners."

43 million meals

FoodBank SA forms part of the feeding schemes established by the international NGO Global FoodBanking Network and currently supplies food to more than 1,700 NGOs, throughout South Africa. These organisations are typically community-based NGOs such as crèches and educare centres. Since opening in 2009, FoodBank SA has donated an estimated 43 million meals.

Mo Kajee, MD of FoodBank SA, said, "We are pleased to once again receive a food donation from the group. This is the first time that we will be receiving True Life products, such as this and, based on the nutritional value, we know it will make a difference in the lives of malnourished beneficiaries."

With over 20% of South Africa's population food insecure, the group remains committed to feeding initiatives in South Africa such as Game's Amalunchbox project, which aim to address the issues affecting the development of the country.

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