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Press Announcement

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## **TIGER BRANDS PARTNERS WITH DAFF ON DROUGHT RELIEF PROGRAMME**

Limpopo: Tiger Brands is proud to support the Deputy Minister of Agriculture, Forestry and Fisheries, General Bheki Cele, in a partnership programme aimed at providing sustainable relief to drought stricken areas in the country. The drought relief programme launches in Limpopo on 19 February.

South Africa's worst drought in two decades has left the agricultural sector, communities and business under enormous pressure. The impact of the drought on the agricultural industry has been so severe and far-reaching that industry associations like Agbiz and GrainSA have called on Government to declare a national disaster.

The Department of Agriculture, Forestry and Fisheries (DAFF) initiative looks to initiate support programmes to affected provinces to relieve this pressure in the form of boreholes, water, fodder, start up gardens and food parcels to identified villages and towns which are hard hit by the drought crisis.

Bridgitte Backman, Tiger Brands' Group Executive: Corporate Affairs and Sustainability, says Tiger Brands takes its role as a good corporate citizen seriously. "We see a need to align our social outreach initiatives not only to food security and concomitant issues but also to issues that address key national and global priorities and which speak to our business activities, strategy and mandate."

Tiger Brands has committed to support DAFF on the drought relief initiative through the erection of boreholes to assist with agricultural activities as well as providing people with access to water.

"As an additional measure to ensure food security, we are supporting communities with the creation of community food gardens, and will be focusing on schools and communities that are beneficiaries of the Tiger Brands Foundation. Part of this intervention includes training and mentoring on how to grow sustainable gardens, education on nutrition, and transferring of business and life skills to address other aspects of food security", says Backman.

Tiger Brands signed a Memorandum of Understanding (MOU) with DAFF in August last year. This MOU cements the partnership and its intention to develop and procure from small farmers, through DAFF's Small Holder Farmer Programme, thereby playing a role in the meaningful economic transformation our country.

**TIGER BRANDS LIMITED** Registration No. 1944/017881/06

**Directors**

**Non Executive:** A C Parker (Chairman), B L Sibiyi (Deputy Chairman), M O Ajukwu, S L Botha, M J Bowman, M P Nyama, M Mankanjee, K D K Mokhele, R D Nisbet, Y G H Suleman

**Executive:** N P Doyle (Acting Chief Executive Officer), O Ighodaro (Chief Financial Officer), C F H Vaux

Company Secretary: T Naidoo