



GOOD NUTRITION WITHIN REACH



START-UP FOOD SUPPLEMENT FOR NUTRITIOUS INFANT DIETS IN GHANA.

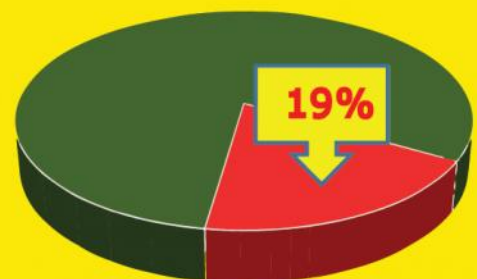
ONE IN FIVE CHILDREN ARE STUNTED DUE TO MALNUTRITION IN GHANA.

The Ghana Health Service (GHS) reports that 19% of children in the country are stunted (that is, too short for their age due to malnutrition).

Globally, stunting is one of the major nutritional deficiency indicators for children under five. It has negative effects such as cognitive impairment, low intelligence quotient (IQ) and low productivity later in life. The dire nature of nutritional challenges among children (under five years old) in Ghana calls for sustained efforts to improve the situation.

LOW PROTEIN AND MICRONUTRIENT CONTENT OF TYPICAL COMPLEMENTARY FOODS CAUSE INFANT MALNUTRITION.

Typical traditional porridges given as complementary foods are high in carbohydrates and low in protein and micronutrients. A consumer research conducted by The Ajinomoto Foundation found that 84% of mothers in Ghana feed such traditional porridges (Koko) to their babies. This may be a contributing factor to the cases of infant malnutrition reported in the country.



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*Important Health Information

The World Health Organization and Ghana Health Service recommend exclusively breast-feeding your baby for six (6) months, with continued breast-feeding for up to 2 years or beyond. The Ajinomoto Foundation supports exclusive breastfeeding.

KOKO Plus™ A NUTRITIOUS PRODUCT FOR ADDRESSING INFANT MALNUTRITION IN GHANA

The Ghana Health Service works with several organizations to address infant malnutrition in Ghana. To support their efforts, Ajinomoto Company Inc. (Japan) partnered with the University of Ghana and several other collaborators such as GHS, JICA, USAID, INF (USA), YEDENT, CARE, Plan Ghana and many others to develop and test a ready-to-use infant food supplement based on WHO recommendations. The result of almost ten years of collaborated study is a nutritious food supplement called **KOKO Plus™**.

KOKO Plus™ is a rich mix of soya-bean powder, essential amino acids (especially lysine), vitamins and minerals (see Nutritional Information) and is designed for children aged 6-24 months. The product is in powder form and is to be added to complementary foods prior to feeding.



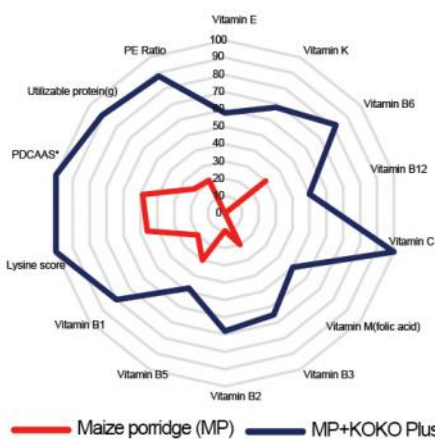
KOKO Plus™
(15g/sachet)

3 MAIN FEATURES OF KOKO Plus™

Balanced Nutrients

Adding one sachet of **KOKO Plus™** to complementary foods significantly improves the nutrient content of the foods.

KOKO Plus™ Nutritional value



The nutritional composition of maize porridge (Koko) and of Koko supplemented with **KOKO Plus™**, calculated as percentage of the WHO infant feeding recommendation.

PE ratio refers to protein considered as a percentage of total energy. It measures how much of body mass increase is related to protein intake.

Utilizable protein is how much of the protein consumed is actually used beneficially by the body.

PDCAAS stands for protein digestibility-corrected amino acid score. It is an internationally accepted index for protein quality. The higher the value, the better the protein quality. The maximum possible score is 1.

Taste

KOKO Plus™ made from high quality soya bean is delicious. 84% of mothers surveyed confirm that their babies enjoy meals prepared with **KOKO Plus™**.



Convenience

KOKO Plus™ respects the dietary culture of Ghanaians, therefore parents do not have to alter the way they normally prepare food for their families. Just stir **KOKO Plus™** into already prepared foods before feeding your child. Your regular routine or food preparation process does not have to change.



Nutrition Information/15g Sachet

Energy	69kcal
Protein	3.4g
Carbohydrates	7.7g
Fat	2.7g
Iron	7.8mg
Calcium	213mg
Zinc	2.2mg
Iodine	69µg
Vitamin B1	381µg
Vitamin B2	249µg
Vitamin B6	330µg
Niacin	3.4mg
Folic acid	68µg
Vitamin B12	0.6µg
Vitamin A	264µg
Vitamin E	6.3mg
Vitamin K	14µg
Vitamin D3	3.1µg
Vitamin C	32mg

Ingredients

Soybean, Sugar, Palm olein, Calcium, Lysine, Vitamin C, Choline, Iron, Zinc, Vitamin E, Niacin, Vitamin A, Vitamin B1, Vitamin B2, Vitamin B6, Iodine, Folic acid, Vitamin K1, Vitamin D3, Vitamin B12

Preparation

Add one sachet of **KOKO Plus™** on freshly made porridge (200ml).



The Ajinomoto Foundation concluded a Memorandum of Cooperation with Ghana Health Service. We collaborate and cooperate in improving the growth and health status of infants.