

Woolies raises R2.5m to boost South Africa's food security

While Christmas was some time ago, the joy that time of the year brings continues. Local retailer Woolworths and its customers have raised R2.5m to empower various communities across South Africa to grow more food and become food secure.



Thanda's organic farming initiative manager, Mdex Mkhize, assisting with the harvest of

organic cabbages at one of the 30 small scale organic farms that Thanda supports. | Source: Supplied

The funds were raised over the Christmas period via the retailer's 'Take a moment to make a difference' Christmas Give campaign which included the purchase of cause-related products ranging from reusable shopping bags to Christmas crackers. Woolworths also supported the campaign with additional funding via the MySchoolMyVillageMyPlanet give back loyalty programme.

In line with Woolworths Food Security strategy, seven organisations will receive donations to assist them with providing people with skills and resources needed to alleviate hunger in their communities.

The funding will help hundreds of local small-scale farmers, young entrepreneurs and community food gardeners increase their yields to grow more food and earn a sustainable income.



FoodForward SA expands to rural Emalahleni in Mpumalanga

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The organisations and the projects that the funding will support are:

- **Afrika Tikkun Foundation** - Supporting young entrepreneurs in Gauteng and the Western Cape to start their own agriculture businesses.
- **Inmed South Africa** - Helping unemployed young people in the Free State start climate-smart agro businesses.
- **Joint Aid Management (Jam - South Africa)** - Improving food security in vulnerable Free State communities.
- **Siyazisiza Trust** - Developing young Eastern Cape farmers for a food-secure future.
- **Social Change Assistance Trust (Scat)** - Boosting community food gardens in the Northern and Eastern Cape.
- **Thanda** - With their decade-long journey to better food security and farming success in rural KwaZulu-Natal
- **Timbali Technology Incubator** - Connecting rural women farmers in Mpumalanga to the formal markets.

Zinzi Mgolodela, Woolworths director of corporate affairs, commented: “A huge thanks to our customers for their support of this campaign. This is a sign of commitment to addressing the food insecurity challenge in South Africa and helps us get closer to a #ZeroHunger2030.

“The R2.5m raised exceeded our expectations and although it is being spread across various organisations, we believe that it will have a ripple effect with a much deeper and long-lasting impact.”

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