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The premier trade magazine targeting the information needs of the retail and wholesale confectionery and snack buying community.

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THURSDAY APRIL 8, 2010

Kraft Aids Brazilian Kids

Northfield, IL — Kraft Food Foundation is donating \$2.3 million through the next three-years to help alleviate malnutrition in Brazil, according to the company.

Kraft says it will work with INMED Partnerships for Children to launch Health In Action, a school-based hunger and healthy lifestyle program that will reach an estimated 675,000 people.

Health In Action will launch in nine cities across Brazil, and is designed to reduce hunger and improve health in kids ages five to 14. Utilizing the help of INMED specialists, Kraft says components of the program include: Nutrition and hygiene education; school-based and home-based fruit and vegetable gardens that can be harvested to provide meals; training for school cooks in food safety and nutrition; low-cost water purification techniques; and screenings and treatment for parasites and anemia.

The company says this is the third contribution focused on the issue, following investments in Indonesia, Philippines and Russia, which total \$6.5 million.

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