

## Sesc Mesa Brasil, the Nation's Leading Food Waste and Hunger Relief Program, Returns as Social Partner for Anuga Brazil 2024

The program's participation in the trade fair provides a high-profile platform to showcase its 30-year legacy to industry specialists, fostering opportunities for new strategic global partnerships.

While Brazil remains one of the world's top food producers, it also faces significant challenges regarding waste and food insecurity. According to the FAO, Brazil is among the top 10 nations for food waste, with approximately 41.6 kg of food discarded annually per capita (Embrapa, 2018). Simultaneously, moderate to severe food insecurity has affected roughly 70 million people since 2020.

To combat this disparity, **Sesc Mesa Brasil**—the largest private network of food banks in Latin America—distributed 48 million items in 2023, including food, hygiene, and cleaning products.

### Strategic Visibility and Networking

Returning for its second year as a social partner of **Anuga Select Brazil**, Sesc Mesa Brasil has already confirmed its participation for the 2025 edition. The event, organized by **Koelnmesse Brazil** from April 9–11 at Distrito Anhembi, serves as a vital bridge between the third sector and the food and beverage industry.

*"Our participation at Anuga 2024 allows us to share the 30-year mission of Sesc Mesa Brasil. As the largest food bank network in Latin America, we contribute daily to the fight against hunger and waste across all Brazilian states,"* states **Janaina Cunha**, Director of Social Programs at the Sesc National Department.

Cunha emphasizes that the fair provides a unique opportunity for exposure to a select group of domestic and international stakeholders, enhancing the program's visibility and strengthening relationships with existing corporate donors while attracting new strategic allies.

### Operational Scale and Educational Impact

The program operates through a robust collaborative ecosystem:

- **Donor Network:** Supported by 3,000 partner companies, including rural producers, wholesalers, retailers, and food manufacturers.

- **Reach:** In 2023, the program served over 7,000 registered social entities, benefiting an average of **2.1 million people monthly**.
- **Sustainable Logistics:** Partners donate production surpluses or products that are outside commercial standards but remain perfectly safe for consumption.

**The Educational Pillar:** Beyond logistics, Sesc Mesa Brasil focuses on **multiplicative education**. The program trains social institutions in food and nutrition security, covering topics such as:

- Optimized food utilization.
- Proper storage techniques.
- Innovative recipe development and culinary prep.

In 2023 alone, the program conducted **8,700 educational actions**, reaching 138,000 participants nationwide.

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## Event & Organizer Overview

### Service Details:

- **Event:** Anuga Select Brazil 2024
- **Dates:** April 9–11, 2024
- **Venue:** Distrito Anhembi, São Paulo – Brazil
- **Strategic Partners:** ABIA, ABIR, ABRASEL, APEX-BRASIL, EMBRAPA, EXPO SUPERMERCADOS, and FGV EUROPE.

**About Anuga Select Brazil** Organized by **Koelnmesse Brazil**, the event is the primary B2B hub for the Latin American food and beverage industry. It facilitates high-level networking between global brands and professional buyers, providing a centralized platform for **business development**, innovation, and international trade.

**About Koelnmesse – Global Competence in Food and FoodTec** Koelnmesse is a global leader in organizing trade fairs for the food and beverage sectors. Its portfolio includes world-leading events such as **Anuga**, **ISM**, and **Anuga FoodTec**. Operating in key emerging markets including Brazil, China, India, and the UAE, the group ensures a sustainable and influential international business network for its global clientele.

**For more information:** [anuga-brazil.com.br](https://anuga-brazil.com.br)