

FED ANNUAL REPORT

September 2016



Fed Nutrition is a non-profit organization that provides nutrition education and resources to developing communities.

Our “Fed Start” project is a vehicle to provide early childhood nutrition services to children from the ages of two to six years in community schools. The project aims to optimize early childhood nutrition in at-risk populations by encouraging intake of nutrient-dense, unprocessed, “real” foods.

How we do it

The Fed Start project equips parents, teachers and children with what they practically need to optimize early childhood nutrition through; food (access to resources and economic support); information (nutrition education) and motivation (social support, facilitating ‘discovery’ of real food). The project specifically introduces ‘cultured’ probiotic-rich foods during early childhood and monitors the effect of this dietary intervention on the human microbiome* and the overall health and development of children.

Why we focus on children

Children with a poor nutritional start in life cannot be expected to accomplish normal physical or psychological developmental goals. This unfortunate start sets up a high-risk future of:

- Continual economic and social struggle
- Inferior health status and development of chronic disease

Why diet matters

The food you eat literally becomes the building blocks your body uses to make you. What you eat is used to build your physical skeleton and muscles, but also to make your brain, immune system, as well as chemical messengers like hormones and neurotransmitters which communicate instructions to keep everything running smoothly.

Without a proper diet, children cannot adequately develop the primary physiological systems for health.

In real life, a child with a poor diet might experience:

- disrupted physical growth and development,
- allergies, eczema and autoimmune conditions,
- lethargy and unhealthy weight gain,
- learning and behavioural problems such as ADHD and dyspraxia and
- inability to participate in the education system, just to mention a few.

Why we do it - *Because of the ‘have-nots’.*

Our world today is divided into the ‘haves’ and the ‘have-nots’.

The ‘haves’ keep getting more support and resources and the ‘have-nots’ keep getting ignored. It is not fair that a privileged few receive all the information about healthy eating - and also have the resources to buy expensive healthy foods or obtain time-saving convenience items to help them eat healthily. We believe that humanity can and should do a better job at evening the scoreboard. At Fed, our first step in this direction is to empower the next generation. For us, that means to provide the best possible start in life to our have-not children.

WHAT FED HAS BEEN UP TO THIS YEAR

Fed Start Project: Umzobo Wam Crèche, Walmer Township, Port Elizabeth, SA

Collecting Cabbages



The month started off with a collection of donated cabbages from Khula Kids toward the pilot project involving Umzobo Wam Creche in the Walmer Township.

Khula Kids, runned by Kelly Ferreira, situated in Walmer generously gave of their time and effort to run a mini-cabbage drive toward the project. A sense of unity from complete opposites comes at the idea of collaboration between a more advanced and privileged crèche and a project that aims to supply resources and information to a crèche with less of a social advantage and poverty-stricken background.

Learning How to Make Sauerkraut

Once the collection of cabbages were successful, the next step was to learn how to make sauerkraut – a high-in-probiotic cultured food made from cabbage and salted water. A few ladies from Love Story, as well as the founder, Elaine Watson, too were interested in the making of this special kraut and got involved hands-on at the Non-Profit Organisation's base in Port Elizabeth. Some bottling proceeded and then it was time to wait for about 2-3 weeks.

To learn more about sauerkraut and the making of it, we (the FED Team) got together with some kraut 'specialists' to be informed of the various techniques and methods that can be used. We learnt of recipes that made uses of flavourful herbs and could be added to trigger those lovely smelling aromas and tastes.



Making the 'Super-Soup'

Before we could go on anymore kraut-making adventures, one thing that was vitally important was to successfully accomplish the making of the main part of the meal – the soup – which had to look appealing and be tasty for the children at Umzobo Wam crèche in the township, where FED would



launch its pilot project. Without the correct introduction to the soup, the project could quickly sink and there was a slight chance that we could lose the trust of the children.

First, the team experimented with carrots, potatoes bone broth and sauerkraut. Unfortunately, the colour came out dull and did not look the part at all. By this time, our time was running out to introduce the super food to the crèche, so we had to think quickly. Then the idea had sparked of something bright, yummy and still cheap. The new look of the soup was to be orangey and was accomplished by substituting the potatoes with butternut.

After the second experiment, for the sake of the new look of the soup, everyone on the team could agree that this was 'the one'. It looked good and it smelt good. Now it was up to the little ones to give us the guidance we needed in terms of its taste.

First Umzobo Wam Visit – Testing the Waters...



Our visit to the township was a memorable one. We met with both of the ladies that run the Umzobo Wam centre, Kat and Babsie. They were excited to get on board with the FED project and saw it as a great opportunity for nutrition education. The children were also very excited to have the FED team there, as they showed us their projects, introduced themselves and even sang for us a song of appreciation. We then went on to introduce ourselves and our motive for being there. Next was to introduce our 'super-soup' to them. The soup was handed out and fed to a few infants, while waiting patiently for their responses, it was noticeable that all of them seemed to enjoy it as they ate it speedily and without hesitation. We proceeded to ask them how it was, indicating either with their thumbs up for 'enjoyed it' or thumbs down for 'not so much'. With a sigh of relief, all of them gave the soup a thumbs up.



