



MASSMART

# GROUP UPDATE

## Massmart continues drive to improve **food security**

*Food security is a pressing issue in South Africa, so Massmart has prioritised feeding as one of its key CSI initiatives. The group has recently reiterated its commitment to this initiative by making another donation to FoodBank South Africa.*

South Africa is one of the few countries in the world that is capable of feeding its own population. Despite this, according to a recent study, 57% of South Africans live below the poverty index line, meaning that they do not have access to adequate amounts of nutritious foods every day. This shows that although South Africa can grow enough food for its population, the problem is one of access and logistics. As a result a large amount of quality food is wasted.

Massmart understands the crippling effects that hunger and malnutrition can have on individuals and therefore is continuing its drive to improve food security. In line with this Massmart has recently delivered three tons of Max-a-Meal, a highly nutritious legume-based supplement made from samp, dried beans, barley and green peas, to FoodBank South Africa (FBSA). This is Massmart's fifth

donation of Max-a-Meal to FBSA, totalling 15 tons in food donations since 2009.

FoodBank SA, an NGO, is a collaborative effort of grocery manufacturers, government, retailers and wholesalers, as well as numerous faith-based and service organisations. It has been established to tackle the extreme hunger and food insecurity that exists in the country.

FoodBank SA has food banks in Cape Town, Johannesburg, Durban, Pietermaritzburg and Port Elizabeth, and is in the process of rolling out more food banks countrywide. Its warehouses are equipped to safely sort and store all kinds of food and non-food items. Food is dispatched from these warehouses every day, depending on supply, and delivered to depots in communities where it is most needed.

The donation Massmart has made to the Johannesburg hub will



provide another 36 000 individual meals to people in Pretoria, Tembisa, Alexandra, Soweto, Ivory Park and suburbs on the East and West Rand.

Mpho Putu, Regional General Manager of FoodBank South Africa says: "Hunger is a major obstacle to social and economic development in South Africa and we cannot ignore the levels of poverty and food insecurity. We are proud of the partnership with Massmart and these donations have allowed FoodBank the opportunity to continue to make an impact in our communities."

In addition to its donations to organisations like FoodBank, it supports various feeding schemes and has worked on the establishment of container kitchens and vegetable tunnels at schools across South Africa.■



This image is a stock image and does not represent Massmart's activities in this area