



For immediate release

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FARM-Africa and St. Helen's Farm join forces to make a difference in Africa

The international charity FARM-Africa and St. Helen's Farm, the UK's largest supplier of goats' milk products, have announced a partnership to help to support the charity's work in improving the lives of poor Africa farmers and their families.

St. Helen's Farm has launched a limited edition range of cartons bearing FARM-Africa's message which will be on sale in Sainsbury's and Tesco throughout May and June. St. Helen's Farm will donate one pence from every carton sold to support the work of FARM-Africa.

FARM-Africa works to reduce poverty in eastern and South Africa and works in partnership with farmers to help them to manage their natural resources more effectively and build sustainable livelihoods on their land.

Mike Hind, Sales & Marketing Manager at St. Helen's Farm comments:

"St Helen's Farm has admired the work of FARM-Africa for a number of years and has previously helped with sponsorship and offered support, in particular, to the Dairy Goat Project. We are delighted to be supporting the charity again and look forward to working with them in the future."

Tum Kazunga, Corporate Partnership Manager, at FARM-Africa said, "FARM-Africa is delighted that St Helen's Farm has given their vote of confidence to our charity once again with this exciting partnership. This on pack promotion will give FARM-Africa a great opportunity to connect with St Helen's Farm's customers and to show them that in the right hands their support goes a long way."

For further information on FARM-Africa please contact Ngaio Bowthorpe on 020 7067 1252 or go to www.farmafrica.org.uk . For more information on St. Helen's Farm please contact Claire Murgatroyd or Martin Jackson on 01772 421 442.

Notes to editors:

FARM-Africa

FARM-Africa (Food and Agricultural Research Management) is an international non-governmental organisation that aims to reduce poverty through developing innovative approaches to natural resource management in Africa. Through our projects in Ethiopia, Kenya, South Africa, Tanzania Southern Sudan and Uganda we work in partnership with marginal small-scale farmers and herders to improve the ways in which they farm their land. Working with a wide range of rural communities, we concentrate on four priority areas – Pastoral Development, Community Forest Management, Smallholder Development and Land Reform. With the international headquarters based in London, UK, we have country offices in Ethiopia, Kenya, Uganda, South Africa, Tanzania and Sudan.