

## We believe that food will change the world.

MotherFood International is a social enterprise that provides access to nutritional food to the world's vulnerable. To do so, we create local partnerships, adapting our products to the local context, with a focus on partnering with female entrepreneurs to facilitate the process.

# Malnutrition is one of the world's greatest challenges.

In 2016, approximately **155 million children suffered from stunted growth.** The leading cause of stunting is **poor fetal growth, due to maternal malnutrition**.

The Copenhagen Consensus estimates that investing \$1 in addressing child malnutrition can save up to \$166.

We address the mother's integral role in combating malnutrition by curating our programs to focus on women's nutrition before and during pregnancy, addressing intergenerational poverty.

# We offer nutritious and affordable food products by conducting:

Market Research



Prototyping culturally relevant food products

Research & Development



Fulfilling micronutrient needs of malnourished women

Business Development



Finding local partners and locally sourced ingredients

Our team has successfully launched projects in Colombia, and now **expanding to India**, as well as Ethiopia and Ghana.

### Our Solution for India

Fortifying the *laddoo* – transforming a common and beloved Indian food with the nutrients to meet basic nutritional requirements of women.



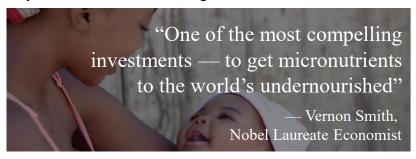
Trials show that our *laddoo* prototypes achieved acceptability of 75% to 85%.



#### **Our Partners**

We're partnered with McGill University's Centre for the Convergence of Health and

Economics, a local Indian food producer (JVS), India's National Institute of Food Technology, Entrepreneurship and Management, to name a few.



With our partners spanning private, public, and research spheres, we have been able to draw on:

Business approaches to scale

NGO approaches to nutrition

The local context

Cuttingedge research Networks with leading institutions

### **Business Model Innovation**

Our profits go towards the MotherFood Social Investment Fund (MoFSIF) - subsidizing the cost of providing low income adolescent, pregnant, and lactating women with nutritious food.

## **Objectives**

- To develop a traditional Indian food in a modern manner: fortified *laddoos* to combat maternal and child malnutrition
- To make a nutritious, affordable, and enticing food product for mass scale consumers

# Next Steps

Our approach creates sustainable solutions that benefit local farmers, food processors, distributors, and in particular women and their children.

From our shared areas of focus in: food systems, new solutions and country impact, we seek to collaborate with the Bill & Melinda Gates Foundation to combat malnutrition and poverty.