

## Century Pacific's Flagship Feeding Program, Kain Po, Hits 12 Million Protein Servings Delivered to Partner Communities



Century Pacific Food, Inc. (PSE: CNPF), one of the leading branded food companies in the Philippines, through its philanthropic arm, RSPo Foundation, Inc., announced the successful delivery of over 12.4 million protein servings through its flagship feeding program, Kain Po.

Since its inception in 2010, Kain Po has delivered over 65 million protein servings to 500,000 beneficiaries with the help of over 1000 feeding partners comprising local government units, non-government organizations (NGOs), and socio-civic groups nationwide.

The number represents a significant leap in reaching its target for 2023 as it seeks to surpass it this year to deliver 15 million protein servings.

George Wang, Executive Advisor for RSPo Foundation and CNPF VP for Human Resources and Corporate Affairs, shares, "The hunger situation in the country is a tall mountain to climb. Still, we aim to find meaningful ways to help where we can through the help of our partner organizations. Together, hopefully, we can make a real difference in people's lives."



For the past 13 years, Kain Po has collaborated with over 1,000 feeding partners to support more than 500,000 beneficiaries across the country.

CNPF has also doubled down on its Daily Dairy Program, delivering over 124 thousand milk servings, in partnership with various orphanages.

RSPo Foundation Deputy Director Kamille Corpuz adds, “As a food company, we recognize the potential to leverage our businesses, such as Milk, to help address societal needs. We have been monitoring their progress and seen how nutrition and education go hand-in-hand. Children learn better when they are nourished.”

The Company aims to increase Daily Dairy milk servings to 180 thousand in 2024.

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In 2022, CNPF through RSPO Foundation partnered with Gawad Kalinga, a PH-based poverty alleviation and nation-building NGO, to form the Zero Hunger Alliance (ZHA), a network of implementers seeking to end hunger in their respective communities in line with the United Nations Sustainable Development Goals.



Last year, the ZHA served over 1.3 million meals to more than 200 thousand children. This entailed engaging around 380 communities nationwide to become Zero Hunger Communities (ZHC) following a 5M model to combat hunger.

“Feeding alone is not sustainable. We need to break the cycle of hunger, empower communities through education, and create a support system. To accomplish these, we’re rolling out ZHA’s 5M Model – ‘Magpakain, Magpakalusog, Magtanim, Magtulungan, MagConnect’,” Mark Cruz, Gawad Kalinga Programs Head and ZHA National Coordinator stated.

The 5M Model comprises a series of activities and initiatives that encompass Feeding Programs, Health and Wellness Enrichment activities, the establishment of Community Gardens, and the launching of various ZHA Summits alongside Hunger and Nourishment Awareness campaigns.

Cruz continued, “The road ahead is a long one, but hopefully we can make significant strides as more organizations and communities join the program. I am optimistic that through our collective action, we can make a positive difference.”