

Tru-Cape partners with Food Lover's Market for Hunger Month campaign

Tru-Cape has joined [Food Lover's Market's in-store campaign](#) aimed at encouraging shoppers to contribute a meal to FoodForward SA by buying partner products at any of their stores countrywide. The campaign kicked off at the beginning of this month and hopes to exceed a million meals to raise funds to feed the vulnerable.

Products purchased between 1 May and 28 May 2020 will contribute the R0.85c needed to supply a meal to a hungry South African through FoodForward SA and additionally, Food Lover's Market will donate 1% of its overall sales on 28 May 2020 towards the Hunger Month initiative. "There is an estimated 14 million hungry people in South Africa, with an additional 14 million at risk. We are encouraging our customers to be a part of addressing those numbers," said CSI facilitator for Food Lover's Market Kate Marais.

Tru-Cape managing director, Roelf Pienaar commented on the partnership: "At times such as these, when the globe faces a Covid-19 pandemic, it is more important than ever that people are well-nourished to help boost their immune system. Apples and pears are known to have many health benefits and provide a wide range of nutrients and other healthful ingredients that help to keep us well. Hunger Month contributes to the health of the most vulnerable among us and Tru-Cape is proud to again support this worthy initiative."

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