

# DHL kicks off 1 million meals campaign

This World Food Day, held annually on 16 October, DHL Express is launching its 1 million meals campaign which will see the organisation offer support to South African food distribution charities with the goal of delivering 1 million meals to those in need before the end of December 2020.



"2020 has certainly tested us all and delivered a stark reminder of how important it is to give back to the communities in which we operate. Food security is a critical social issue and we are thrilled to be in a position to support some worthy charities during this time," says Hennie Heymans, CEO of DHL Express, Sub-Saharan Africa.

Megan Collinicos, VP marketing, DHL Express Sub-Saharan Africa, adds, "We are working with a robust group of charities to ensure that we reach as many people as possible. It also provides a wonderful opportunity for our teams in South Africa to get involved from a volunteer perspective for the duration of campaign.

"It's an integrated approach that will rely on collaboration between our employees and our partners to make it a success."

## FoodForward SA

One of the charities is [FoodForward SA](#). Established in 2009 to address widespread hunger in South Africa, FoodForward SA connects a world of excess to a world of need by recovering edible surplus food from farmers, manufacturers and retailers, for redistribution to registered beneficiary organisations that serve the poor. FoodForward SA calls this cost-effective model foodbanking.

“We rely on partnerships to implement our surplus food strategies that serve the poor,” says Andy Du Plessis, FoodForward SA managing director. “Prior to the Covid-19 lockdown, FoodForward SA served 670 registered beneficiary organisations (255,000 people). We currently serve 1,000 beneficiary organisations (412,000 people). In the last financial year we distributed 5,115 tonnes of food, whereas in the last six months alone, we distributed 5,300 tonnes of food.”

Du Plessis adds: “We value our partnership with DHL. Their support is critical and enables us to scale our operations in order to provide support to the most vulnerable communities. We are always up for a challenge and are confident that we will be able to help DHL reach its goal of ‘1,000,000 meals by December’.”

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