

The international marketing magazine for fresh produce buyers in Europe



By Nina Pullman

Tuesday 24th November 2015, 16:42 GMT

'Peace date' sales to help Syrian families

Nature & More's new campaign will support Selina Hami's project to deliver food supplies to families in Syrian war zones



Selina Hami has been delivering food to families in Syrian war zones

Dutch organic brand Nature & More has announced it will donate a percentage of revenue from date sales to help families in war-torn Syria under a new humanitarian campaign.

Under the slogan 'Fancy a peace date?', proceeds from date sales will go to the Organic Food Aid scheme run by 24-year-old Selina Hami. Born in Syria, Stockholm resident Hami has been taking food supplies back into Syria, where last month she distributed 17kg boxes of food among 123 families.

With the estimated proceeds from Nature & More's new campaign, named '1 Cent for the Future', she hopes to support another 250 families.

"We wanted to do something concrete for the Syrian people who have been suffering under a terrible civil war", says Volkert Engelsman, chief executive of Nature & More.

"After the attacks in Paris we want to give a token of solidarity, because we feel that not just society, but the economy itself should be based on the ideals of liberty, equality and fraternity.

Dates are great, because they connect the East and the West. In the Arab world, dates are the carrier of hospitality and food speaks a universal language."

Nature & More's peace dates will be available soon, accompanied by a flyer to explain the campaign, while further background information is available on the company's website.