

Edesia, U.S. Producer of Plumpy'nut[®], Increases Production in Response to Devastating Drought in East Africa

Immediate need for financial support to treat the worst cases of malnutrition

PROVIDENCE, R.I. (Aug. 3, 2011) – Edesia, U.S. producer of Plumpy'nut[®] and other lifesaving Ready-to-Use Foods (RUFs), has ramped up production dramatically to assist those suffering amidst the devastating drought in Africa. Edesia's Rhode Island factory is now in operation more than 20 hours a day to boost production and distribution of its high calorie, high nutrition foods like Plumpy'nut[®] as the worst drought in 60 years grips the Horn of Africa. 11 million people are currently at risk of starvation, and the situation is compounded by civil unrest and extraordinarily high food prices. Assistance from the donor community is desperately needed.

These crucial nutritional products are being prepared for shipment by air and sea to reach organizations working in the most affected areas. Millions of packets of Plumpy'nut[®] are needed to treat children suffering from the worst cases of malnutrition.

"With no water, there is little chance for survival. Children are dying and parents simply can't get them to help fast enough," said Navyn Salem, Edesia's executive director. "We have an economical and effective solution that can make a life-saving impact for these children in just a few weeks of treatment. What we need now is financial support. We cannot just stand by and watch. We must increase production and distribution to save lives."

Donor assistance is absolutely vital if the global community is to mitigate this impending catastrophe. One two-month treatment costs only \$50 per child. This is a small price to pay to save a life. But there are millions of children in need.

"At Edesia, we are working as hard and as fast as we possibly can. Every minute counts in emergencies like this when countless children are depending on us," said Salem.

Edesia's factory ships to nearly twenty countries, globally. The non-profit manufacturing plant located in Providence, R.I., produces four life-saving peanut-based RUFs, including Plumpy'nut, Plumpy'sup, Plumpy'doz and Nutributter. All are used to prevent and treat the various stages of malnutrition.

For more information about Edesia or to schedule an interview, contact Marie Wisecup, 401-272-5521. To learn how to donate, visit www.edesiaglobal.org. Follow Edesia on Facebook at www.facebook.com/pages/Edesia/152173231660 and on Twitter at @EdesiaLLC.

About Edesia

Established in February 2009, Edesia is a non-profit organization dedicated to the production and development of Ready-to-Use Foods (RUFs) used to fight malnutrition in the developing world. Its mandates are to: produce Plumpy'nut[®] and other high quality nutritional products in the U.S.; collaborate on nutrition research; and support local producers of RUFs in the developing world. Edesia's RUFs include Plumpy'nut[®], Plumpy'sup[®], Plumpy'doz[®] and Nutributter[®]. They are peanut-based pastes combined with milk powder, vegetable oil, and sugar and fortified with essential vitamins and minerals. They have a two-year shelf life and do not need to be mixed with water or refrigerated. Edesia is a member of Nutriset's PlumpyField Network—a network of local producers working to increase access to innovative nutrition solutions for at-risk populations.