**Project Document / Business Plan**

**Title**

**1 Ton Against Hunger**

**1. Executive Summary**

The *1 Ton Against Hunger* project will transform **1 ton of already processed and frozen jackfruit** into **10,000 nutritious meals** for vulnerable populations in Rio de Janeiro. The jackfruit, sourced and stored by **Sinal do Vale**, will be purchased at a **reduced price** as a social counterpart.

With a funding goal of **USD 7,000**, this initiative will ensure the immediate distribution of food in **September and October 2025**, directly supporting four major social organizations: **Raízes do Brasil, Refettorio Gastromotiva, Sesc Mesa Brasil, and Ação da Cidadania**. Two culinary training workshops on the use of jackfruit will also be offered, expanding the project’s long-term impact.

**2. Background and Problem Statement**

In Rio de Janeiro, food insecurity affects thousands of families who rely on community kitchens and social programs for daily meals. At the same time, jackfruit is abundant but often underutilized. When processed and frozen, it becomes a versatile, plant-based ingredient that can feed large groups at low cost.

This project addresses the urgent need for nutritious food while reducing waste and creating awareness of sustainable food systems.

**3. Objectives**

* Distribute **1 ton of jackfruit** equally among four leading organizations in Rio de Janeiro.
* Provide **10,000 meals** to vulnerable individuals.
* Deliver **two culinary training workshops** on jackfruit preparation and usage.
* Demonstrate the potential of jackfruit as a scalable solution for food security.

**4. Methodology**

1. **Acquisition at Reduced Price**
	* Jackfruit already processed and frozen will be acquired at a **below-market rate**, a counterpart contribution from Sinal do Vale.
2. **Distribution**
	* Equal division among four institutions.
	* Immediate delivery in September 2025, ensuring no waste of the stored food.
3. **Capacity Building**
	* **Two workshops**: one at Refettorio Gastromotiva and another at Ação da Cidadania.
	* Training chefs, volunteers, and staff on innovative jackfruit preparation techniques.

**5. Beneficiary Organizations**

**5.1 Raízes do Brasil**

* Founded in 2017 in Santa Teresa, RJ, by the Small Farmers’ Movement (MPA).
* Promotes agroecology, food sovereignty, and urban–rural integration.
* Operates *Café Camponês*, strengthening solidarity economies and food access.

**5.2 Refettorio Gastromotiva**

* Established in 2016 with Chef Massimo Bottura and Food for Soul.
* Functions as both culinary school and social restaurant in Lapa, RJ.
* Serves vulnerable populations dignified meals prepared with rescued food.

**5.3 Sesc Mesa Brasil (Rio de Janeiro)**

* Largest private food bank network in Latin America.
* Over **35,000 tons of food** distributed, supporting **1,500 institutions** across **92 municipalities**.
* Assists more than **2.2 million people monthly**.

**5.4 Ação da Cidadania**

* Created in 1993 by sociologist Herbert de Souza (Betinho).
* Brazil’s most recognized NGO against hunger.
* Its campaigns have delivered over **19 million kg of food**, impacting **millions of families**.

**6. Expected Outputs**

* **1 ton of jackfruit** distributed equally.
* **10,000 meals** provided.
* **2 culinary workshops** delivered.
* Immediate relief for communities facing food insecurity.

**7. Counterparts (Added Value)**

* **Reduced Price:** Jackfruit provided at below-market value by Sinal do Vale.
* **Culinary Workshops:** Two free trainings offered to partner institutions.

**8. Impact**

The impact will be **immediate**: **10,000 meals** served in September 2025, distributed equally across four institutions that reach thousands of vulnerable families. This project shows how ecological abundance can be turned into urgent relief, while leaving behind knowledge and capacity through training workshops.