

Pick n Pay, FoodForward SA launch Mandela Day Food Drive

Pick n Pay and FoodForward SA have launched their third annual Mandela Day Food Drive with the goal of collecting 500 tonnes of food - enough to produce two million meals. To reach its target of two million meals this year, the drive will run over a three-week period compared to one collection weekend in previous years.



The food collected in the Mandela Day Food Drive supports the 530 beneficiary organisations in FoodForward SA's national distribution network. These donations won't only help with immediate needs but will also assist in stocking FoodForward SA's warehouses with staple food reserves for months when supply is low.

Pick n Pay will open over 550 of its stores across the country and mobilise its staff from 24 June to 14 July 2019 to provide a much-needed platform and support to collect tonnes of food that will help feed people in need this year and even beyond 2019. Shoppers are encouraged to donate from a list of 15 discounted non-perishable items displayed in participating Pick n Pay stores or online, make a small cash donation at the till points; or volunteer their time.

Food distribution

Collection trolleys will be available in all participating stores for non-perishable food item donations during the drive. These trolleys will be collected daily and the donated food will then be sorted on Mandela Day by volunteers at packing events across the country. FoodForward SA will then distribute the packed food to its beneficiary organisations nationally. Food donations made at more remote Pick n Pay stores will be distributed directly to surrounding beneficiaries on Mandela Day.

“By adding more stores and extending the collection period this year, we hope to increase the positive impact we have on the country’s hunger levels,” says Suzanne Ackerman-Berman, transformation director at Pick n Pay.

She adds, “The Mandela Day Food Drive would not have grown into the success it is today without the great generosity and true ubuntu spirit from our customers and suppliers. It demonstrates the positive impact we can create by working together,” says Ackerman-Berman.

Andy Du Plessis, MD at FoodForward SA says, “The partnership between Pick n Pay and FoodForward SA ensures that those who are hungry receive nourishing meals through our network of beneficiary organisations across the country, especially over the cold winter months. The FoodForward SA Mandela Day Food Drive gives everyone an opportunity to join the fight against hunger by buying basic food ingredients at any PnP store or by joining our packing events on Mandela Day. It’s not only a good cause, it is also fun and builds unity across South Africa.”

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