Busog Lusog Talino (BLT) School Feeding Program nourishes 25,000 pupils nationwide

According to the United Nations World Food Programme, offering nutritious meals in school boosts enrolment and motivates attendance and improves learning ability among pupils.

Mindful of this fact, Jollibee Foundation, the CSR arm of Jollibee Foods Corporation (JFC) developed in 2007 the Busog, Lusog, Talino (BLT) school feeding program that aims to address hunger among malnourished Grades 1 and 2 pupils, to help them stay in school and learn better. The Foundation partners with public and private sectors in the local communities to ensure better health and nutrition among public schoolchildren nationwide.

Scaling Up in Reach and Impact

This school year 2011-2012, more than 15,000 pupils will be nourished by the daily school lunch feeding. This is a big leap for the program which started out with 281 pupils in 8 schools in 2007. Instrumental to this expansion bid is the “BLT Social Franchise System”. The program has nourished more than 25,000 BLT pupils to date.

Program expansion is also made possible by the support of local leaders and community members who fully commit to the program’s sustainability. In San Jose, Nueva Ecija, the City Government sources its funding counterpart from LGU General Fund. RD Foundation, a local partner in General Santos City, taps its sister companies to provide in-kind goods to schools. In Batangas, the First Philippine Industrial Park pools resources coming from its business locators and channels them to their adopted schools.

The employee volunteers and franchisees of JFC also contribute to the success of the program. The support of customers through coinbank donations in all the JFC stores nationwide continues to boost the program as well.

“We are truly grateful to our partners’ continued support to our common mission of helping pupils who need food to become fit and healthy and be ready to reach their highest potential. We are deeply inspired by their intention and resolve to a make a difference in the lives of our BLT pupils,” says Jollibee Foundation President M’Grace Tan Caktiong.