

Funky cappuccinos for farmers in need

Farmers are battling to produce crops and keep livestock alive which are essential for the country's food security, amidst the worst drought since 1982. In November 2015, Agri SA established the Drought Relief Fund to support farmers, farm workers and farming communities in need. Through the Funky Cappuccino Campaign, Wimpy restaurants in Pretoria East have pledged their support for this initiative.



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From mid-June till the end of September customers will be able to order a Funky Cappuccino at selected Wimpy restaurants. By adding R2 to their bill, they will receive a pink coloured cappuccino with a heart as its latte art. These proceeds will go towards Agri SA's Drought Relief Fund.

Agri SA is a non-profit organisation that is dedicated to helping to develop a stable, profitable agricultural environment within South Africa. This is no small task as the United Nations World Food Programme (WFP) stated that about 14 million people face hunger in Southern Africa because of the drought that has been worsened by the El Niño weather pattern. Agri SA offers drought relief across all nine South African provinces and evaluates elements such as field conditions, availability of water and feed in the area, as well as the possible retrenchment of workers and the impact that this has on their families by helping them to properly assess requests and grants.

"It's tricky to assess the long-term outlook," says Luise Peters, marketing manager, at Wimpy. "But over the short and medium term, conditions are likely to remain very challenging. We will be promoting this initiative in the selected 23 stores to raise awareness for this cause and to encourage our visitors to support it."

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