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Tailored Food

2023 Annual Report

We Build Food Systems That Are Nutritious, Delicious, Affordable & Local

Tailored Food works to eliminate hunger for people living in poverty.

We **develop, launch, and scale** delicious, low-cost, nutritious locally sourced food products in partnership with **grassroots entrepreneurs**.

We also **consult** with the world's largest food system organizations, furthering their work to ensure healthy food is affordable and available to families struggling with malnutrition.

Our Impact Through 2023



19
countries

Tailored Food expanded from working in 4 countries to **19 across Africa and Latin America**



6.2 million
meals

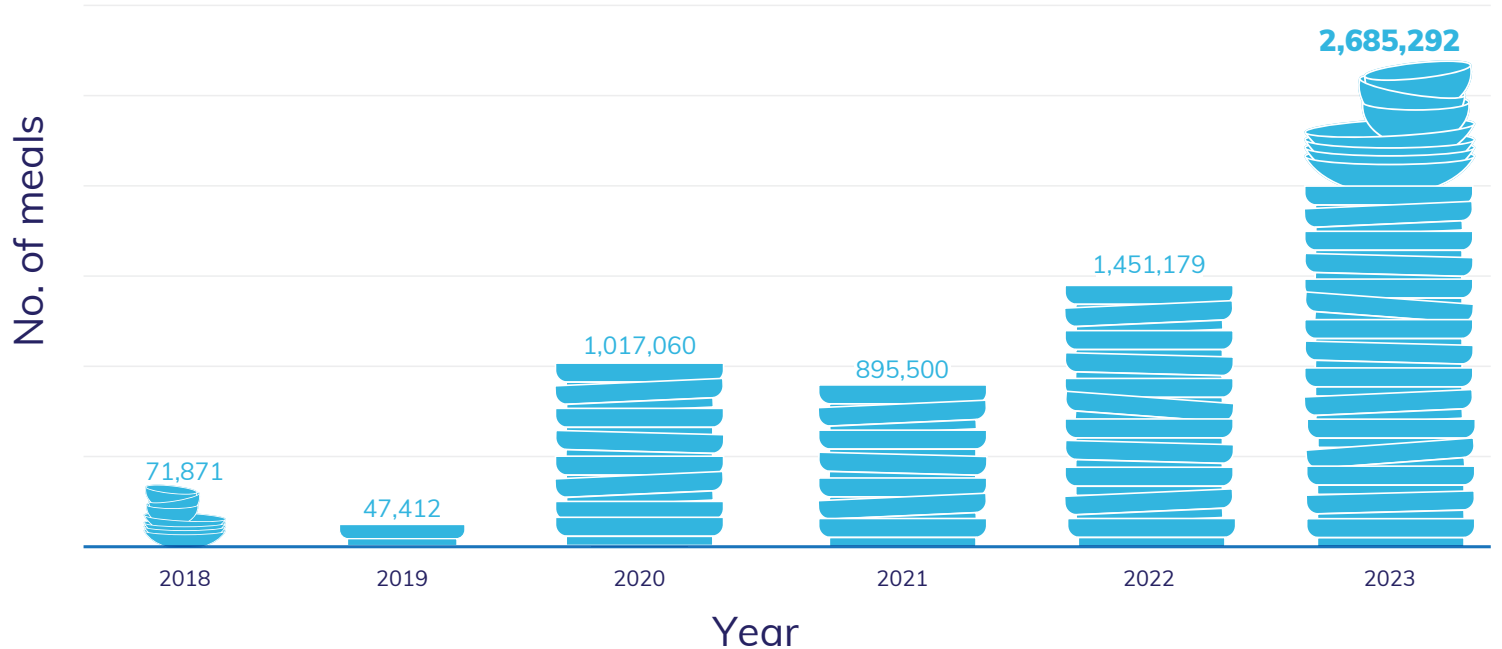
Our Entrepreneur Partners sold 2.7 million meals, bringing total meals sold to **6.2 million**



223
jobs

We helped create 39 new, well-paid jobs (mostly for women in Ethiopia), and a total of **223 jobs since 2018**

Tailored Food grew exponentially in 2023



Entrepreneur Partners

Our team at Tailored Food is supporting nutritious food businesses making a range of products, including locally-flavored porridges, high protein biscuits, and peanut butter.

Together we are **designing, launching, and scaling these nutritious, delicious, and affordable food products** in countries severely impacted by malnutrition.

