

# WE FIGHT HUNGER

## AND FOOD INSECURITY IN AFRICA

As the largest supermarket retailer in Africa – where one in five people do not get enough food to eat – the Shoprite Group is using its continental footprint in the fight against hunger.



### How do we do this?

1

#### We subsidise basic food items

In the 2019 financial year, we sold **53 million R5 deli meals** and **subsidised staple products such as bread to the value of R141 million**, proving that we are delivering on our promise of bringing affordably priced food to communities. There are also more than 1 000 products on our shelves that cost R5 or less.

2

#### We give away hot meals

Our mobile soup kitchens served **4.2 million hot meals** to communities in need in 2019, for a total of **39.4 million hot meals** since we started this project over a decade ago.

3

#### We donate surplus food

We **donated surplus food and goods to the value of R60.4 million** from our stores and distribution centres in 2019, providing more than **17 million meals**.

4

#### We respond swiftly in times of crisis

We are often among the first private-sector responders when natural disasters hit, providing food and care packages to affected communities either through the nearest store or by deploying our soup kitchens. This year, we expanded our reach by partnering with Gift of the Givers, which enabled us to donate goods to the value of **R407 472 to victims of disasters**.

5

#### We help feed our children

Poor nutrition under the age of five leaves one in four South African children with lifelong educational challenges. With this in mind, in 2019 we provided **307 051 nutritious meals to children in ECD centres** and introduced educational messaging to our Shoprite and Usave egg cartons, letting customers know that this product is good for the growth of babies aged six months and up.

# 6

## We help communities feed and support themselves

In 2019, we established **39 new community food gardens**, bringing the number of food gardens we support to **87 in South Africa and three in Zambia**. To date we've invested R19.2 million in these gardens, including **R7.3 million in 2019**.

Many of our food gardens are linked to schools. To extend our reach, we also give people from the communities where we establish new gardens a "Garden in a Bucket" kit with seedlings, tools, organic fertiliser and a training manual. To date, this approach has helped us establish **205 satellite gardens**, including **178 gardens in 2019**.

We established **27 market gardens in 2019**, with the top five generating an average monthly income of R5 285. We further provided market access to **58 community food gardens that produce a surplus** through Checkers Market Days.

## Why do we do this?

**Society today faces social and environmental challenges that no single entity will be able to address in isolation.**

We have therefore consciously aligned our corporate social activities with the United Nations' Sustainable

Development Goals – the SDGs – which include the goal of No Hunger (SDG 2): "End all forms of hunger and malnutrition by ensuring all people, especially children, have access to sufficient and nutritious food year-round."

This both gives us a social licence to operate and it makes business sense.



## Oliver's Village



Oliver's Village is an ambitious non-profit that aims to improve the lives of the Zenzele community in Daveyton, Gauteng. The organisation had tried repeatedly to establish a food garden with little success. In 2018, inspired by our Little Garden promotion, community members started an educational garden for the ECD centre, which was to be tended by pre-schoolers. We supported the garden with permaculture training, seedlings and garden tools. Today, Oliver's Village is growing enough fruit and vegetables to feed more than 400 people a day.

### We work with the following partners

Food & Trees for Africa | FoodForward SA | Gift of the Givers | Grow Great | The Lunchbox Fund

### Find out more

Our 2019 Sustainability Report contains more detail on our sustainability approach. For media enquiries, contact [media@shoprite.co.za](mailto:media@shoprite.co.za).