

## Media Release

### **Foodbank takes delivery of a sentimental favourite**

**Melbourne, 21 February 2012:** Australians in need of a filling meal will be able to enjoy some of our nation's comfort food thanks to a delivery to Foodbank, the country's largest food relief organisation. Due to the collaborative effort of Kraft Foods Australia and its suppliers, 100,000 packets of Macaroni Cheese, valued at close to \$300,000, have been delivered to Foodbank for distribution to charities providing food relief.

At a special event held at Foodbank's Yarraville warehouse today, Kraft Foods and their partners were thanked for their outstanding collaboration in assisting Foodbank in its challenging task of helping struggling Australians.

In a message to all those involved, Attorney-General and Federal Member for Gellibrand, Nicola Roxon, sent thanks to the food industry partners saying food is a birthright. "Food is one of life's greatest treats, while hunger is one of our most miserable afflictions," she said.

"For this reason, I cannot thank Foodbank and this particular supply chain enough, for their role in bringing such delicious food to the table of Australians who, for whatever reason, cannot take a meal for granted."

Kraft Foods Australia's Managing Director of Grocery Darren O'Brien, explained that the effort was an extension of the company's existing support of Foodbank.

"Last year we donated the equivalent of 1,800 family meals every day to Australians to help fight hunger and make a positive difference in people's lives," said Mr O'Brien.

"But we wanted to do more. By working with Foodbank and our suppliers, and combining our resources, we have been able to make even more of a difference through this great initiative."

Speaking on behalf of Foodbank, John Webster, CEO, said: "We're thrilled with this consignment of Kraft Macaroni Cheese. It's the original convenience food but apart from being extremely versatile and useful to the welfare agencies, it's a sentimental favourite – there would hardly be an Aussie without fond memories of Macaroni Cheese."

Foodbank provides rescued and donated food to over 2,500 charities and community groups for distribution to people struggling to provide for themselves. While Foodbank is appreciative of every donation that comes through its doors, one of its challenges is to ensure there is a regular supply of the staple foods that form the backbone of a nutritious diet. This is where Foodbank's national food industry partners, such as Kraft Foods, generously step in.

Already significant donators of surplus and rescued product, these companies now also manufacture certain items for Foodbank. To make the arrangement sustainable, manufacturers put out a call to their suppliers to play their part so that the cost of the product is shared. In the case of Kraft Macaroni Cheese, ten other companies answered the call providing ingredients, production time, packaging and transport to make the order possible.

Speaking on the Collaborative Supply Program, John said: "This is a great example of how industry, government and the welfare sector working together can produce solutions to one of Australia's most significant social problems, hunger," John said.

The companies which have partnered with Kraft Foods Australia to produce the Macaroni Cheese are: Ozpack; K.L Ballantyne; Fonterra; Murray Goulburn; National Starch; Rinoldi Pasta; Amcor Flexibles; Visy Fibre Packaging and Toll Express. Additional funding for items not fully donated was provided by the Department of Families, Housing, Community Services and Indigenous Affairs.

For more details about Foodbank Australia and to make a donation visit [www.foodbank.com.au](http://www.foodbank.com.au)

-ENDS-

### **About Foodbank**

Foodbank is the largest hunger relief organisation in Australia which acts as a pantry to the welfare sector. It is a national non-denominational organisation with distribution centres in all six states, the Northern Territory and eight regional centres. In partnership with food industry, the corporate sector, governments, charities and volunteers, Foodbank tackles the problem of hunger in Australia wherever it arises.

Foodbank acts as a conduit between the food and grocery industry's surplus food and the welfare sector's need. Food companies deliver their donations to Foodbank warehouses around the country – last year alone they provided 21 million kilograms of food and groceries. Over 2,500 charities collect the donated food and distribute it to people in need. The food rescued by Foodbank feeds on average 75,000 people a day.

#### **Media enquiries:**

**Brittany Roper**

Red Agency

P: 02 9963 7719 / M: 0431 237 335

E: [Brittany.roper@redagency.com.au](mailto:Brittany.roper@redagency.com.au)

**Natasha Carroll**

Red Agency

P: 02 9963 7725 / M: 0412 765 672

E: [Natasha.carroll@redagency.com.au](mailto:Natasha.carroll@redagency.com.au)