HOW DO WE DO THIS?



ANTHROPOLOGICAL RESEARCH is the foundation of every project. Spending quality time in communities impacted by malnutrition, we conduct market research studies to fully understand local food system dynamics, and the truth behind why households buy and consume the foods they do today.



LOCAL EXPERTS then help us design and build climate-sensitive agriculture value chains, energy-efficient food production facilities, and culturally-relevant marketing and distribution strategies.



NEW LOCAL FOOD PRODUCTS that are healthy, delicious, and affordable are brought to market – and accessible to those who need them most.



ECONOMIC VALUE is created in the communities where we work, which has knock on effects, not only small business revenue, well-paying jobs, but by improving the health and stability of the communities where we operate.



Kawadah Farm - Liberia

KAWADAH FARM

Kawadah Farm makes **Power Gari**, a flavored cassava-based porridge fortified with protein, vitamins, and minerals. Kawadah Farm has produced and sold **70.65 metric tons** of Power Gari and provided **706,500 meals** to schools, orphanages, and Liberian families.



2023 Highlights:

- Tailored Food secured a \$60,000 grant from Waterloo Foundation for Kawadah Farm to build a Cassava Processing Center. This facility will process cassava grown by local farms into gari (roasted and fermented cassava flour that is the basis of Power Gari).
- The Waterloo Foundation grant also supported expansion of Kawadah's own cassava farm, which will yield cost savings.

Future Goals:

- Continue to improve production levels and efficiencies and expand retail sales channels.
- Consider the addition of a second production facility in Liberia to provide Power Gari to more malnourished people.



MozNutri - Mozambique



Tailored Food assisted the **Mozambique School Lunch Initiative (MSLI)** with the creation of MozNutri, a social enterprise that currently produces low-cost peanut butter. Going forward, profits generated from this project will support MSLI's school feeding programs.



2023 Highlights:

- Utilizing a \$100,000 grant received in 2022 with Tailored Food's support, MozNutri purchased land, secured building rights, and began construction of a factory which will be completed in 2024.
- MozNutri procured machinery for roasting and shelling peanuts.
- Community nutrition workshops demonstrated incorporation of peanut butter into culturally relevant, delicious recipes.

Future Goals:

- A sales network for MozNutri will be established, providing economic opportunity to women in rural areas.
- A full-time Director was hired and will start in 2024.



BeNu Foods - Ethiopia

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Protein-rich biscuits made by BeNu Foods offer the nutrition of a full-meal, supporting BeNu's mission to address malnutrition in Ethiopia.

Target markets for this product include **school feeding programs**, as well as **individual consumers** wanting to add protein to their diet. The biscuits are made from 100% locally grown ingredients including oats, peanuts, and soy.



2023 Highlights:

- BeNu Foods established its own production facility in Addis Ababa with funding from Tailored Food.
- Customized, Ethiopian-made manufacturing equipment was acquired to boost production capacity and improve efficiencies.
- Packaging was redesigned, and marketing efforts increased.

Future Goals:

- Consulting support from Tailored Food in Ethiopia will assist management with internal logistics and growth opportunities.
- Going forward, we will continue to assist BeNu Foods with access to funding and accelerator opportunities to grow the business.

Kayvey Nutrifooods - Cameroon



Kayvey's Delight Cereal is a healthy combination of seeds, nuts, pulses, and grains ground into a delicious porridge. All the product's ingredients are sourced and milled locally.

Delight Cereal is packaged in a variety of sizes and is sold through a network of **door-to-door salespeople**, as well as **wholesale orders** to supermarkets.



2023 Highlights:

- Received government certification for food safety and product quality.
- Secured land for a planned factory.
- Purchased a delivery van to increase distribution efficiency.
- Consistent production levels were achieved by strategic investment in raw materials.

Future Goals:

- Kayvey Nutrifooods is currently fundraising to start construction of a larger manufacturing facility.
- They plan to expand their distribution network to increase sales channels throughout Cameroon.

Consulting Projects

Tailored Food also works with some of the world's largest **food-focused nonprofits, food companies, and United Nations agencies** on **strategic consulting projects**. Our expertise includes:



**Complete
food systems mapping**



Investment cases



**Strategic
partnership building**



**Policy and program
development**

By engaging with all food system stakeholders in a region, Tailored Food is able to help global organizations **establish and improve access to affordable, nutritious food** - whether it's through school lunch programs, improvement of child nutrition, or other deliverables.



