

# *Feed The World*

## An Idea & A Brief Plan To End Hunger On Planet Earth Now

The idea for this charity originates from a recent segment on 60 Minutes aired Oct. 28<sup>th</sup>, 2007, about *Plumpynut*, a recently developed formula for a peanut based miracle food product that is being used to combat hunger and malnutrition, and end starvation in the 3<sup>rd</sup> world by providing a desperately needed cheap source of balanced nutrition and vitamins that doesn't need refrigeration or cooking, does not spoil easily, can be produced easily and inexpensively almost anywhere – and that hungry children just love to eat.

This simple formula appears poised to significantly alter the balance favorably, for the first time in history, in mankind's efforts to end hunger, malnutrition, and starvation on the planet Earth, forever.

The formula is public domain. The basic ingredient is peanuts, ground into a paste, much like American peanut butter, and then mixed with other powders - milk, sugar, vitamins, minerals, to make a sweet, nutritional paste that tastes good. Which brings us to the vision. – This development offers us the very real possibility of finally being able to really make a difference in the war on hunger on planet Earth, and at the same time, represents a huge opportunity for America's peanut farmers and peanut butter businesses as well.

America's peanut farmers and peanut butter businesses could easily be shown how to play this "formula" development to advance their own interests, of both finance and repute, while simultaneously advancing mankind's efforts to end hunger. It could easily be made a WIN, WIN, WIN situation for all parties involved. Sell more product – make more money, end hunger on planet earth – and enhance your reputation for generosity and benevolence while doing it, how can you not be interested? All it would take is a little networking and some advertising for the vision.

*The Charity* should try to recruit ex President Jimmy Carter, the former peanut farmer, to do a nationally televised "message" advertising campaign – you know, you've seen them before - "A message from former President Jimmy Carter, brought to you by the American Peanut Farmers, *The Charity* and Jif, Skippy, Peter Pan, Smuckers, etc.

(I know that President Carter is already extremely busy with other wonderful charitable programs, but his Habitat work and other efforts definitely show that he is a man of vision and compassion who truly wants to try and make a difference on this Earth in his own lifetime, and after all, you'd would only be asking him to tape one commercial message.)

The ad should briefly explain the *Plumpynut* formula and its effectiveness - using 60 Minutes footage probably, and then explain that America's peanut farmers and participating peanut butter

companies now recognize and believe that their product is instrumental, and may be the key to success, in mankind's efforts to end hunger and starvation on planet earth forever - and BY GOD they want to help make that happen. The Ad continues:

In order to facilitate this we (the companies) are producing (some number of) tons of *Plumpynut* every year (possibly tied to the level of sales of peanut butter) to be distributed for free to needy and impoverished children and other people in hunger stricken parts of the world, - but we need your help, America, to get it there.

So, for every jar of peanut butter of Jif or Skippy or Peter Pan (list all the brands participating), 10 cents (or some fixed amount of money) will be donated to the *The Charity* to provide and distribute the *Plumpynut* formula to stricken communities all over the world, wherever it is needed.

Peanut Butter - One of America's best loved foods since the day it was created.

Please remember every time you go shopping, to buy a jar of peanut butter from a participating proud American manufacturer, because we need to feed all the children in this world, not just our own, and with your help America, we know we can do it. Help us end hunger, malnutrition and starvation on planet Earth forever with one of America's favorite foods.

Peanut Butter and You, America, Together We Can Feed The World and End Hunger and Starvation on Planet Earth forever.

One hungry child at a time –

The idea here, of course, is that the American companies will produce the *Plumpynut* to create stockpiles for distribution, and then (increased) consumer sales of peanut butter will fund the distribution to needy places through a per sale donation. I think that it would be possible to get the peanut butter companies to produce - either very cheaply, or for tax deductions - quantities of *Plumpynut* to be distributed.

While local production capability is a valuable feature of the *Plumpynut* formula, the American peanut and peanut butter companies undoubtedly have plenty of surplus peanuts (and peanut butter) with which to inexpensively produce *Plumpynut* product, and way to much *scale of production* capability to not realize and use the *economy of scale* benefits that would be realized by producing the formula in production plants of companies in America (and all around the planet).

It might be possible to secure reduced ad rates from the broadcast networks to run these "message" ads, or the advertising agencies for the big peanut butter companies could be approached about using the advertising budgets of the big companies to run these "end hunger" ads – after all they are going to sell more peanut butter as a result of the advertising.

Bill and Melissa Gates could possibly be approached about helping to round up all the players – Jimmy Carter, Jif, Skippy, Congress, UPS, FedEx, etc.... this is the sort of basic fundamental health issue program that they have expressly identified as their priority in charitable giving.

Jimmy Carter would probably be amenable to acting as the advertising spokesperson, provided that not too much of his time was required after filming the television ad(s). I am sure his plate is already pretty full when it comes to extra time for charities, given that he already does so much through the Habitat program and others. But I believe he could be convinced to assist with the message “pitch”, and would most certainly bring along the American peanut farmers and their peanut grower’s association, who businesses all stand to ultimately benefit from the program and the resultant publicity concerning it.

The only real task here is to “sell” the pitch to the Jif and /or Skippy, Peter Pan, Smuckers, etc. companies – I can’t see any one of them letting the other companies (or company) do this alone – the risk of losing market share to the other company or companies is too great because the potential national support for this program could be enormous. A lot of American mothers already buy a lot of peanut butter and probably would readily support this end hunger program if they **knew how** (which brands to buy). Especially since it costs them nothing support the program (after all, they are already buying peanut butter), and many may even switch brands in order to do so.

Ultimately, Congress should be lobbied to draft legislation to allow the peanut butter companies to deduct *Plumpynut* production costs, and shipping companies could be given tax breaks for reduced (or zero) shipping rates to deliver the food wherever needed, or conversely they could just take the charitable deductions associated with covering these shipping costs themselves.

The charity that is able to organize and implement this plan - tying gross sales of peanut butter in America (and around the world) to produce continuous revenue to providing an on-going food supply to the hungry in the third world, will quite rapidly I would imagine, become one of the most effective and influential hunger charities on the planet.

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