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Greencore joins initiative to support survivors of modern slavery

Greencore, a leading UK manufacturer of convenience foods, is pleased to be joining forces with Asda in an innovative project to help support survivors of modern slavery.

The project, *Ingredients 4 Life*, supports survivors of modern slavery through teaching them vital culinary skills to use in their homes. Originally designed and successfully piloted face-to-face in early 2019 by ASDA, a Greencore customer, and Sheffield-headquartered charity City Hearts, Greencore and The Snowdrop Project, a Sheffield based charity providing community support to survivors of modern slavery, have together adapted the model to a digital setting.

This summer, Greencore chefs will host a series of three online cookery lessons for clients of The Snowdrop Project. The hour-long interactive sessions will be filmed at Greencore's new product development theatre in Kiveton, South Yorkshire and broadcast via Zoom to the clients, who will take part in the lessons in the safety of their own residences. Prior to each lesson, the participants will receive a box of ingredients from Greencore direct to their door, with each session themed around healthy eating, sustainability, and eating on a budget.

Feedback from the original pilot scheme was overwhelmingly positive, with those attending the sessions reporting an improvement in motivation, self-confidence and trust; improved knowledge of what is needed for a healthy lifestyle; and an improved sense of independence. If the new, digital format of the scheme proves a success, there are plans to develop further partner collaborations and together reach greater numbers of modern slavery survivors all across the UK.

Commenting on this initiative, Phill Clayton of City Hearts and Anna Smith of Asda said:
"We are excited about the adaptation of the Asda and City Hearts Ingredients 4 Life model into a digital setting by Snowdrop and Greencore. This is another example of the positive impact that can be brought about through survivor-focused business and charity collaboration."

Mel Miles, Head of Ethical Trade at Greencore said:
"Ingredients 4 Life is a fantastic initiative and we are proud to bring our skills as a business focused on good food to a project that has the capacity to impact on people's lives in such a positive way."

About Greencore

We are a leading manufacturer of convenience food in the UK and our purpose is to make every day taste better.

We supply all of the major supermarkets in the UK. We also supply convenience and travel retail outlets, discounters, coffee shops, foodservice and other retailers. We have strong market positions in a range of categories including sandwiches, salads, sushi, chilled snacking, chilled ready meals, chilled soups and sauces, chilled quiche, ambient sauces and pickles, and frozen Yorkshire Puddings.

We have 16 world-class manufacturing sites and 18 distribution centres in the UK, with industry-leading technology and supply chain capabilities. We generated revenues of £1.2bn in FY20 and employ approximately 12,200 people. We are headquartered in Dublin, Ireland.

For further information go to www.greencore.com or follow Greencore on social media.

About The Snowdrop Project

The Snowdrop Project was founded in Sheffield in 2012 to meet the need of long-term holistic support for survivors of human trafficking and modern slavery. The Snowdrop Project empowers each individual to reclaim their dignity and find independence through our casework and befriending programme, specialist trauma counselling, community reintegration activities, and education and employment opportunities. Last year we supported 163 adult survivors of trafficking and 77 children to live lives free from their past.

For more information about the work of the Snowdrop Project please visit www.snowdropproject.co.uk or contact us at info@snowdropproject.co.uk or by phoning 0333 880 5008.

About City Hearts

City Hearts was founded in 2005, beginning with a single home to help women with life controlling issues, shortly after we welcomed our first survivor of modern slavery. Since then, we have expanded across multiple regions and now provide accommodation and outreach support to hundreds of survivors of modern slavery every year. We are passionate about restoring the lives of those we support, and it would not be possible without our dedicated team of over 100 staff and volunteers.

For more information about our work please visit cityhearts.global or contact press@cityhearts.co.uk.