



ZOTAQ



Fortified Rice

Solving Hunger Through Fortification

What if we can improve beneficiaries dietary problems without changing their daily eating habits? This is possible through fortification of food where it addresses micronutrient deficiency found in many malnourished people. Fortified rice is rice added with iron, folic acid & vitamins to improve its nutritional content while the taste, color and texture is the same as traditional rice.



Health Benefits

Fortified Rice improved iron & bone deficiency, weight gain, mental health



Government Approved

91 countries have legislation to mandate fortification of cereal grains in an effort to address malnutrition



Rice : A Staple Food

More than 3.5 billion people depend on rice for more than 20% of their daily calories.

CFR Mersin Price USD
per kg

\$1

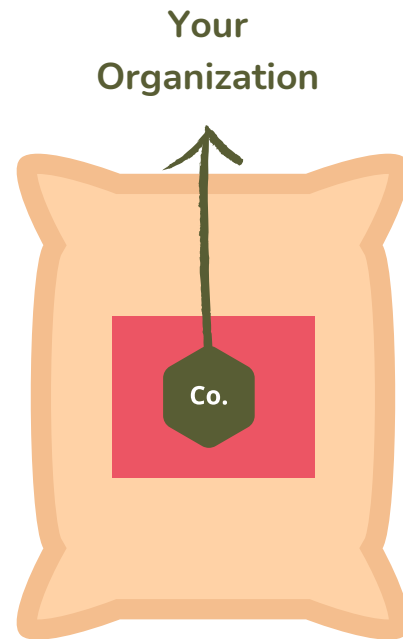
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PRODUCT INFORMATION

FORTIFIED RICE



Do you prepare it differently?

No! You can rinse the rice before cooking in exactly the same way as traditional rice, without the vitamins being washed off. Fortified rice is cooked in exactly the same way as traditional rice and can be safely stored in dry conditions for 12 months, just like traditional rice.

Does it taste the same?

Yes! When fortified rice is cooked, it has the same taste, color and texture as traditional rice. A variety of rice are available so no matter what rice you prefer you can continue to enjoy that taste with added benefits.

How fast can I expect health effects from consuming fortified rice?

Fortified rice works to address micronutrient deficiency, which occurs when micronutrient stores in the body have been depleted, a process which usually takes months. Building up new stores also takes time – for example, formation of new red blood cells to counteract anemia takes at least two weeks. But the process of building back up what is lost starts immediately

Is it genetically modified?

No! Fortified rice is made from rice flour and vitamins and minerals which are combined to look and taste like traditional rice. These fortified grains are then mixed at a ratio of 1:99 fortified grains to unfortified traditional rice grains.



A Matter of Life and Death

In 2016, an estimated 107,000 deaths were caused by iron deficiency anemia and other nutritional deficiencies. About 75% of children with brain and spine birth defects die before their fifth birthday; many of these birth defects could be prevented with folic acid (vitamin B9).

Protect babies from birth defects, mothers from anemia

Consuming foods fortified with iron helps women enter pregnancy with adequate nutrient stores.

International movement

Fortification as part of a country's nutrition strategy is supported by global organizations such as UNICEF, the World Health Organization (WHO), the World Food Program (WFP), the U.S. Centers for Disease Control and Prevention (CDC)

This
Ramadan

MAKE A SIGNIFICANT IMPACT BY
PROVIDING FORTIFIED FOODS