



Good for you - the planet - the farmer®



We can have a big impact if we diversify staples.

But we can't do this with just any food, it needs to be **with a Smart Food** i.e. food that fills all criteria of being

- Good **for you**
- Good for **the planet**
- Good for **the farmer**

This requires **dedicated effort on just a couple of Smart Foods** initially to build the value chains for mainstreaming.

Millets & Sorghum are selected as the first Smart Foods to bring back as staples and have a major impact on nutrition, environment and rural livelihoods.

Vision

Our food is 'Smart' - healthy, sustainable on the environment and good for those who produce it especially the smallholder farmer.

Example Research

Approximately 1,500 adolescent school children were provided a millet-based mid-day meal, balanced with pigeonpea and vegetables.



- The millets-based meals formulated in this study were **nutritionally superior** to fortified rice-based meals being served in the schools.
- **50% faster growth** was observed in just 3 months in the children being fed the millet-based meals as compared to those eating fortified rice-based meals.
- The children rated the meals at **4.5 or higher out of 5 for taste**; this included even little millet served as rice.

Selected Market Activities



Smart Food Culinary Challenge for Students in India



Coffee table book "Against the Grain in India" to be published by Penguin.

Partner on the Smart Food initiative

Significant impacts and mainstreaming Smart Food can only be achieved through partnership. This requires a wide variety of players: from the food, retail and catering industries (new entrepreneurs to multinationals); the health industry; marketers; social media players and governments to development agencies, foundations and NGOs.

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Join the millet industry

WhatsApp/Telegram group: 99898 49227

Smart Food is a global initiative coordinated globally by:



Efforts in India are coordinated in association with:



Photos: ICRISAT

Dryland cereals like **millets** and **sorghum**, and **grain legumes** are Smart Food.

How are they Good for You?

These Smart Food crops are **highly nutritious** and target some of the largest micronutrient deficiencies and needs, especially of women and children.

For example:

- **Iron and zinc** - Pearl millet has very high levels and bioavailability studies have shown that they will provide the average person's daily requirement of iron and zinc.
- **Calcium** - Finger millet has 3 times the amount compared to milk.
- **Affordable protein** - provided by grain legumes and together with millets and sorghum they create complete protein.
- **Low Glycemic Index** - which means escalating levels of diabetes – can be avoided or managed by sorghum and millets because they have low Glycemic Index.

- **High antioxidants** - Fights against heart diseases, life style disorders and cancer
- **High Fibre**
- **Gluten Free**

How are they Good for the Smallholder farmer?

Smart Food are good for the small holder farmers because

- Survive in high temperatures
- Survive with very little water; pearl millet often described as the last crop standing in times of drought
- Their climate resilience means they are a good risk management strategy
- Their multiple uses and untapped demand means they have a lot more potential
- Unlike other crops, they have not reached a yield plateau and have great potential for productivity increases.

How are they Good for the Planet?

- Legumes have an important contribution to soil nutrition
- Millets have a low carbon footprint
- Serve as a mitigation and adaptation strategy for climate change.

The major constraints

The major constraints for these dryland cereals and grain legumes that are holding them back from reaching their full potential are – very little investment, significantly underdeveloped value chains, and the image of the food as old fashioned, especially the case for millets and sorghum.

More investment and policy support have significant potential to increase yields, provide better nutrition, fulfill multiple uses (food, feed, biofuels, brewing), develop modern processed food products and integrate farmers into the value chain.

1

Concept and science backing

Scientific backed case

- Develop criteria for Smart Food commodities. Apply.
- Publish scientific backed cases how commodities are good for you, the planet and farmer. Start with millets and sorghum, then legumes. Place on a platform to build global communities.
- Produce a high end article and documentary film on the reasoning behind Smart Food.

Marketing & messaging

- Create branding, trademark, messages and marketing material and packages for others to use.
- Promote the concept to strategic players.

Certification of Smart Food

- Set up certification scheme for Smart Food products.

Operations

- Institutionalize Smart Food with a governance structure, business plan and fundraising streams.

2

Create demand pull with consumers

Consumer campaigns

Country level:

- School activities
- Public campaigns
- Bring Smart Food into feeding programs

Global:

- Influence the influencers

Engage food processors

- Awareness raising with processors
- Develop Smart Food SME clusters
- Identify and facilitate overcoming barriers.

Engage Health, Food service, Retail, Export & Media sectors

- Initiate Smart Food Network.

3

Ensure farmers & rural communities benefit

Better nutrition

- Integrate Smart Food and diversity into the rural health programs.

Better livelihoods

- Linking farmers and buyers
- Facilitate value adding on-farm
- Facilitate branded franchised products with the women groups

Identify and promote: R&D, supporting policies and on-farm support

- Identify and promote industry needs and research gaps (e.g. workshops and survey)
- Promote 'nutrition' and 'processing qualities' into crop improvement programs.

4

Fill knowledge gaps

Undertake or promote for more research and feed this back into the concept and approach

