

Nearly one million hungry South Africans fed through campaign

Food Lover's Market's Hunger Month campaign has raised R579,152 and fed 733,179 South Africans through FoodForward SA during May.

Food Lover's Market partnered with Tru-Cape Fruit Marketing, Rugani Carrots, and Simpl Fruit Juices for the campaign.

The amount raised was a significant increase in comparison to last year's R243,937. The campaign launched on 1 May 2018.

Consumers were invited to participate in the campaign by making the decision to purchase from the campaign partners, as well as shopping in a FoodLover's Market store on World Hunger Day on 28 May 2018. Each selected item bought contributed to the required 79 cents to feed an individual.

For more, visit: <https://www.bizcommunity.com>