



## Media Release

### **HEINZ WORKERS BOUNCE BACK FROM FLOOD THREAT TO HELP OTHERS IN NEED**

**Melbourne, 20 March 2012:** Only days after experiencing its own flood emergency, the Heinz factory and its charitable staff in Wagga Wagga have dedicated a day's production to help other Australians in times of trouble.

Through the collaborative effort of HJ Heinz Australia and its suppliers, 62,000 cans of Hamper Corned Beef will be delivered to Foodbank, Australia's largest food relief charity.

This valuable protein source, valued at \$335,000, will be distributed to welfare agencies locally and those experiencing hardship around Australia.

To mark this impressive donation, Heinz staff and suppliers will be thanked for their outstanding efforts and generosity in assisting Foodbank in the challenge to eliminate hunger in Australia, with an all staff lunch at the factory on March 20.

Heinz Wagga Site Manager Phil McVeigh said the recent floods had served to remind staff of the strength of the Wagga community in helping each other during difficult times.

"The Heinz Wagga team has always been active in fundraising to support our local community, so we are delighted to be able to assist Foodbank with this special project," Mr McVeigh said.

"Heinz is also committed to assisting Foodbank in its efforts to relieve hunger right across Australia, with 306,000 kilograms of food (or over 400,000 meals) donated in 2011," he said.

Foodbank CEO John Webster said the workers' generosity was especially significant, given some workers at Heinz Wagga had seen their own homes damaged in the recent flood.

"Not knowing where your next meal will come from is a wretched existence and one which no one in this 'lucky country' should have to experience," Mr Webster said.

"We're extremely grateful to Heinz for this consignment of Hamper Corned Beef. It's a valuable source of protein which is always in high demand amongst our welfare agencies as they strive to provide nutritionally balanced meals. It's also versatile, convenient and easy to handle which is a bonus for organisations with resources that are basic or thinly stretched."

Foodbank provides rescued and donated food to over 2500 charities and community groups for distribution to people struggling to provide for themselves either due to

emergencies or long term hardship. While Foodbank is appreciative of every donation that comes through its doors, one of its challenges is ensuring there is a regular supply of the staple foods to form the backbone of a nutritious diet. This is where generous food industry partners, such as Heinz, step in.

Already significant donators of surplus and rescued product, these companies also proactively 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 is shared. In the case of Heinz, a number of other companies answered the call providing ingredients, packaging and transport to make the order possible. In the case of Ron Crouch Transport, the hauler was loading up Corned Beef only days after transporting sand bags to Griffith to help in the flood effort.

The companies which have partnered with HJ Heinz Australia to produce the Hamper Corned Beef are: Major Meats, Cheetham Salt, VISY, Ron Crouch Transport and Redox. Additional funding for items not 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)

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### **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.

### **About Heinz Australia**

Heinz is one of the world's leading producers of healthy, convenient foods including baby food, baked beans and pasta, soup, frozen vegetables, ketchup and sauces, fruit juices, canned fruit and vegetables, corned beef, canned seafood and frozen meals. Heinz has been feeding Australian families for more than 100 years, has been manufacturing here since 1935 and has been making corned beef in Wagga since the 1970s.

Through our Help@Hand program, Heinz and its employees support the communities where we live and work through product donations, volunteering and matched employee fundraising for local charities. In Wagga we have been proud to support The Leisure Company, Micah House, the Edel Quinn Shelter and Anglicare in recent years.

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