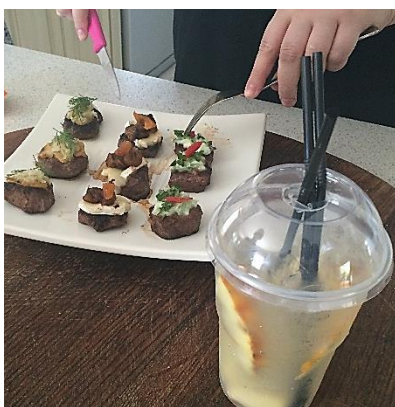
Raising Funds for FED – Valley Market

Brainstorming

No doubt that there was quite a bit of brainstorming that took place for the Valley Market, which is an event that Port Elizabeth hosts the very first Saturday of the month. This was a brilliant opportunity to do a bit of fund-raising for the FED projects. While many ideas were flying across the table, we came to the conclusion of serving a portion of three steak medallions, and holding to fort of FED, serving each medallion with certain cultured food. The three cultured foods decided on would be; Greek tzatziki (Greece), tamarind chutney (India) and of course, the infamous, sauerkraut (Germany). Drinks were also a must, and Mexican Tepache which is made from fermented pineapples, was the cultured drink to be introduced to the public, and coconut water as an alternative.



Judging FED's Menu and Presentation



So, the menu was decided on and it was a done deal – now for some more experimenting.

Over the course of two weeks, we shopped for the ingredients, made the cultured treats from scratch and try to bring it all together. There was also one other thing - the tasting judges of Valley Market had to test it before we were able to serve it to the public and the final decision would be made from there. The day of judgement came, we prepared well for the presentation, and we presented and left feeling confident as the judges gave us their go-ahead. The judges were impressed and loved the concept.

Creating the FED Stall



Valley Market is known to be one of Port Elizabeth's best attractions. Like every other stall presented to the public at Valley Market, FED had to make sure that it too showcased itself as a brand in-demand. Although there were many other logistics to work out, such as attire, presentation of food and drinks, organising a chef for the day and printing and designs, the setting up and layout of the stall was important because it was the frontline of introduction to what FED is all about. The stall was to be simple and yet effective enough for it to be attractive and intriguing to the wandering eye. The FED Team wanted to keep the stall simple, modern and practical. Once the FED stall was being assembled, all of the hard work and preparation for Valley Market seemed to be coming together.

Executing Valley Market

So, the month of September started off with a big bang – which was Valley Market. Everything went extremely well and our customers were most impressed with the food and drinks that we served. Our refreshments were coconut water and Mexican tepache – which was a complete sell out, while the steak medallions (each having a cultured food on) were an excellent hit. Some of our customers absolutely loved the idea of the various tastes from around the world. We were ecstatic about the layout of our stall and how everything came together so nicely. It was our first successful Valley Market experience, with much hard work and much enjoyment. A first and certainly not a last for FED.



Marketing FED

The event also included some marketing techniques, not only for Valley Market, but for FED in general. The FED Team had a meeting with a marketing strategist, by the name of Duncan from a media company – the meeting was fruitful and we also felt enlightened.

An opportunity to be interviewed by a popular Port Elizabeth radio station, called King Fisher FM, came about. The timing was perfect in relations to Valley Market to receive some FED exposure.

We, as the FED Team, were able to introduce ourselves, what we do, how people can help out and also get a chance to mention that we would be raising funds at Valley Market.



Launching Fed Start Pilot

Meeting the Parents

The FED Team thought that it vital that the parents be informed as to what would be happening with their little ones involvement in the FED Start project. So, we had a parent meeting at the Umzobo Wam Creche in Walmer. When we met to explain to the parents what the project is all about and why we were interested in addressing the problem, they seemed to be very co-operative and supportive. They didn't seem to mind at all that we wanted to serve to their children an additional meal. They also had the opportunity to taste the soup that would be served to the little ones on a daily basis and they also didn't have a problem with any of the ingredients or the taste of the soup.



Making Soup Packets



Now that everything was going well with the layout of the soup story and Umzobo Wam crèche, a schedule had been set out for which days would be for cutting up vegetables and which days would be for delivery and check-up.

Love Story, and the lady that runs it, Fay, has been gracious enough to supply us with a working space and provide us with any extra leftover ingredients for our soup.

We have arranged with her that on Tuesdays, we would be able to use the space for cutting up vegetables, and Thursdays, we would assist with packing the goods for delivery and do a check-up at the crèche.

Regular Check Ups/Visits

Doing regular visits at Umzobo Wam to make sure that everything still runs smoothly, without any hassles, is quite essential.

The FED team goes and visits Umzobo Wam at least twice a week. This gives the team time to build a good relationship with the crèche and with Babsie, the lady who runs it. The essential part is that the crèche needs to see the FED project as caring toward their individual needs and, importantly, toward the community.

Along with Love Story, who does the drop-offs of goods and the FED soup packs on Thursdays, FED goes with to do the check-up. The FED team checks on the soup packets and sauerkraut, that there is a sufficient amount for the following week, and also makes sure that Babsie has everything that she needs in order to make sure the project is always runs according to plan.



What Else We Are Up To

In addition to Better Fed, Fed Nutrition also services the community in the following ways:

- Free individual nutrition consultations
- 'Fed Mamas' program provides group nutrition support to local mothers

- Mentorship program with CNELM undergraduate students completing a nutrition science degree course validated by Middlesex University in the United Kingdom
- Ongoing development of nutrition education resources to be introduced as web-based learning content

FED's Ultimate Goal

FED's ultimate goal is to help rebuild society by building a flourishing generation of healthy, well-developed children. Fed seeks to partner with progressive thinkers and organizations that share our vision and are committed to developing 'better fed' societies on a global scale. We aim to continually improve our capacity to feed and educate the people we engage with – but also to help these people discover the value of real food and the cultural traditions which shape our lives. -- *We believe a 'better fed' society is a society 'full' of potential.*