

Feed the Hunger Kids

A complete, low-sugar fortified nutrition powder designed to keep a child healthy for a full year — not just an emergency window.

\$117

per child, per year
(partner-mixed model)

3g

sugar per 100g
(vs 9g CSB++, higher for RUTF)

18–24mo

shelf-stable
at ambient temperature

The crisis is growing — and today's tools weren't built to last a year

Scale of the crisis

~135,000

people facing Catastrophic (IPC Phase 5) food insecurity across Sudan's active famine hotspots

4.2M

expected cases of acute malnutrition in Sudan in 2026

800,000+

of those expected to be severe acute malnutrition (SAM) cases

Why current options fall short

RUTF (Plumpy'Nut)

Built for a 6–8 week acute window; fully-loaded program cost runs ~\$150/child for that window — not designed to sustain a child for a year.

CSB++

Cheap and preventive, but ~9g sugar per 100g and an incomplete micronutrient profile for a sole diet.

Retail “big can” options

Nido, PediaSure, ReadyWise: all built for a different job — general growth, clinical supplementation, or disaster stockpiling, not humanitarian scale.

A complete, low-sugar formula built to be eaten every day

- 1

Manufactured in Florida

Complete protein + fat + full micronutrient premix, packed for 18–24 month ambient shelf life.
- 2

Partner-mixed, locally

Subregional partners combine the powder with local rice, beans, or lentils and water — no cold chain required.
- 3

Dosed for a full year

Micronutrients set against cumulative upper limits for sustained daily use, not just a single acute-phase serving.

Per 100g, powder alone — macro profile only

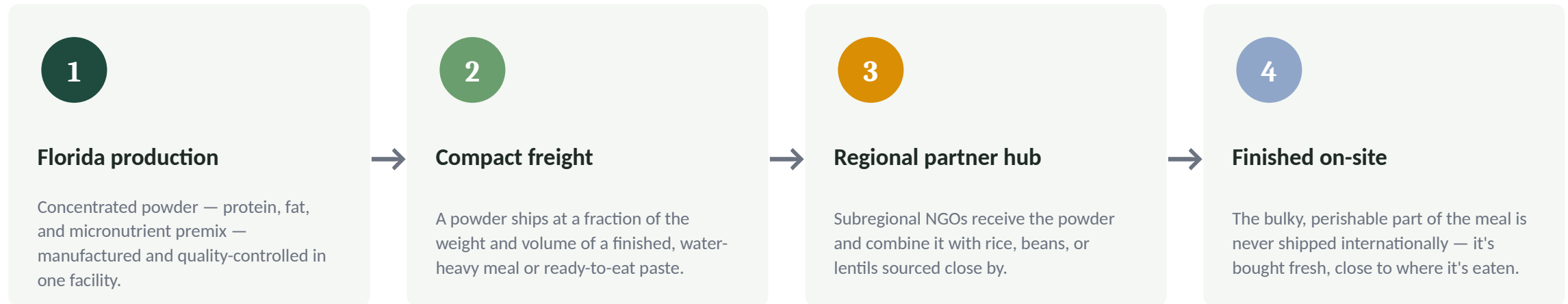
	Ours	Plumpy'Nut	CSB++
Energy (kcal)	460	543	415
Protein (g)	14	13.9	16
Fat (g)	21	32.9	9
Sugar (g)	3	high, undisclosed	9

Lowest sugar load of any humanitarian-scale option compared — without giving up protein quality or micronutrient completeness. Exact formulation withheld pending IP and clinical review.

Sources: Nutriset / Plumpy'Nut technical specifications (en.wikipedia.org/wiki/Plumpy%27nut); WFP Specialized Nutritious Foods Sheet (resources.acutemalnutrition.org). Our figures are internal engineering targets, unvalidated.

Prepared with the assistance of Claude (Anthropic AI). Figures are engineering/market estimates — mistakes can be made; verify before use.

Made centrally. Finished locally. That's what keeps it cheap.

