

# A movement for SMART FOODS

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These are foods that are:

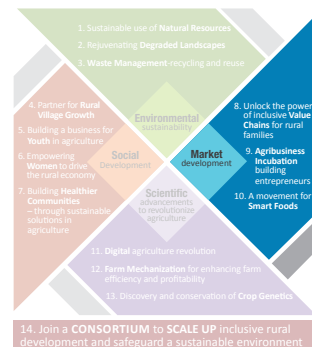
**good for you** – nutrient-dense crops that are also...

**good for the environment**

– reduce the environmental footprint of agriculture by, eg, requiring less water and pesticides that in turn are...

**good for smallholder farmers**

– a traditional crop naturally resilient under climate change, with multiple uses and greater potential for development



## Opportunities

*If we want a strong healthy workforce in India now and in the future, we must overcome extreme malnutrition – Smart Foods are a key part of the solution.*

*If we want to cope with climate change we need to adapt our agriculture – Smart Foods are a part of the solution.*

*If we want to grow the economy we need to help underinvested and untapped markets – Smart Foods are a part of the solution.*



## The impact pathway

Millet (including sorghum) and legumes are Smart Foods and the focus of a campaign for India, Africa and globally. Millets will be the first step in the Smart Food campaign, followed by legumes.

### Base campaign material

- Key messaging
- Scientific backing
- Defining Smart Foods
- A fun buzz created around millets and Smart Foods

### Reaching the consumer and creating a buzz around millets

Reach the **urban** and health conscious aspirational consumer market in targeted countries (India and Africa)

Tap high level specialized and mass media to influence a **global informed audience**

Reach **rural** areas through on-the-ground initiatives already existing – providing content, support and a ‘buzz’ around millets

### Reaching the consumer through creating modern foods with millets

Encourage development of **processed modern convenient Smart Foods** Identify processing that increases the nutritional value and working with large companies and rural community entrepreneurs to develop Smart Food products

### Reaching the policy maker

Influence **policy** through inspirational roadshow presentation

### Reaching development agencies

Create strategies targeting specific **development agencies** for investment into the value chain R&D

Building consumer demand

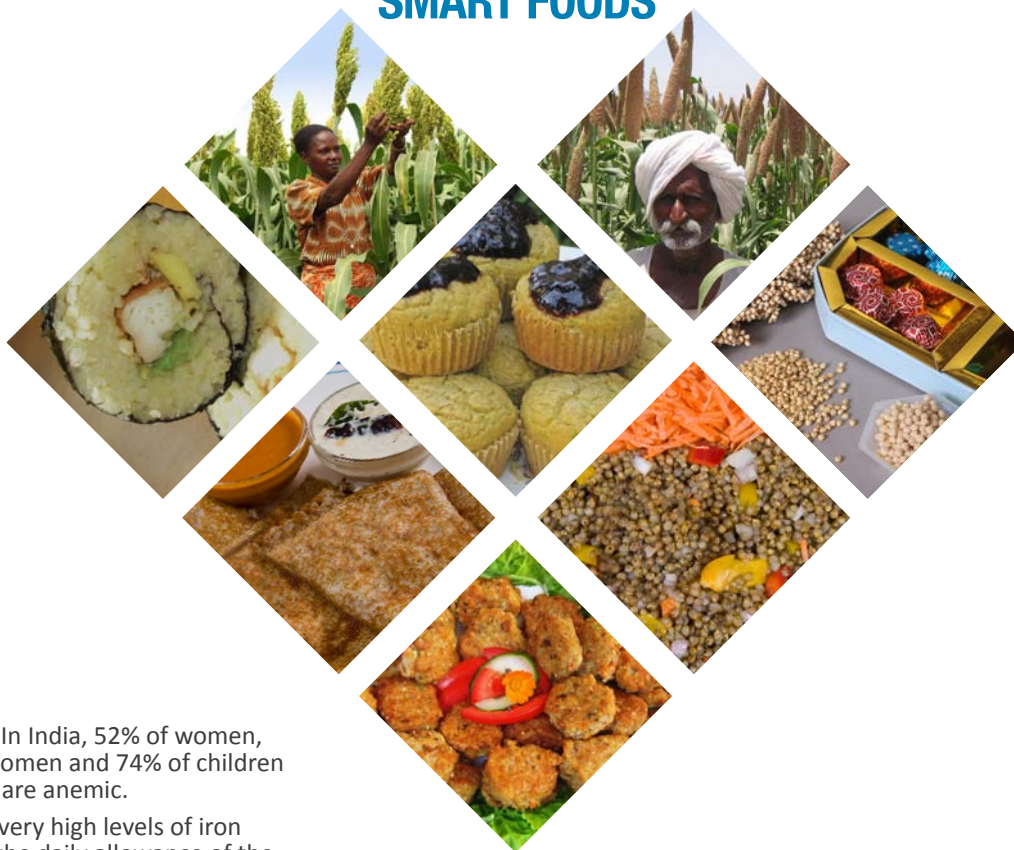
Government support given through existing schemes that will support smallholder farmers

More R&D investment along the value chain aimed at ensuring smallholder farmers benefit

Millets are the quinoa of India and major crops under the banner of Smart Foods – good for you, good for the environment and good for smallholder farmers



## A Movement for SMART FOODS



**The need for iron:** In India, 52% of women, 80% of pregnant women and 74% of children under the age of 3 are anemic.

- > **Pearl millet** has very high levels of iron that can satisfy the daily allowance of the average person.

**The need for calcium:** An estimated 25 million Indians are estimated to be affected with Osteoporosis (Indian Journal of Medical Research). Calcium deficiencies contribute to osteoporosis, bone diseases and the under development of the fetus and young child.

- > **Finger millet** has 3 times the amount of calcium than milk.

### The need for more nutritious and healthy foods

- > Millets are high in protein, vitamins and micronutrients. Millets are 4 times higher in folic acid than rice, have low glycemic index and are gluten free.

**The need for climate smart crops** that will survive climate change and use natural resources efficiently.

- > Millets need less water than other cereals and are heat tolerant, eg, pearl millet can survive in temperatures up to 64°C and require less than 25% of the water required for rice.

**The need to help smallholder farmers** improve their livelihood options, achieve nutritional security, and manage the risk of extreme weather conditions can be addressed through Smart Foods.

- > Millets still have significant potential for yield increases, multiple uses (from food, feed, fodder, fermentation and biofuels) and untapped markets.



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