

SENIORS FARM

LONG TERM CARE COMPETITIVE BATTLE CARD

Dina’s Jamaican Green Banana Porridge Mix

Feature	Institutional Oats / Cream of Wheat	Clinical Starch Powders	Seniors Farm Advantage
Prebiotic Resistant Starch	Low or minimal resistant starch	High starch concentration but isolated ingredient format	Naturally occurring resistant starch from green banana flour supported through food science analysis
Diabetic & Sugar Control	Often high glycemic and fixed sweetness	Not designed as a complete breakfast option	Separate sweetener pouch allows flexibility for diabetic and reduced sugar menus
Satiety & Resident Fullness	Short fullness window after breakfast	Supplement based rather than meal based	Longer lasting fullness from fibre and resistant starch matrix
Cultural Inclusivity	Generic institutional cereal	Clinical nutrition positioning only	Authentic Jamaican inspired recipe supporting culturally meaningful dining experiences
Resident Enjoyment	Routine institutional option	Limited comfort food appeal	Warm, comforting flavour profile rooted in traditional Caribbean breakfast culture
Digestive Wellness	Limited functional digestive support	Single ingredient functionality	Whole food based digestive wellness support through fibre and resistant starch

Key Positioning Statement

Seniors Farm combines the comfort and cultural familiarity of traditional Jamaican breakfast foods with the functional nutrition benefits of resistant starch and fibre. The result is a product designed to support resident satisfaction, digestive wellness, dietary flexibility, and operational practicality within Ontario long term care environments.