



# Media Release

May 1, 2020

## **McCain chips in and reminds us ‘we’re in this together’**

***McCain Foods ANZ will donate at least a quarter million meals to support food relief organisations in delivering food to those in need during COVID-19***

McCain Foods announced today it will donate at least 250,000 meals to food relief organisations across Australia and New Zealand over the coming months to help support communities facing food security challenges during the COVID-19 crisis.

The contribution is part of McCain’s ongoing commitment to food relief organisations, its passion for giving back to the communities that have built the business for over 50 years, and the company’s core values. As unemployment rates across ANZ continue to increase to unprecedented highs, families are now reaching out for support – putting pressure on charities that deliver food to families in need.

The donation will be shared between charities across Australia and New Zealand including its long standing partner Foodbank, but also Fareshare Victoria, Second Bite Australia, Empower Australia, Nourish for Nil, Salvation Army, 0800 Hungry and Oxford Community Trust.

McCain Foods Regional President, Louis Wolthers, said that the spike in retail demand for frozen food would be reflected in the charitable sector.

“People have been stocking up with frozen foods in preparation for lockdown, and food relief organisations are no different, in that they also need a stable supply of frozen vegetables and meals as the effects of the COVID-19 pandemic escalate,” Mr. Wolthers said.

“Given the scale of the need, we’re very pleased to have the opportunity to support these reputable charities, which provide such important support to our local communities.

“Our donation includes frozen McCain ready meals and pizzas, as well as chips, vegetables and Sara Lee desserts to complement the meal. This certainly makes sense for us, and it’s something our people are proud of. McCain is hoping this donation will help to remind Australians and New Zealanders of the importance of staying connected. We’re in this together, after all,” Mr. Wolthers said.

Foodbank Australia CEO, Brianna Casey said the donation will be well received amongst the many Australians it is supporting currently.

“We are so grateful for this incredibly generous donation of frozen food from McCain, one of our long-standing national donors who have supported us regularly through thick and thin. Foodbank has seen a 50 percent increase in demand for food and grocery relief due to job loss and small business closures across the country and donations such as these are critical to help vulnerable Australians now and for as long as it takes for our country to recover from the effects of COVID-19.”

This wave of donated deliveries began on April 3, 2020, and will continue over the next few months, as food relief organisations return to full staff and storage capability. The donations form part of a global response from McCain to the COVID-19 pandemic this year.



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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 21,000 people and operating 52 production facilities on six continents.

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