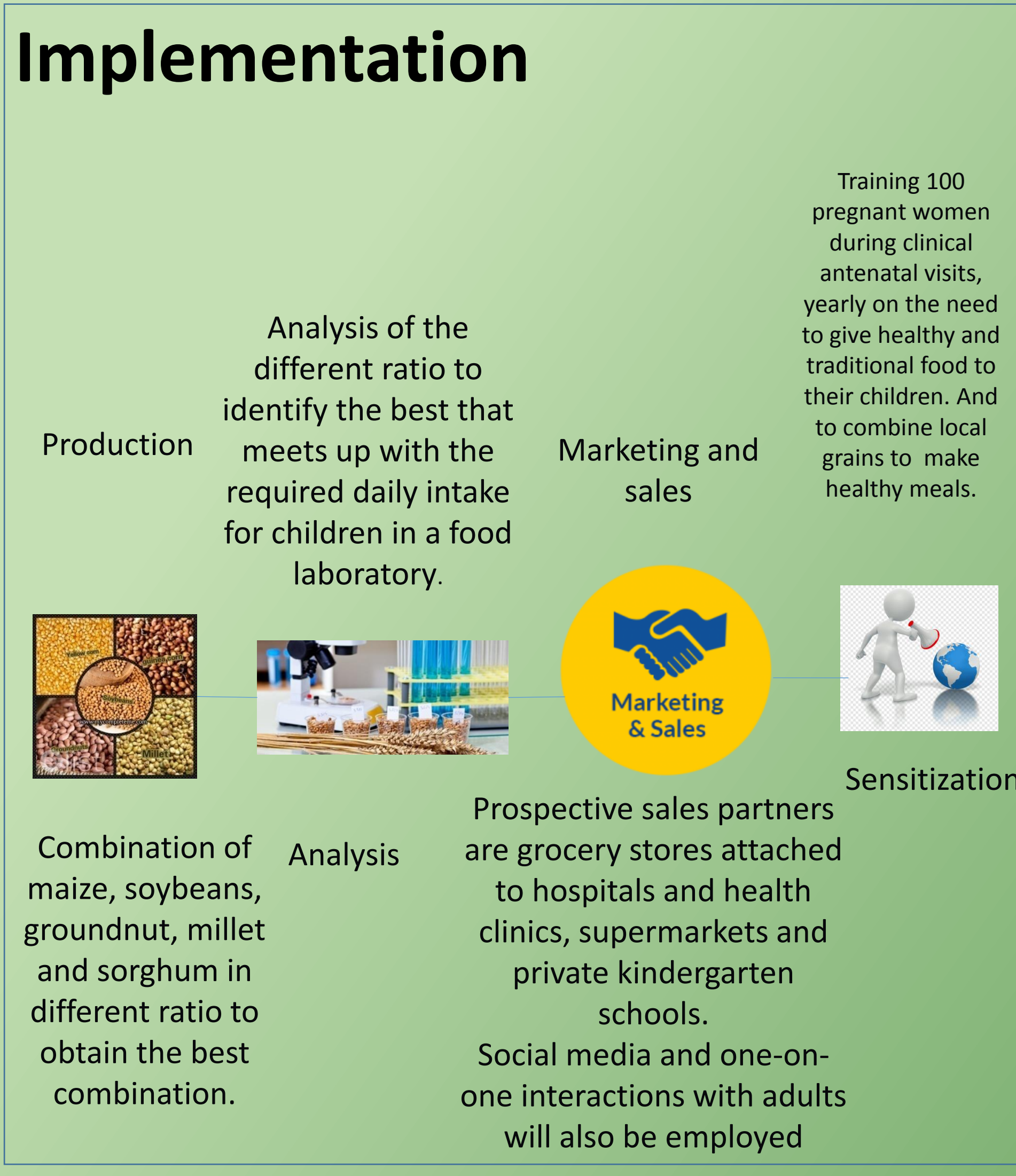


Production, nutritional analysis and sensitization on improved baby food (Tom-Brown)

Kikelomo B. Olanipekun, Flour Mills of Nigeria Plc

Introduction

- 31 million are under the age 5, at least 7 million children are born every year
- In the rural area, common weaning food is pap, Nigerian children suffer **stunted growth or wasted weight**. 37% of children <5 suffer stunted growth. 18% children suffer wasting
- In the urban, weaning food includes cereals, noodles, custard. Youths here now suffer lifestyle-related diseases such as hypertension, heart disease, diabetes, and kidney failure, this is traced to the unhealthy feeding pattern.



Objectives

- Developing a healthy, traditional and nutritious weaning food product in Ilaro, Ogun State, to meet mothers' demand especially the working mothers in the urban areas.
- To sensitize pregnant mothers in the rural areas of Yewa during their ante-natal healthcare, on how they could combine the local grains to formulate healthy meals for their children and household.

Importance of Tom-Brown

- Contains high fibre which helps to reduce cholesterol level and improves bowel issues like constipation.
- Provides protein, minerals and vitamins needed by the body to reduce chronic diseases.
- Rich in magnesium, potassium etc. and are full of nutrients and low in carbohydrates.
- It helps in controlling diabetes.
- Enhances and boosts energy and the health of the eyes because of the vitamins and minerals present.

Tom-Brown

- Tom Brown is a processed cereal-based powdery blend which is cooked into a semi-liquid food for children from 6 months, which contains good levels of carbohydrate, protein, fat, vitamins, minerals and fibre.
- This meal is prepared with nutritious and traditional grains such as maize, soybeans, groundnut, sorghum, millet in specific combination ration. These grains are grown and easily sourced in the country.
- Can also be consumed by diabetic patient.

SWOT ANALYSIS	
Strength <ul style="list-style-type: none"> ➤ Tom-Brown is a highly nutritious traditional food for children ➤ Raw-material (grains) are locally cultivated ➤ These grains can easily be handled ➤ It is good for controlling blood-sugar level in adults 	Weakness <ul style="list-style-type: none"> ➤ Limited finance ➤ Market penetration
Opportunity <ul style="list-style-type: none"> ➤ The growing awareness of the importance of healthy food ➤ Production is in the urban area where affordability is certain by working parents 	Threat <ul style="list-style-type: none"> ➤ Competition with the already established processed food ➤ Obtaining CAC and NAFDAC Certification

Expected Cost	Expected Income
<ul style="list-style-type: none"> ➤ Grains (maize, soybean, groundnut, millet, sorghum) ➤ Weighing Scale (500Kg) ➤ Stainless troughs ➤ Milling machine ➤ Electric sieve ➤ Sealing Machine ➤ Packaging Materials ➤ Scoops and sieves ➤ Aprons, hair net and foot wear 	<ul style="list-style-type: none"> ➤ Sale of Tom-brown ➤ Sale of wastes for animal feeding



Value Proposition

- Improvement of children health through production of healthy food product
- Provision of reliable and good quality healthy traditional food product for working mothers
- Sensitization of mothers on the benefit of feeding children with traditional grains