



## **GraceKennedy (Belize) Ltd.**

### **Grace Staff and Community**

**June 2009**

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#### **Feeding Program:**

GraceKennedy (Belize) Ltd. has always prided itself on being a good corporate citizen. In an effort to continue its contribution to the community, the company embarked on a school feeding program at the Salvation Army Primary School. The program caters to 125 students and provides breakfast Monday through Friday for the 9 months of the school year.

#### **Education:**

GraceKennedy (Belize) Ltd. has also embarked on an educational campaign in various schools. This campaign encompasses the various levels of education from primary to tertiary. This “outside the box” approach to marketing also gives students a glimpse into the business world. We have been to 7 schools to date and have catered to 740 students (May 2009). The responses have been very positive. Members of the Management Team and Product Line Supervisors conduct a presentation on the GraceKennedy Group and its operations throughout the world.

#### **Oral Health:**

Another initiative of responsible corporate citizenry is our initiative in conjunction with the dental society to improve the oral health of our younger generation. As a company we provide samples of dental items such as Colgate toothbrushes and toothpastes. There are also free checkups organized in conjunction with the Ministry of Health. Kids win prizes if they don't have any cavities.

#### **Sports:**

Softball is one of the oldest sports played in Belize. It continues to be popular in the rural communities such as Roaring Creek, Camalotte, among others. The GraceKennedy Roaring Creek team has been very active these past two seasons winning the championship last year and bringing home another win this year. The team comprised of twelve energetic females, who are all focused and take pride in their game. They are coached by Mr. Raymond Garbutt of Roaring Creek. This team has been playing Softball for over 30 years.

**Community Beautification:**

GraceKennedy (Belize) recently adopted a roundabout on the Northern Highway- main entrance into Belize City, in partnership with the Belize City Council. It is kept clean and the plants are maintained as a part of the city beautification program being administered by the council.

**Social Development Program:**

The “Pass on the Love” campaign was launched in April of this year. The company, along with other organizations in Belize, has come to realize all the social ills affecting our society. This campaign promotes a return to the times when the family unit was strong. Activities were done together as a family. The campaign seeks to bring awareness to the sharing of positive values. (see GK Belize’s website for video ad: [www.gracekennedybelize.com](http://www.gracekennedybelize.com))

**GraceKennedy (Belize) also encourages its employees to participate in community programs and to give back time to the community. Members of staff participate in other organizations such as the Salvation Army, Rotary, among others.**

**[www.gracekennedybelize.com](http://www.gracekennedybelize.com)**

