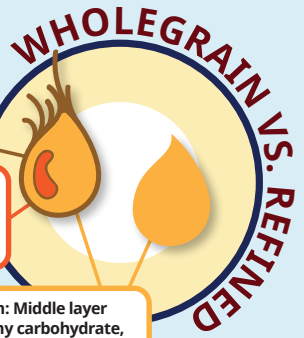


# How to Combat Hidden Hunger with Traditional Grains: From Farmers to Consumers



**Bran:** Outer part with healthy fibres, iron, zinc, B vitamins and other essential minerals and vitamins

**Germ:** Full of nutrients at the core, plus vitamin E, B vitamins, healthy fats, and phytochemicals

**Endosperm:** Middle layer with starchy carbohydrate, some vitamins, and proteins

CONSUMER

I avoid buying highly processed foods like white flour or polished rice and get wholegrain products instead because it is healthier for me and my family

Proper packaging increases shelf life and we use compostable materials to minimize the use of plastic and help the environment

FOOD PROCESSOR

We share tips with consumers, such as how mixing cereals with fruit helps us absorb iron and other minerals. National Guidelines can tell you more about the benefits of a balanced diet

FOOD PROCESSOR

We use hydrothermal treatment (soaking, heat, pH & time) to release minerals, so the body can more easily absorb micronutrients such as iron and zinc - Iron absorption can increase by 4 to 12 times!

TRADER & TRANSPORTER

We transport grains in enclosed and clean vehicles and store in dry and cool facilities with low moisture to keep grains fresh and free of bacteria and germs. We sell de-husked traditional wholegrains with the bran, endosperm and germ intact, which means more nutrients!

SMALLHOLDER FARMER

We remove broken kernels and dirt, and keep grains nutritious by drying in shallow layers in a covered hut with a mesh bottom - but remember, overheated grains lose nutrition!

FARMER'S COOPERATIVE

We provide training and access to quality inputs and finance, as well as helping safely aggregate produce from smallholders to be sold at a higher scale to bigger clients

We harvest as soon as possible to avoid shatter loss and issues from insects, mould, birds and rodents

We buy quality seeds from traditional varieties, you can replant them from year to year which saves money! They are hardy, needing less pesticide and fertiliser, are more resilient to weather changes - and produce great yields.

Traditional grains are also more nutritive and better for us to eat at home!

Traditional Grains include Millet, Sorghum, Heritage Maize, and Heritage Wheat. Nutrient-rich soils are able to produce healthy food with all the necessary nutrients for a healthy person

SMALLHOLDER FARMER

For a nutrient-rich soil: Increase organic matter content, minimize tillage, keep soil surface covered, ensure crop rotation and reduce erosion