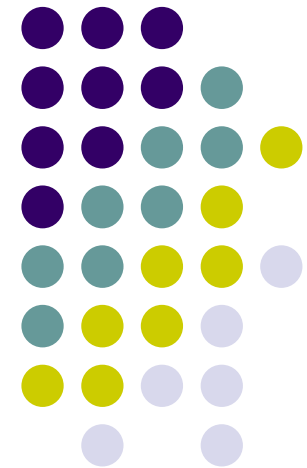




YOUR AFRICAN FOOD AID PARTNER

DOCUMENT PREPARED BY : DANPOULO BABA AHMADOU
August 2011



GENESIS OF THE PROJECT



As part of the private sector's and the US government's effort to fight poverty, malnutrition and HIV/AIDS in Africa, it has been decided to introduce soy-fortified and vitamins-enriched instant noodles in the diet of Africans.

To this effect, a public-private partnership is being set up in the form a new company to be created with the support and the technical know-how of USDA to carry out this project in the Central African region and beyond.

The original sponsor of this project is the USDA FAS which carried out a feasibility study in Senegal between November 2004 and March 2005.

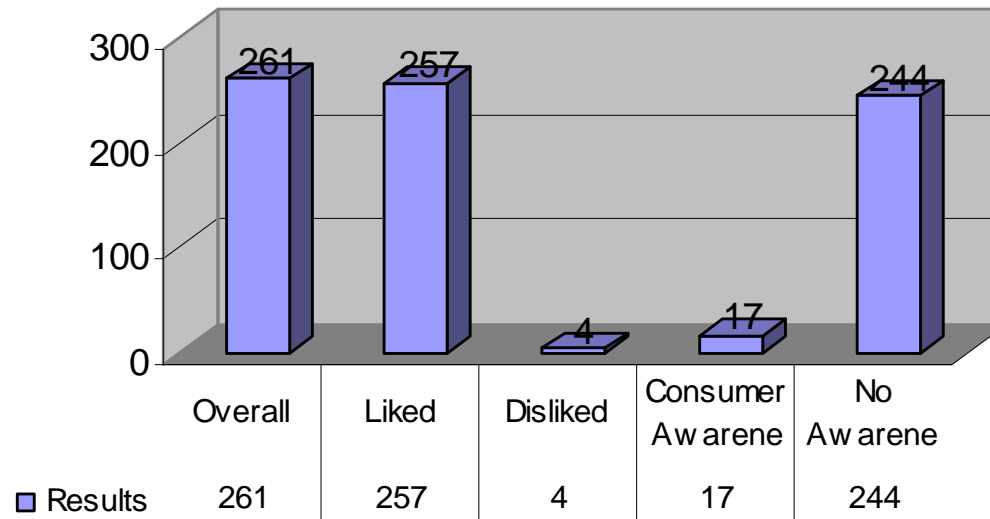
All funds for the project are private and come from the shareholders and private financiers.

IFC project is a replication of similar projects undertaken in Asia by USDA FAS and IRD.

USDA FEASIBILITY REPORT RESULTS



Overall results of Consumer Preference and Previous Product Knowledge



- There was no wide variance of answers between commercial target groups and potential food-aid groups. Each group had similar responses despite age, background or current status. All groups found this product extremely relevant for sick and/or vulnerable populations due to its easy digestibility and easy preparation, as well as that the noodle was well seasoned. According to the questionnaire responses, many people note that sick people prefer well salted and flavored/spicy foods. Additionally 100 percent of all elementary school children loved the taste of the instant noodles and said that they would really like to have a school feeding program with instant noodles.
- Source : **FEASIBILITY STUDY FOR THE INTRODUCTION OF INSTANT NOODLES IN SENEGAL NOV 2004-MAR 2005 /USDA/FAS/ USDA/Foreign Agricultural Service 1400 Independence Avenue, SW Stop 1061**
- **Washington, DC 20250-1051 / By: Anne Dudte Johnson**

AIMS AND SCOPE OF THE PROJECT



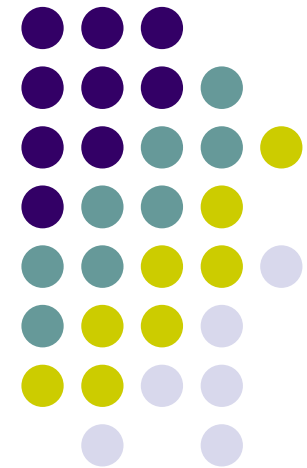
- Make healthy, tasty, fortified and nutritious food available at an affordable price for the commercial market and food aid agencies operating in Central and West Africa
- Provide an Africa-based fortified foods solution for hunger, malnutrition, school feeding, HIV/AIDS patients nutrition and refugees
- Provide a rapid food aid solution in times of food shortage or famine
- The project covers west and central Africa



