



## **Heinz NurtureMate™ Micronutrient Powder Distribution Begins in Haiti**

PITTSBURGH (November 7, 2011) -- The Heinz Micronutrient Campaign (HMC) continues to expand its global reach with a new distribution of Heinz NurtureMate™ micronutrient powders in Haiti, bringing this innovative program for alleviating vitamin and mineral deficiency to the Western Hemisphere for the first time.

The program will provide 14,000 children with the essential vitamins and minerals necessary for healthy growth and mental development that their daily diets lack.

“This is an exciting time for the Heinz Micronutrient Campaign,” said Tammy Aupperle, Chair of the H.J. Heinz Company Foundation. “Together with our partners on the ground, we are excited to expand the HMC into the Western Hemisphere. While Haiti is the hemisphere’s poorest nation in terms of wealth, it is abundant in spirit and hope. We are pleased to enable the healthy growth of a new generation of Haitian children.”

The Heinz Company Foundation has partnered with three Haitian non-governmental organizations to train health workers and distribute NurtureMate, which contains a blend of vitamins and minerals, including iron, which is mixed into a child’s normal food to combat the hidden hunger of iron deficiency.

The partners include the Hospital Albert Schweitzer (HAS), Hope for Haiti and Lacroix Mission. Nearly 30 representatives from the three NGOs recently gathered at HAS in central Haiti’s Artibonite Valley to be trained to administer NurtureMate.

“We are thrilled to work with the Heinz Company Foundation and other Haitian NGOs to help give the children of this country the opportunity to reach their full human potential,” said Ian Rawson, executive director of HAS. “If Haiti is ever to truly overcome its poverty, the first step forward must be for its children to grow up healthy and strong.”

HAS and Lacroix Mission will reach children in central Haiti, while Hope for Haiti will reach children in the southern peninsula.

### **About the Heinz Micronutrient Campaign**

The Heinz Micronutrient Campaign is the signature social responsibility program of the H.J. Heinz Company and its foundation. As the world’s original Pure Food Company, and a leading producer of infant and child nutrition products, Heinz believes that all children, regardless of their socioeconomic background, deserve the basic nutrition necessary to lead healthy and productive lives. Since 2001, the HMC has provided life-enhancing micronutrient supplements to 3.5 million children in 15 developing nations. By forming partnerships with local governments and NGOs to provide educational and technical support and training assistance, in addition to a developing a range of low-

cost, high-quality nutritional products, the HMC is seeking to develop sustainable models for eradicating malnutrition.

To learn more about the Heinz Micronutrient Campaign, visit: [Heinz.com/hmc](http://Heinz.com/hmc).

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