



## Healthy Recipe Cards and Food Boxes Provided to Low-Income Families Nationwide

April 6, 2021

### ***Herbalife Nutrition Collaborates with Feed the Children to Combat Food Insecurity Through Nutrition Education and Resources***

LOS ANGELES--(BUSINESS WIRE)--Apr. 6, 2021--

Herbalife Nutrition (NYSE: HLF) in partnership with Feed the Children, a leading nonprofit focused on alleviating childhood hunger, under the *Nutrition for Zero Hunger* initiative, today announced it will supply 48,000 sets of healthy snack and meal recipe cards as part of Feed the Children's food boxes distributed to low-income families throughout the U.S. Similar to meal-kit services, the meal and snack recipes, designed by Herbalife Nutrition's team of nutrition experts and registered dietitians, include affordable ingredients often included in food donation boxes.

According to a recent global [food insecurity survey](#), commissioned by Feed the Children and Herbalife Nutrition, under the *Nutrition for Zero Hunger* partnership, 73 percent of Americans have experienced food insecurity, or lack of available financial resources to feed a household, for the first time since the start of the pandemic. Meanwhile, 65 percent have also struggled to eat a diet that aligns with their national dietary guidelines. The survey included over 9,000 respondents from 21 countries.

According to the food insecurity survey, Americans reported having a hard time following dietary guidelines due to the following barriers:

- 56 percent struggle to store fresh foods during the pandemic, due to less frequent trips to the grocery store
- 47 percent said healthy food is too expensive
- 40 percent are not sure which foods fall into dietary categories
- 34 percent do not have healthy food available in their area

"In creating these recipes, we kept in mind the barriers that many people face when dealing with food insecurity," said Susan Bowerman, M.S., RD, CSSD, CSOWM, FAND, senior director Worldwide Nutrition Education and Training, Herbalife Nutrition. "Our team of experts are eager to continue working towards providing similar materials and resources to all of our *Nutrition for Zero Hunger* partners."

The recipes align with the company's nutrition philosophy and are also suitable for Supplemental Nutrition Assistance Program (SNAP) recipients. This recipe card campaign intends to offer an educational resource to those suffering from food insecurity in the U.S. to make healthy meals and foster healthy behaviors for a better future. The cards will also be available for download through the Feed the Children [corporate partnership page](#) and Herbalife Nutrition's [Nutrition for Zero Hunger page](#).

Each set of recipe cards, translated in both English and Spanish, will also include a QR code to a seven-question survey where beneficiaries will be able to provide feedback on ease of directions and simplicity of recipes and taste, and will also allow Feed the Children to track the use of recipes and any impacts on health and wellness.

"We are excited to bring the nutrition expertise of Herbalife Nutrition to our beneficiaries through convenient materials that will provide education about how to prepare healthy meals. It is our hope that these recipe cards will encourage healthy cooking and nutrition habits that will benefit families for years to come," said Bob Thomas, Chief Corporate and External Relations Officer, Feed the Children. "We expect to learn a great deal from our beneficiaries when they share how they use these resources and what else we might be able to provide."

For over 40 years, Herbalife Nutrition has been providing good nutrition to communities around the world. As a global leader in nutrition, Herbalife Nutrition, in partnership with leading nonprofit partners, is helping tackle the global challenges of hunger, food insecurity, and malnutrition through *Nutrition for Zero Hunger*.

If you are looking for food assistance, visit [www.FeedtheChildren.org](http://www.FeedtheChildren.org).

#### **About Herbalife Nutrition**

Herbalife Nutrition is a global company that has been changing people's lives with great nutrition products and a proven business opportunity for its independent distributors since 1980. The Company offers high-quality, science-backed products, sold in over 90 countries by entrepreneurial distributors who provide one-on-one coaching and a supportive community that inspires their customers to embrace a healthier, more active lifestyle. Through the Company's global campaign to eradicate hunger, Herbalife Nutrition is also committed to bringing nutrition and education to communities around the world.

#### **About Feed the Children**

At Feed the Children, we feed hungry kids. We envision a world where no child goes to bed hungry. In the U.S. and internationally, we are dedicated to helping families and communities achieve stable lives and to reducing the need for help tomorrow, while providing food and resources to help them today. We distribute product donations from corporate donors to local community partners, we provide support for teachers and students, and we mobilize resources quickly to aid recovery efforts when natural disasters strike. Internationally, we manage child-focused community development programs in 9 countries. We welcome partnerships because we know our work would not be possible without collaborative relationships. Visit [feedthechildren.org](http://feedthechildren.org) for more information.

#### **About Nutrition for Zero Hunger**

Through Nutrition for Zero Hunger, Herbalife Nutrition is helping tackle rising global hunger, food insecurity and malnutrition. As a leader in the nutrition industry, we are committed to addressing this need through combined efforts for access to healthy nutrition and nutrition education. Nutrition for Zero Hunger aligns with the United Nation's Sustainable Development Goal 2, which calls for bold action to end malnutrition in all its forms by 2030, as well

as solutions to end global hunger and improve nutrition worldwide. The initiative addresses global hunger, food security and malnutrition through key commitments to ensure greater access, education and empowerment of healthy nutrition worldwide.

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Media Contact

Annabel Heydorn

[annabelh@herbalife.com](mailto:annabelh@herbalife.com)

213-765-6220

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