

A PERSONAL NOTE FROM MARK MOORE, CEO OF MANA:



Mark surveys his future meals for his "MANA Fast" last March.

My dream for MANA began almost four years ago when, as a Senate staffer, I was taking notes at an Appropriations Committee hearing and learned for the first time about a simple product, easy to make, that could bring dying children back from the brink of starvation. "RUTF," the UNICEF representative called it. "Ready-to-Use-Therapeutic-Food."

The woman from UNICEF played a recent 60 Minutes piece for the committee that showed how RUTF – basically peanut butter, powdered milk, sugar, and some vitamins and minerals – could revive young children suffering from Severe Acute Malnutrition. Reporter Anderson Cooper said it was nothing less than, "the most important advance ever to cure and treat malnutrition." A physician from Doctors without Borders said it was the best thing they had found to prevent what he called "useless deaths."

As it happens, I had spent a few years in Africa after college working with a relief organization, and I had seen the effects of chronic hunger and severe malnutrition first hand. RUTF seemed like a miracle. So I took special note of Mr. Cooper's final point: the production of RUTF is expanding, he said, but "malnutrition is expanding faster." And only 3% of malnourished children are fortunate enough to have access to this life-saving concoction.

When I emerged from the hearing I was inspired to do what I could to help get RUTF to the children who needed it. I planned to knock on the doors of as many Senators and Congressman as I could in order to persuade them to provide funding for RUTF. But in the end, my determination got the better of me and I found myself far from the marbled halls of Congress, knocking on farmhouse doors in the peanut fields of Georgia.

Just three years later, thanks to the help of supportive friends and brilliant collaborators, I lead one of the world's largest RUTF production companies, MANA Nutrition. It took a lot of plane tickets, rental cars, phone calls and meetings to get here, and my office walls are covered with the hundreds of business cards I collected as I struggled to make the MANA dream a reality. But it's been the most thrilling and fulfilling experience of my life.

Today our 30,000 square foot facility in Fitzgerald, Georgia can turn out as many as 18,000 packets of MANA per hour, enough to feed 1200 starving children per day. Through our partnerships with aid organizations like UNICEF and USAID, MANA is now being fed to victims of Severe Acute Malnutrition from the Horn of Africa to Guatemala. And we're still growing. MANA will soon open a new production facility in Rwanda, the first of what we hope will be many, locally run, smaller factories designed to meet local needs, using local inputs and local labor.

At MANA, we're optimists, but we're also realists. We know that Severe Acute Malnutrition won't be stopped by a company putting peanut butter in a pouch. There is, unfortunately, no simple solution to the problem of hunger in the world. But our experience has shown us that determined individuals, working together, can make a real difference. "Useless deaths" can be prevented. Children's lives can be saved.

Over the past few years I've come to realize that there are a lot of people who think like me, and who share the same determination we feel at MANA to make the world a better place, one hungry child at a time. If you're one of those people, please pick up the phone and give us a call. We welcome your support.

A handwritten signature in black ink that reads "Mark Moore".

WHAT IS MANA?



*We believe in the universal truth
that moms love their kids.*

Those of us in the developed world can't imagine the sense of despair and helplessness that millions of mothers in the developing world must feel as they look into the eyes of their starving children and know they don't have any food to offer them. Few of us can comprehend what it must feel like to watch your child die in your arms.

Hunger and malnutrition have many causes. Some are economic, some are political, and others have to do with climate and geography. The experts tell us that eradicating hunger will be an enormous and complex undertaking, and that it can't be achieved overnight.

But a mother holding a starving child can't wait for long-term solutions. She needs help now.

And that's where MANA comes in.

MANA – “Mother Administered Nutritive Aid” – is a ready-to-use therapeutic food, what aid workers refer to as “RUTF.” It's a kind of fortified peanut paste that's been carefully formulated to provide all of a child's basic nutritional needs, and it's served in a packet that looks like an oversized version of those mustard and ketchup packets you get in fast food restaurants. It's easy for a mother to open, easy for a child to eat, and as tasty as peanut butter. Just three servings of MANA a day can save the life of a starving child.

MANA won't solve the problem of world hunger. But it will help a desperate mother feed her starving child. And to that mother, and that child, that means everything.

