Sedesol (secretary of social development) dismisses plan for privatizing.

It is urgent to impulse fresh foods

Robles (the secretariat of sedesol) assures that the State will have the control of the program

EXCEPTS FROM THE Article

The secretariat of Sedesol, Rosario Robles, rejected that the Hunger Crusade is being “privatized” because it included junk food industry.

After the signing of the agreements with Nestlé and PepsiCo to introduce its subsidized products considered priority in the different localities, specialists like Alejandro Calvillo from the NGO El Poder del Consumidor and Patti Rundall, leadership of the International Conflict of Interest Coalition against Conflict of Interests, considered that these industries seek only profit from this strategy. Though, Robles defended that they will have the control of all the actions. “There’s leadership of the Government, there’s the public power above any private interest and we will be working it, and it is the Government who is designing the whole Hunger Crusade strategy”.

“There will be no interest above the interest of these children, for them to be at right and nutritious”, she pointed out. “It is about adding up everyone who has to contribute”, insisted, “there has been alliances with other institutions like universities and NGOs. Yesterday there was the installation of the council of the Hunger Crusade with representation of more than 60 civil society organizations like Cáritas, Mexican Association of Food Banks, The Hunger Project México, Save the Children, The Rotary Club, Banamex, Telmex Foundation, among others.

“Do you protest to comply and make reachable the objective of this Council, which is no other than to promote the inclusive dialogue and to generate agreements to strengthen the objectives of the Hunger Crusade? Do you protest to invest all your leadership, talent and compromise to promote a Mexico against hunger and extreme poverty?” The secretariat took their oath, who will chair the Council.

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Participants among them:
Pedro Padierna, PesiCo, which is integrated by Sabritas (potato chips mainly), Gamesa-Quaker (cookies, pastries, and refined products mainly), Pepsi (soda and sweetened beverages), Gatorade, and Sonrics (candies)) Genaro Borrego Estrada, executive of Corporative Affairs of the Femsa Foundation (industry that includes Coca-Cola) Gisela Noble Colín, Walmart Foundation Federico González Díaz, Mexican Association of Food Banks Ignacio Avalos, Kilo de ayuda (a Kilo for help, ngo that receives Money from charity and some food industry) Alejandro González Arreola, Gesoc (NGO specialized in public politics’ research and analysis).