



Media Release

McCain Foods celebrates 10 years' partnership with Foodbank

20 July, 2017: Having joined forces in 2007, McCain Foods' partnership with Foodbank, Australia's largest hunger relief organisation, has reached a 10-year milestone.

McCain Foods is one of Australia's largest food benefactors and is ranked as one of Foodbank's major donors. Over the past decade, McCain has contributed more than two million meals to the non-profit operation that acts as a conduit between the food industry and charity groups who feed those in need.

Regional President Australia, New Zealand, South Africa, India, & China, Louis Wolthers, said McCain had donated thousands of tonnes of food to Foodbank, providing essential food and groceries to a diverse range of vulnerable Australians including low income families, the underemployed and the elderly.

"We're proud of our partnership with Foodbank and the service it provides to people in need of healthy food options. In 2016 alone, McCain donated 138,832 kilograms of frozen food to Foodbank, the equivalent to 250,000 meals, with an estimated \$3.2 million in social return.

"From our frozen peas to our complete meals, our employees take real pride in making delicious food that is nutritious and convenient for struggling Australian families," said Mr Wolthers.

The founding philosophy of the McCain brothers, on which the global food company is built, is that 'good ethics is good business'. As a result, the company values win-win partnerships that alleviate hunger in the communities in which it operates and contributes towards the global issue of food waste.

Foodbank Australia's CEO, Brianna Casey, said food insecurity in Australia is reaching crisis point, and that donations from businesses like McCain significantly impact vulnerable Australians' ability to put food on the table.

"People often underestimate how serious the issue of food security is in Australia. 644,000 people, including 219,000 children, seek food relief each month, and our 2016 *Foodbank Hunger Report* indicates an increase of eight per cent since 2015.

"Vegetables in particular are one of our most coveted food categories. McCain's vegetable and complete meal donations provide staples to Australians who would not otherwise have the means to easily provide their families with nutritionally-balanced diets," said Casey.

With more than 2 million Australians seeking food relief per year, Foodbank rescues and sources food and groceries from farmers, manufacturers and retailers, distributing these essential items to vulnerable Australians through a network of more than 2600 front line charities.

Along with a dozen top Australian brands, McCain Foods will also be taking part in Foodbank's Shop and Share campaign, which will help the organisation donate food to Australians during the month of July.



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Woolworth's shoppers purchasing McCain 500 gram Peas or McCain 500 gram Corn Kernels will trigger a matching product donation to Foodbank.

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For more information, interview opportunities and product images, please contact Porter Novelli Melbourne:

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About McCain Foods

McCain Foods Australia is a subsidiary of McCain Foods Limited that specialises in frozen potato products, vegetables, dinners, and pizza, for both the Retail and Foodservice sectors. The company operates production facilities, located on three sites in Ballarat in Victoria, Lisarow in New South Wales and Smithton in Tasmania.

McCain Foods is a privately-owned Canadian company headquartered in Toronto. It is a leader in the frozen food industry, employing 20,000 people and operating 51 production facilities on six continents.

www.mccain.com.au