So while the best minds in science, economics, and public policy are all working hard on finding ways to end hunger in the world – and more power to them – we're making a simple product that a mother can give her starving child – today – to save his or her life.

Someday, we hope, the scientists and the economists and the politicians will find a comprehensive solution to the problem of world hunger. And we hope that day comes soon.

But until then, there's MANA.



Dominique was severely malnourished when he started on MANA in January.



After six weeks, he had gained 2.2 kg.

RUTF consistently produces similar results in children around the world.



Magnitude & Context

- **Severe acute malnutrition (SAM)** is defined by a very low weight for height (below -3z scores of the median WHO growth standards), by visible severe wasting, or by the presence of nutritional oedema. Decreasing child mortality and improving maternal health depend heavily on reducing malnutrition, which is responsible, directly or indirectly, for 35% of deaths among children under five.
- **20 million children** are currently estimated to suffer from severe acute malnutrition. Most are in south Asia and Sub-Saharan Africa.
- As many as **1 million children** a year die from complications related to severe acute malnutrition. SAM can be a direct cause of death or it can compromise a child's immune system, leading common childhood illnesses, such as diarrhea and pneumonia, to become fatal.
- **Unhygienic living conditions and an inability to secure nutritious foods** are the conditions that most often leave children susceptible to severe acute malnutrition. The condition, then, is preventable, putting the issue of global poverty at the forefront of the fight against SAM.
- **Severe acute malnutrition can be identified by non-professionals and without hospitalization.** Volunteers can use special colored strips to measure the middle-upper arm circumference of children aged 6-59 months to see if the child's arm circumference is less than 110mm, an indication of severe acute malnutrition. Trained health care administrators are also able to look at a child's feet and recognize edema.

The Problem

- **In the past, the protocol for treating severe acute malnutrition was at health care facilities**, which severely limited the number of children who were able to receive treatment.
- **To further complicate the problem**, many countries, especially those with the highest rates of severe acute malnutrition, do not have either a set of national health policies or a health infrastructure in place to effectively treat severe acute malnutrition.

The Solution

- **Community administered** Ready-to-Use Therapeutic Food (RUTF) has the ability to treat severe acute malnutrition and save millions of children from preventable deaths. Research shows that after proper detection of the condition, 80% of children suffering from severe acute malnutrition can be treated with proper administration of RUTF.
- **RUTF** is a soft food supplement (typically a paste) filled with vitamins and minerals. RUTF also has a high-energy content. RUTF is particularly useful because it does not require refrigeration or water. It is also relatively inexpensive and easy to transport. On average, a child will need 10-15kg of RUTF over a period of six to eight weeks.

MANA

- MANA stands for **Mother Administered Nutritive Aid**, a reflection of the MANA team's firm belief in the importance of mother-to-child care.
- MANA was founded in 2009 by **Mark Moore**, a former Legislative Fellow and Africa Specialist for Louisiana Senator Mary Landrieu, with the help of Bret Raymond, David Todd Harmon and Brett Biggs.
- MANA's **corporate headquarters** are in Matthews, North Carolina.
- MANA's **production facilities** are in the heart of peanut country in Fitzgerald, Georgia. The MANA factory currently employs more than 20 local Georgia workers and will expand to more than 40 by early 2012
- MANA can **currently produce** as much as 21,000 kg (46,000 lbs) of MANA per day at its Fitzgerald factory. This is enough RUTF to feed more than 1500 children suffering with severe acute malnutrition. Production could expand to more than 80,000kg per day by early 2012 depending on orders.
- MANA is currently being shipped to **Kenya, Sudan, Rwanda and Guatemala** with orders in the shipping process to **Burundi and Ethiopia**.
- MANA currently has produced RUTF for **UNICEF, USAID, World Vision and Samaritan's Purse**.
- For more information, please visit the **MANA website at mananutrition.org**.

(Source: Community-Based Management of Severe Acute Malnutrition: A Joint Statement by the World Health Organization, the World Food Programme, the United Nations System Standing Committee on Nutrition and the United Nations Children's Fund. World Health Organization, World Food Programme, United Nations System Standing Committee on Nutrition, The United Nations Children's Fund. Geneva, Rome and New York, 2007.)



What is MANA?

