

Tastic Rice to partner with global organisation Rise Against Hunger to pack 5 million meals in 2019

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World Food Day commemorates the launch of the Food and Agriculture Organization of the United Nations. The day aims to raise awareness about food scarcity and hunger with events that are held in over 150 countries around the world.



Perfect. Every time.

World Food Day is also the beginning of a purposeful relationship between Tastic Rice and Rise Against Hunger (RAH), a global hunger relief organisation that distributes food and aid with the aim of ending hunger by 2030. Tastic Rice has committed to providing enough rice to pack meals for a year, equating to more than five million meals for the less fortunate in 2019. These food parcels will be distributed to Early Childhood Development Centres across South Africa.

On World Food Day, Tastic Rice has taken up the challenge to pack their first 10,000 meals in just 60 minutes. What makes this noteworthy is that this will happen around the world alongside other organisations, making a difference and creating awareness for World Food Day.

As a non-profit organisation, RAH is dedicated to ending world hunger by 2030 in a sustainable manner and in just three years has grown its support from 9,000 beneficiaries to more than 66,000 who receive five nutritional meals per week. "Most of its success is that it provides immediate nutrition to vulnerable children that underpins a flourishing education framework despite poverty," says Brian Nell, national operations manager, Rise Against Hunger.

Tastic Rice has been selected as the rice partner of choice to deliver nutrition to cultivate these young minds. More than just rice, Tiger Brands has the involvement of 80 volunteers who will pack meals consisting of Tastic Rice, soya, lentils and vitamin pre-mix. These will be distributed to Early Childhood Development Centres around the country to ensure that the children get their nutritional requirements for the day.

In the next 12 months, Tastic Rice will supply enough rice to pack five million meals in 2019, towards the goal of ending hunger. "While we have committed to this amount for this year, we will review our position on the anniversary of the launch when we will be able to assess any additions and changes that may be required for the next three to five years," says Thembi Sehloho, marketing director: Rice and Pasta, Tiger Brands.

When asked about the importance of the collaboration, Sehloho says, "Firstly, we would like to thank Rise Against Hunger for choosing Tastic as the rice of choice for such an important initiative. So many of the values the organisation has lie at heart of what Tastic as a brand strongly believes in. One of the most important being community. As the rice partner of choice, we are able to play a critical role in the nutrition of the communities in which we live and serve."

It is well established that nutrition lies at the forefront of good health and development in the early stages of life. This development feeds into education because proper mental and motor development in early childhood can only take place if the child is provided with a nutritional meal every day.

“This initiative also allows our staff to volunteer during World Hunger Month in a way that adds to the sustainability of the initiative. They are able to get in touch with what it means to make a difference by giving your time to others. Perhaps, more importantly,” Sehloho says, “we are able to partner with RAH to achieve the United Nations Sustainable Development Goal by ensuring a solid early childhood development (ECD) foundation and creating SMME opportunities for crèche owners.”

“We are thrilled to have Tastic Rice on board for the staple ingredient that is essential in our meal packs,” says Nell. “Nutrition is the basis of a healthy mind and we cannot provide solid nutrients without a significant rice partner.”

For Tastic Rice, sustainability means putting its consumer at the heart of everything it does while always looking for new ways to improve the lives of the communities in and around the country. Providing people with superior quality rice as a staple for their everyday diet is just another way we are able to help them be the best that they can be.

With the meals provided by Rise Against Hunger and Tastic, people are able to reach their full potential and harness their transitional capabilities that take them from breakfast all the way to dinner. Tastic wants to be there, at every meal and every milestone helping people rise and reach their full potential.

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