PUBLIC & PRIVATE PARTNERS







PRODUCT INFORMATION



HIGH ENERGY FORTIFIED SNACK NOODLES & FORTIFIED INSTANT NOODLES



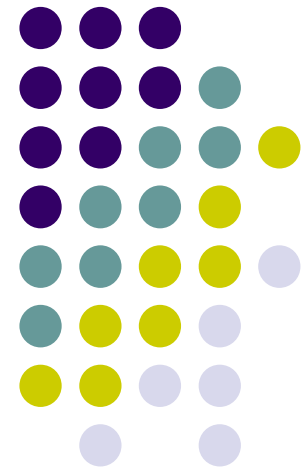
- Imperial Foods Company (IFC) will start by manufacturing 2 types of products : Fortified Instant Noodles and High Energy Fortified snack noodles.
- Fortified Instant Noodles are cooked by adding them to boiling water for a few minutes. The Fortified Instant Noodles are well-suited as take home foods and are also indicated for the stabilization of the nutritional status of people in trouble zones. They contain vitamins and minerals provided by DSM and will be packed in 70g sachets.
- The High Energy Fortified Snacks Noodles are well-suited for school feeding, refugees and in emergencies. These products contain 20% defatted soyflour and vitamin and minerals provided by DSM. They'll be packed in 40g sachets and are a ready-to-eat product. They do not require any water.
- IFC will use eco-friendly BOPP packaging material with 38-42 mm thickness. We can of course, use other types of material to suit the needs of our partners.
- All our fortifications are in line with UN/WHO guidelines.
- IFC can also fortify the snack and instant noodles according to the buyer's specifications and do contract manufacturing.

| USES | FORMULATIONS | OUR BRANDS |
|--|--|---|
| MALNUTRITION, FOOD EMERGENCIES, HIV AIDS PATIENTS, REFUGEES | <p>High Energy (18% protein) Fortified Snack Noodles (minerals and vitamins) in 40g sachets</p> <p>NB : The same formulation is available in 70g sachet fortified instant noodle.</p> |  |
| SCHOOL FEEDING | <p>High Energy (18% protein) Fortified Snack Noodles (minerals and vitamins) in 40g sachets in 40g sachets for at school consumption.</p> <p>NB : The same formulation is available in 70g sachet fortified instant noodle as take-home food for kids and their families or as hot meal in school.</p> |  |
| MASS MARKET AND GENERAL POPULATION | Vitamin and mineral enriched + soy-fortified snack noodle in 30g sachets |  |
| MASS MARKET AND GENERAL POPULATION | Vitamin and mineral enriched instant noodle in 70g sachets |  |



16/05/2011 18:22

PICTURE GALLERY

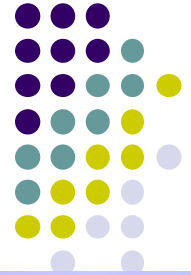


SCHOOL CHILDREN EATING INSTANT NOODLES IN SENEGAL

Source : USDA FEASIBILITY STUDY NOV 2004-MAR 2005 – ANNE DUDTE



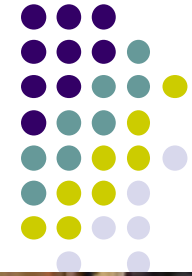
OUTSIDE VIEW OF IFC'S NOODLE PLANT



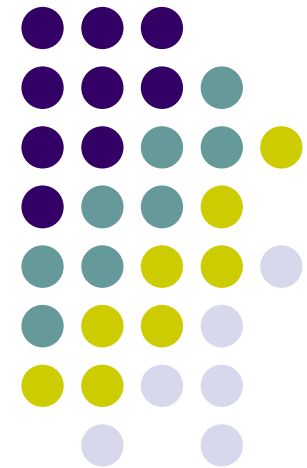
INSIDE IMAGES OF IFC'S NOODLE PLANT SHOWING GIRLS AT THE PACKAGING AREA



CHILDREN EATING IFC PRODUCTS



IMAGES FROM SIMILAR PROGRAMS IN INDONESIA AND CAMBODIA

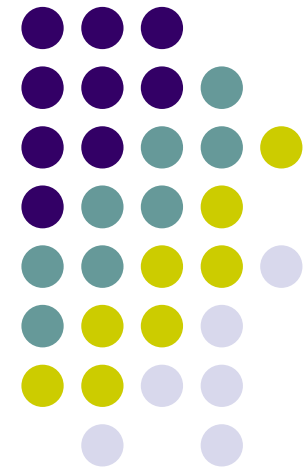


DISTRIBUTION OF HIGH ENERGY SNACK NOODLES IN INDONESIA & CAMBODIA

SOURCE : IRD NOODLE FOOD ASSISTANCE & BETTER FOODS FOR BETTER LIVES



IFC PARTNERSHIP WITH WISHH



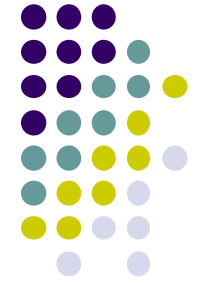
SIGNING OF MOU WITH JIM HERSHEY IN AUGUST 2010



ANITA, RUTHIA AND CLYDE IN FRONT OF THE WISHH DONATED SOYFLOUR (MARCH 2011)



