



„Harvest” Food Donation Program

Harvest is an international program aiming to reduce food waste, to support the communities in need and to reduce the ecological footprint. The **Harvest** program is implemented in various countries as USA, Puerto Rico, Great Britain, Canada, Spain, Italy, South Africa and now also in Eastern Europe. In these countries, KFC restaurants donate every year around 1,600 tons of food rich in proteins, towards non-governmental organizations. At the end of 2017, KFC Romania joined this program, fighting against starvation and food waste and will continue developing this program nationwide in order to support as many beneficiaries as possible.

Harvest Program in Romania

In November 2017, KFC Romania launched the **Harvest** program, in Bucharest, first as a pilot platform, aiming to reduce food waste and to offer support for people coming from disadvantaged environments. The first organization that joined the program was “Caritas” Association. In 2018, over 1,000 kilograms of chicken were donated to this organization that offers daily a warm meal to the families in need, to elders without families or people with disabilities.

*„The beneficiaries of the Harvest program are families in a difficult situation with many children, living their existence day by day, lonely elders having different types of medical situations, people in need, vulnerable persons, people that are socially marginalized or people with disabilities. The Harvest program is more than providing a daily warm meal, it is a type of active, responsible and assumed involvement in order to offer to all these people a mental and physical comfort.”, said **Maricica Cihodaru, Director of Bucharest Caritas Association.***



KFC products that can be donated are: Zinger fillet, Fillet, Fillet bites, Crispy Strips or pieces of chicken.

In 2019, the program is extending through a new collaboration with a strategic partner, Concordia Humanitarian Organization, aiming for the future to be applied at national level, in various cities around the country.

Introducing another non-governmental organization as a partner within the program requires checking some mandatory standards: a fully equipped kitchen with all the legal authorizations, transportation conditions that can support maintaining a suitable temperature, cooking tools, etc. There is a detailed checking process with the non-governmental organizations in order to offer them access within the program, verifying if the entities can ensure the quality standards and food safety requirements.

Impact

After launching the pilot program in the KFC restaurants, in Romania, around 200 beneficiaries supported by Bucharest Caritas Organization benefit daily of the program's donations. This year, in order to extend the support offered to the local communities, the Harvest program will include the second non-governmental organization, Concordia Humanitarian Organization. Its mission is to offer support and social reintegration of children, young people and families in difficult situations towards an independent life.

Through this program, KFC Romania outlines plans for the future in the social responsibility strategy, aiming to have a positive impact on the society and for the environment.