

Tastic aims to ease food insecurity this Mandela Month

Tastic Rice has stated the goal to provide enough rice to pack 5 million meals for families in need in South Africa this year. The brand's partnership with the global NPO Rise Against Hunger also seeks to support the United Nations in its mission to end world hunger by 2030, as part of its sustainable development goals.



To contribute to Tastic's activities around Mandela Month, Tiger Brands staff, pre-booked consumers, media and influencers committed to spend 67 minutes packing meals for families in need. This event is taking place today, 12 July 2019, at the Sandton Convention Centre.

"This initiative also allows our staff to volunteer during Mandela 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 their time to others. Perhaps, most importantly," says Thembi Sehloho, marketing director for rice and pasta, Tiger Brands.

"We are able to partner with Rise Against Hunger to achieve the country's sustainable development goals by ensuring a solid early childhood development (ECD) foundation and creating SMME opportunities for crèche owners."

On 18 July the packing event will be on a national scale at RAH centres around the country. There will be participation from eight packing centres which include Time Square Casino in Pretoria, Grand West Casino in Cape Town, Sibaya Casino in Durban, Boardwalk Casino in Port Elizabeth and the Windmill Casino in Bloemfontein.



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

Bullion PR & Communication 17 Oct 2018



Addressing food insecurity

"World hunger is in the region of about 820 million people who are food insecure," says Brian Nell, CEO, Rise Against Hunger. "In South Africa, about 26% of all households do not have access to a nutritious meal," he adds.

As a non-profit organisation, Rise Against Hunger 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. “Much of its success is that it provides immediate nutrition to vulnerable children that underpins a flourishing education framework despite poverty,” says Nell.

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

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