- MANA is our version of RUTF, or Ready to Use Therapeutic Food, for children suffering from severe acute malnutrition (SAM). Once packaged and delivered, MANA is ready for consumption. We at MANA specifically believe in the power of mother-to-child care. In recognition of this special relationship, we have accordingly named our product MANA: Mother Administered Nutritive Aid. At MANA Nutrition, our number one priority is getting our product out of the factory and into the hands of starving children.

What is RUTF?

- An American physician, Dr. Mark Manary, and a French nutritionist, Andre Briend, developed RUTF to treat children suffering from severe acute malnutrition, which is a condition that affects children from the ages of 6 to 59 months that have either a weight-for-height measure below -3SD, visible severe wasting and/or the presence of edema (an excessive amount of fluid in the intercellular spaces of tissue identified most easily by looking at the feet). RUTF is loosely defined as a fortified peanut butter paste rich in vitamins and energy contained in a package that looks like an oversized ketchup packet. RUTF has been revolutionary in treating severe acute malnutrition because it allows SAM to be treated in the community, does not require water, and does not spoil. Because of this, an exponentially larger number of children suffering from SAM today have the chance to survive than those that suffered from SAM before the introduction of RUTF.

How long does a child need to eat RUTF?

How can we prevent these children from relapsing?

- Typically, a child needs to eat 10-15kg of RUTF over a period of six to eight weeks. According to the American Journal of Clinical Nutrition, 98% of children treated with RUTF were well-nourished after six months and 96% were well-nourished after a year. It is important to reach children in the first five years of their lives, and especially during their first 1000 days, when brain growth is not just rapid but also crucial to survival.

How many KGs of RUTF does MANA produce daily?

- We can produce over 16,000 kg per day currently, with capacity expanding to well over double that number by the end of 2012.

What makes MANA different from other suppliers of RUTF?

- Unlike other producers of RUTF, MANA's headquarters and main production facility are both in the United States. Our headquarters are in North Carolina and our factory is in Georgia. We also believe in the strength of our company values. The six principles of quality, faith, innovation, responsibility, sustainability, and transparency influence and guide our decision-making, our production, and ultimately our product.

What is the leadership structure of MANA?

- Mark Moore serves as MANA's CEO. Mark has extensive experience working in Africa as a rural development worker and working on African related issues as the Africa Specialist for Mary Landrieu and as an Africa analyst for Science Applications International Corporation. In addition, Mark co-founded Kibo Group, which is a development organization that includes many Africa projects.

Is MANA a non-profit?

- MANA is structured as a 501(c)(3) charitable organization. This allows for MANA to act as a forum for businesses, trade associations, and non-profits to join forces to save children from severe acute malnutrition. But it is a non-profit run on business principles. The revenue we generate in excess of expenses is re-invested in things like new equipment and additional personnel, which allow us to produce more MANA and to save the lives of more children.

Where is MANA located?

- MANA's company headquarters are in Matthews, NC, right outside of Charlotte. Our production facility is located in Fitzgerald, GA, the heart of peanut country.

How does MANA reach the children in need?

- After production, MANA Nutrition gives its product to its partners (organizations like UNICEF and USAID, with wide distribution networks and established reputations in our target countries) to make sure that MANA ends up in the right hands. MANA's partners then coordinate with local organizations (governments or NGOs working on the ground) to get MANA into the hands of starving children. We wish the process was more direct (produce-pack-ship-distribute), but we have found that partnering with large distribution organizations is the safest and most reliable way to get our product to the largest number of children and mothers that need it most.

Where does MANA currently have the greatest impact?

- Our most recent shipments have been going to the Horn of Africa, where drought and famine are threatening the lives of two million children, 300,000 of whom are already suffering from severe acute malnutrition.

How can I help?

- MANA welcomes all donations, and as a 501(c)(3) non-profit organization, all donations are tax deductible. On our website at <http://mananutrition.org/donate>, you can choose to make a one-time donation to MANA Foods Rwanda, the MANA General Fund, or to Guatemala Sana through PayPal or by writing and mailing a check to our office in North Carolina. If you choose, you can also arrange a monthly donation.
- At MANA, we also recognize the power of ideas in our fight to save children suffering from severe acute malnutrition. We welcome yours and hope you will contact us at info@mananutrition.org.