



Production, nutritional ana; ysis and sensitization on improved baby food (Tom-Brown)

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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.



Implementation

Analysis of the different ratio to identify the best that Production meets up with the required daily intake for children in a food laboratory.

Marketing and sales

yearly on the need to give healthy and traditional food to their children. And to combine local grains to make healthy meals.

Training 100

pregnant women

during clinical

antenatal visits,



& Sales

Sensitization

Combination of Analysis

maize, soybeans, groundnut, millet and sorghum in different ratio to obtain the best combination.

Prospective sales partners are grocery stores attached to hospitals and health clinics, supermarkets and private kindergarten schools. Social media and one-onone interactions with adults

will also be employed

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 of Yewa during their ante-natal healthcare, on how they could combine the local grains to formulate healthy meals for their children household. and

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 semiliquid 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

Weakness

► Limited finance

➤ Market penetration

Strength ➤ 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 **Opportunity**

➤ The growing awareness of the importance of healthy food ➤ Production is in the urban area where affordability is certain by working parents

Threat

➤ Competition with the already

established processed food ➤ Obtaining CAC and NAFDAC Certification

Expected Cost

➤ 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

Expected Income

➤ 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

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