Mercy Corps - Liberia



Tailored Food was hired to help Mercy Corps establish a **financially sustainable school lunch feeding program** utilizing local nutritious food in Liberia.

The school lunch program is part of a **5-year Mercy Corps project** funded by **USAID** to increase enrollment and attendance for vulnerable children, while improving learning outcomes.



Project Scope and Deliverable

- Qualitative research was undertaken and reviewed by Tailored Food, and our report identified possible sustainable school feeding program models.
- Mercy Corps chose a model to pilot, integrating a parent savings and loan association funding model developed by Tailored Food.
- Tailored Food will visit Liberia in 2024 to assess the pilot program.

UNICEF – Eastern & Southern Africa



Tailored Food has been engaged to undertake a multi-part project with **UNICEF's Eastern and Southern Africa Regional Office (ESARO)** in support of their “Improving Children’s Foods” agenda – specifically focusing on nutritious, low cost, complimentary foods for children under two.

The 18-month project was initially planned for 8 countries, but given its anticipated impact, it has been expanded to encompass 15 countries: **Angola, Burundi, Ethiopia, Eritrea, Kenya, Madagascar, Malawi, Mozambique, Rwanda, Somalia, South Sudan, Tanzania, Uganda, Zimbabwe, and Zambia.**



Project Scope and Deliverable

- **Phase 1:** On-the-ground food systems mapping, understanding the food system from the perspective of children under 2 and their caregivers. This evaluation will be done in each country and shared in an initial report.
- **Phase 2:** Design culturally-relevant solutions, and secure additional financial resources through internal and external opportunities.
- **Phase 3:** Tailored Food will assist with implementation of solutions including business creation, enterprise improvements, and partnerships with nonprofits.

World Bank – St. Lucia



Tailored Food was engaged to **conduct foundational research** to create a **sustainable school feeding program** alongside the St. Lucian government, under the leadership of the Ministry of Finance.

A critical focus of this program is to shift from 95% reliance on imported foods, to **food sourced from female smallholder farmers** in St. Lucia.



Project Scope and Deliverable

- Tailored Food worked with a team from the World Bank to assess existing food systems in St. Lucia, gathering data from sources including farmers, business owners, food markets, schools, and government agencies.
 - Our Mozambique partner, MSLI, provided research support, bringing a global perspective to our on-the-ground anthropological research work.
- Tailored Food will present a final report with a series of recommendations.

Griffith Foods - Kenya & Uganda



Tailored Food executed **market research** and **business case development** for Griffith Foods products in the East Africa market.

Project Scope and Deliverable

- We undertook a deep anthropological review of food availability, consumption, and food culture in Kenya and Uganda, and delivered a report outlining the food system challenges and opportunities.
- In particular, we evaluated opportunities and market viability of nutritious porridges, plant-based sausages, and other nutritious low-cost products.



Food System Advocacy

The energy and momentum for food systems change was tangible in 2023. Ending hunger globally, however, will require more than the individual projects Tailored Food can undertake – the more organizations that are doing thoughtful food systems building, the better.

We believe one of the best ways we can accelerate food systems change, is by **sharing our expertise and experience**. In 2023, we also shared our learnings through our **media channels** and at **several conferences**, including:

- **Animal & Vegan Advocacy Summit** – Los Angeles, USA - July 2023
- **World Food Forum** – Rome, Italy – October 2023
- **Reductarian Summit** – Denver, USA – October 2023
- **Food Ingredients Europe Conference** – Frankfurt, Germany – Nov 2023
- **COP28** – Dubai, UAE – December 2023



Funding Support

Tailored Food won two competitions in its first years of operation that provided the financial resources to start and grow our organization. In 2023, we were able to scale our operations and impact with **\$173,000** USD in grant support from value-aligned organizations. We are excited to be working with -



Internal Growth

Our Tailored Food team has rapidly expanded from its initial 2 members to a thriving team spread across 3 continents.



Taylor Quinn
Executive Director
Founder of Tailored Food



Tanya Mayo-Bruinsma
Project Director
Joined January 2021



Dara Karakolis
Communications Manager
Joined February 2023



Tunde Salau
Fundraising Manager
Joined February - June 2023



Adeline Thames
Project Officer
Joined June 2023



Kaile Schiel
Project Officer
Joined June 2023



Theo Baker
Operations Consultant
Joined September 2023



Nicole Riker
Research Director
Joined October 2023