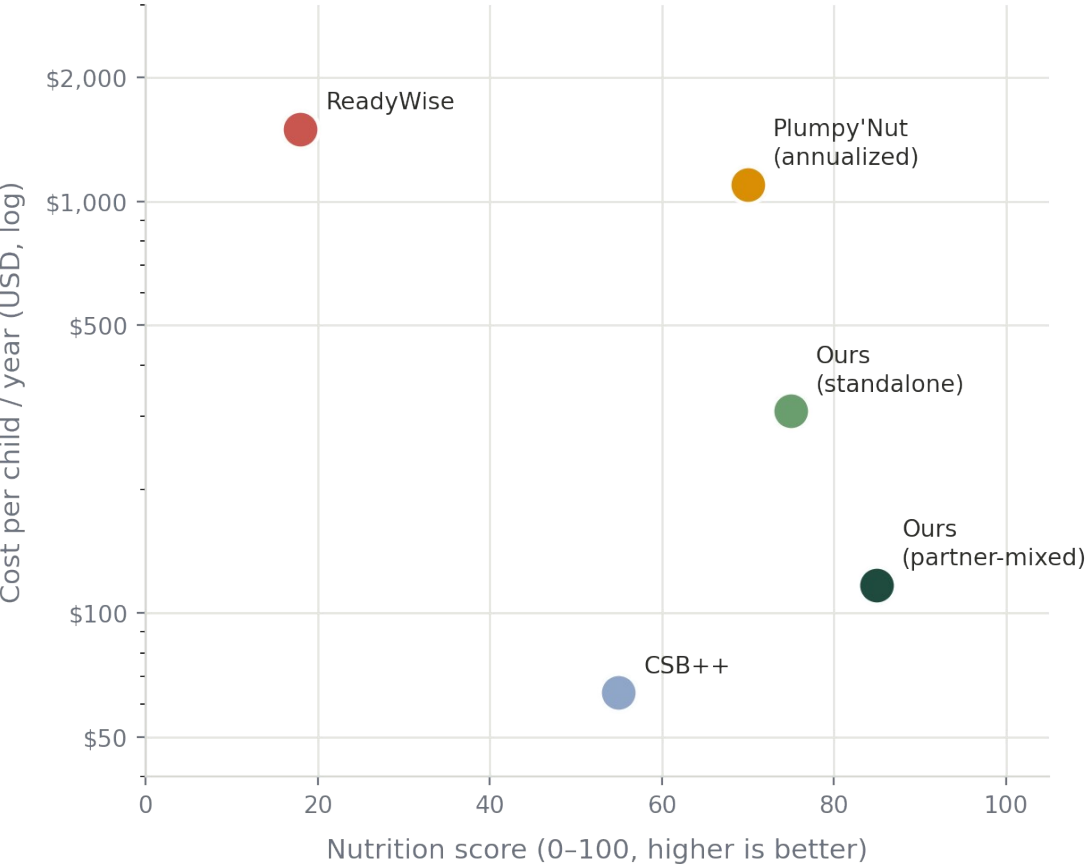


Why it matters

No cold chain, no shipping water weight, and no long-haul transport for perishable staples. Only the shelf-stable component crosses borders — the fresh, bulky part of the meal is sourced within the region, which lowers freight cost and keeps the final meal fresher than a fully pre-mixed product could be.

The best nutrition-to-cost ratio on the market

Nutrition vs. annual cost



Price comparison, per child per year



Sources: UNICEF, "What is RUTF?" (unicef.org); WFP Specialized Nutritious Foods Sheet; retail pricing observed at Costco.com, Aug 2026. Nutrition score is an illustrative composite; cost figures for our product are internal estimates, unvalidated.

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What we're raising, and what it funds

\$250,000 seed

12-month runway to formulation validation, prequalification, and a subregional pilot

Delivered cost per child, partner-mixed model

Day	Week	Month	Year
\$0.24-\$0.40	\$1.68-\$2.80	\$7.20-\$12.00	\$88-\$146

Use of funds

35% Pediatric nutrition & food-science validation of the formula and packaging

25% WFP specialized nutritious foods supplier prequalification

25% Pilot production run and Florida co-packing setup

15% Subregional partner pilot and field data collection