



COVID-19 FOOD DRIVE

Since the 23rd of March 2020 we have all become familiar with a new set of vocabulary: Lockdown, flattening the curve, hotspots, PPE's, comorbidities, essential services...the list goes on.

One word that resounds however is the economic impact. With industries coming to a grinding halt with Level 5 Lockdown regulations, many South Africans have lost their income partially or totally. Those most at risk were left destitute without means to feed their families. Even with Lockdown restrictions lifted and the slow resuscitation of the economy, for many, the impact has been permanent. Tough economic times are still ahead as we see the rise in COVID-19 cases.

Amidst a growing surge of relief funds, corporate initiatives, and countless NGOs and communities jumping in and helping where they can, AMIE and SAMPA also stepped up to the plate to do what we can for those in need.

Joining forces with the award-winning NGO, African Tikkun, AMIE and SAMPA positioned the drive in such a way that it was ready to be operational the moment donations were secured. Winner of the Conscious Companies Award for NGO's in 2018, amongst various other prestigious awards, African Tikkun is well known, with an established infrastructure and track record that speaks for itself. Founded in 1994, the organisation's main focus is the upliftment of young people in underprivileged communities in South Africa. With know-how, community collaboration and infrastructure, the partnership with African Tikkun made the relief project a reality and ensured that the generous donations of AMIE and SAMPA members could be distributed in a timely and fair manner.

In a time of economic hardship, political opportunism, fake news, and pandemic rhetoric, industry efforts such as these shine a light on what is truly South African: Ubuntu and goodwill. It provides the strong foundations on which we can rebuild our economy and country once this deadly pandemic has flattened. It is not the responsibility of the government alone to drive growth and opportunities. And not only the responsibility of the government to look after our fellow South African's best interest. AMIE, SAMPA, and African Tikkun are one of the many partnerships born out of necessity at this time.



Recipients of hampers from Midlands Relief in Howick. Polony donated by Bluff Meat Supply from Durban.



We would like to highlight specific donations per province.

DONORS PER PROVINCE:

Kwa-Zulu Natal:

- Bluff Meats

Western Cape:

- DC Meats
- Britos

Gauteng:

- BRM
- Roots Group
- Dee Imports
- Rica Foods

DC Meats, Paarl offloading processed meat products donated to Afrika Tikkun, Mfuleni, Cape Town



Backed-up by several cash donations, the AMIE/SAMPA Relief fund was able to bring hope to communities worst hit by the Covid-19 Lockdown.

With a prediction of the economy contracting by 7% and debt levels soaring and a sobering emergency budget speech ringing in our ears, the economic pressure is only at its start. Intra-industry collaboration, cross-industry partnership, and future-focused co-operation is a necessity if industry and the South African economy is to survive the worst global pandemic in decades. Virologists predict that South Africa will only hit the cusp of its infection rate by September, boding pressurized health system, education, and industry.

But, there is always hope. In actions like this relief project and the way the education system and office centered work approach was re-invented in a matter of weeks, this might be the opportunity to step-change South Africa in many ways, if we work together. AMIE and SAMPA would like to thank the members who donated (those named and anonymous) and Afrika Tikkun for facilitating the relief project.

IMPORTANT NOTICE: We would like to draw your attention to a special Industry Report Newsletter that will be published in the second or third week of July. This report will shed light on predictions and impact on the meat production and import/export industry in South Africa.

Community members queuing and receiving food parcels from Afrika Tikkun, Mfuleni , Cape Town