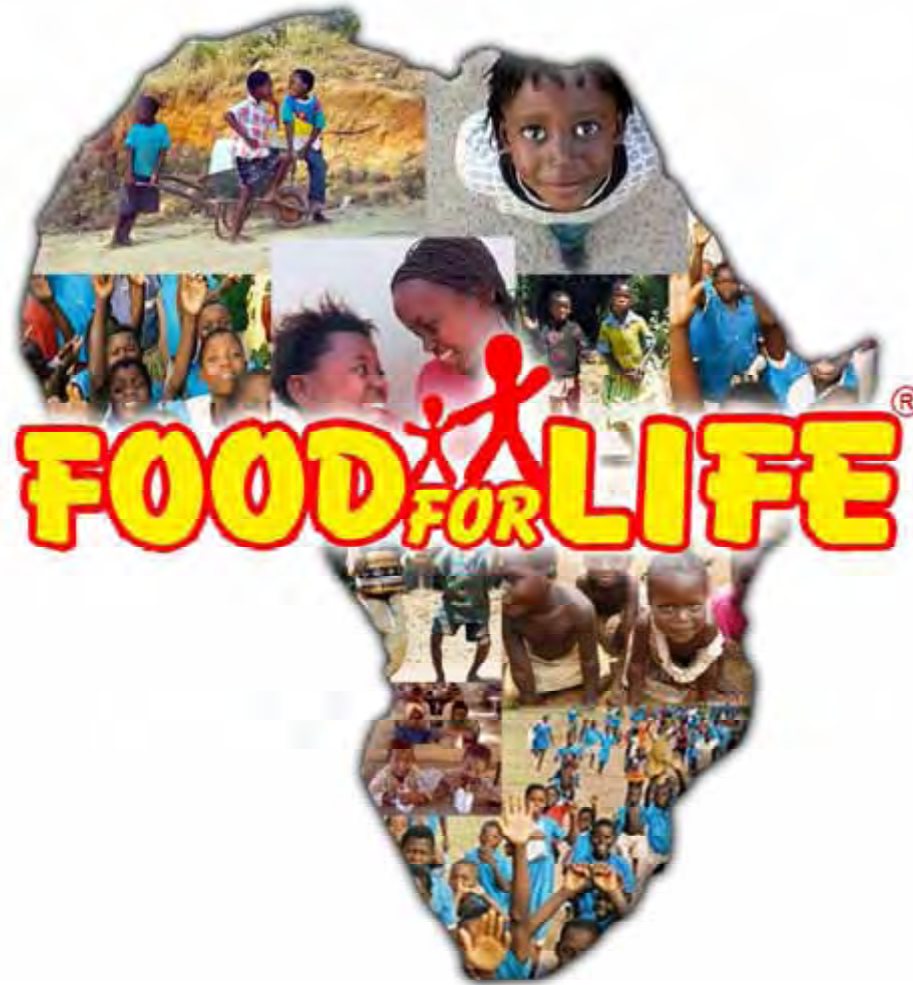
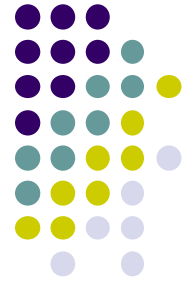
CLYDE DOING SNACK NOODLE PRODUCTION TRIALS USING SOYFLOUR IN MARCH 2011

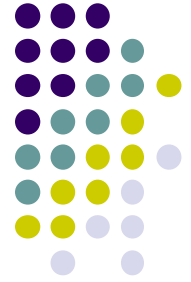


RUTHIA AND CHARLES AT IFC IN JULY 2011 DISCUSSING NEW PRODUCT DEVELOPMENTS



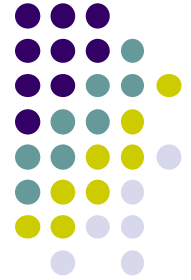
**OUR ULTIMATE GOAL :
HAPPY - EDUCATED - HEALTHY & WELL FED
AFRICAN CHILDREN**





THANK YOU VERY MUCH





- **CONTACT :**

DANPOULOBABA@GMAIL.COM

DANPOULOBABA@YAHOO.COM

IMPERIALFOODSCO@GMAIL.COM

**IMPERIAL FOODS COMPANY WEBSITE IS
UNDER CONSTRUCTION**

