



Innovate
UK

Unilever Kenya – A Brighter Kenya with Millet



Unilever commitment & Promise. Our purpose. Why we are here.



NUTRITION

Our purpose is to make sustainable living commonplace.
It's why we come to work. It's why we're in business.
It's how we inspire exceptional performance.

We are all about Sustainable growth

Unilever strives to do more good for our planet and our society – not just less harm. We want to act on the social and environmental issues facing the world and we want to enhance people's lives with our innovative, sustainable and high-quality products.

We will win with our brands, powered by superior products, innovation and purpose.



Unilever

Knorr's commitment & Promise. Our purpose. Why we are here.



NUTRITION

75% of the global food supply comes from just **12 plants and 5 animals**

Knorr is reinventing
food for humanity by

Getting food that is good for people and the planet on 7 billion
plates by:



SHIFT 1

Championing **MORE PLANTS**



SHIFT 2

Championing **LESS MEAT**



SHIFT 3

Growing & producing foods in ways that
are **sustainable**,
restorative and regenerative



Out of all the crops in the world... Why Millet?



NUTRITION

“Millet is 3 to 5 times more nutritious in terms of minerals and vitamins to the widely promoted rice and wheat”
(Moi University, 2016)

“Millet can be easily produced even in adverse climatic conditions. He also noted that millets can be grown without chemicals and thereby can contribute to safeguard the health of both humans and the soil, thereby giving strength to the rural economy” (Prime Minister Narendra Modi @ the UN)

Finger millet is originally native to the highlands of East Africa and was domesticated before the third millennium BCE. Wikipedia.

The U.N.'s Food and Agriculture Organization wants to see the millets market grow in part because of their climate resiliency, but also because they're nutritious and could help diversify the global food system. But millets haven't gotten the same policy investment and research attention that corn, wheat and rice have received.

There's a lot of opportunities for millets to contribute to the sustainable development goals.



Out of all the crops in the world... Why Millet?



NUTRITION

Future 50 of Foods



- Protecting biodiversity in Kenya and educating farmers on growing Finger millet and the benefits
- Plant based breakfast versus sausages common in Kenya
- Improving dietary diversity in country where malnutrition is top-3 public health issue and obesity is rising at same time

=> Excellent match with F50

FUTURE
50
FOODS



Finger millet



Origin:	Africa, India
Grows in:	Asia, Africa
Taste Descriptors:	Earthy flavour with a nuance of dried grass / cereal, can have a slight bitter aftertaste when not rinsed before cooking
Environmental:	<ul style="list-style-type: none">• Thrives in dry soils of low fertility• Can be intercropped with maize, sorghum and legumes• High natural resistance to insects, leading to higher yields with less dependence on pesticide use
Nutrition per standard raw portion (45g):	<ul style="list-style-type: none">• Rich In (30%+ Daily Value): None• Source Of (15-30% Daily Value): Fiber, magnesium, manganese, thiamine (B1)
Pairs well with:	<ul style="list-style-type: none">• Herbs & flowers: Tikka Massala, Madras curry, Borage• Spices: Isot, Tahitian Vanilla, Lemongrass• Other F50: Teff grain, Quinoa, Khorasan wheat• More pairing options here.
Can be used instead of:	<ul style="list-style-type: none">• Brown rice• Couscous• Bulgur
Cooks well in:	<ul style="list-style-type: none">• Bread, porridge, pancakes, pilaf, cereal, soups, stews, polenta, dosa, beer• Examples: http://www.onegreenplanet.org/vegan-food/incredible-ways-to-cook-with-millet/
Cooking Methods:	Boiled, toasted, milled into flour
Technical Fun Facts:	<ul style="list-style-type: none">• Good source of fibre, vitamin B1 and minerals• Gluten-free
Interesting Information:	Has been cultivated for thousands of years in the highlands from Uganda to Ethiopia

Making Millet a loved ingredient.

Creating millet-product that meet consumer painpoints



NUTRITION

Today, millet is low demanded because it's a not a core part of the Kenya consumers menu or daily repertoire. Unlike Maize, Wheat/Flour, Rice. Cereals

The RM are used to make product which meet real consumer needs (or pain points)

Eg: Maize is used key for Ugali – eaten with stew as filler/satisfier/accompany. Not masking the flavour of the stew, and good mouth feel.

What can Millet be used for? That meet a Real Kenya Consumer or Household need?

Make millet 'catch national fire demand' by producing/creating a food product which meets and solves a real need or problems by the Kenya consumer or household. Or presents an opportunity to becomes something consumers or household will love.

Using millet, create the next best thing since sliced bread!

No better timing: This is the UN year of Millet. (2023)