



## Putting faces to the names: your 2007-2008 Exec!

From left to right:  
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 Secretary),  
*Alexandra Meyer*  
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*Finkelstein*  
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*Cray* (Assistant  
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 Organizational  
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*Christopher*  
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## ENDPOVERTYNOW

## EPN Days are a huge success!

Two businesses in Vancouver, the Yaletown Laser Centre and the Kerrisdale Dental Centre, held ‘End Poverty Now Days’ this past winter, helping to raise awareness and funds for End Poverty Now and its initiatives.

End Poverty Now Days are part of EPN’s new Retail Team initiatives, whereby we ask businesses such as these to contribute to EPN in various ways, whether by holding a promotional

day for EPN or by organizing a company golf tournament to raise funds.

During their respective End Poverty Now Days, staff at the Yaletown Laser Centre and Kerrisdale Dental Centre wore End Poverty Now t-shirts and handed out EPN Info cards to all patients, encouraging them to join the mailing list. In addition, both businesses donated 5% of their profits from that day to End Poverty Now.

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Feeding the world

## Nutriset finds social consciousness and profit to be compatible

-SARA FINKELSTEIN-

Malnutrition, particularly under-nutrition, is a grave problem faced by many developing countries. Annually, it kills more people than AIDS, malaria, and tuberculosis combined. Malnutrition can lead to a number of related health problems, especially in children, including fractures and deformities in bone structure (rickets), decreased immune system function, problems with the nervous system, and mental impairment. These inevitable complications leave men, women, and, most especially, children open to infection and disease, often resulting in a severely shortened lifespan.

This problem is so large that one of the two aims of the first Millennium Development Goal is to reduce by half the proportion of people who suffer from hunger. Nutriset, a private company based in France, is one organization that has taken this goal to heart. Since its foundation in 1986, it has been selling food products designed specifically to combat hunger and malnutrition.

Nutriset is unique in that the company is fully dedicated to addressing nutritional issues in developing nations. Nutriset's ambitious mandate is, "To facilitate the access and the availability of products designed for the enhancement of the nutritional status of children and other vulnerable people." The company boasts a repertoire of over 60 products, designed to combat moderate to severe malnutrition, as well as acute diarrhoea (a leading cause of death among children).

While Nutriset has a number of products to offer to those who suffer from severe malnourishment, perhaps its most successful is Plumpy'Nut. Packing a whopping 500 kcal per three-ounce packet, it is made from ground peanuts, sugar, and powdered milk and fortified with vitamins and minerals. The major advantage of Plumpy'Nut is that it is a Ready-to-Use Therapeutic Food (RUTF), which means that it can be eaten as is and at home, as opposed to at a hospital or feeding centre. Among its other benefits, the product is good

for two years, is small and easy to transport, does not need to be refrigerated, and children can eat it without the help of a mother or caretaker. Furthermore, since Plumpy'Nut, unlike many other aid products such as powdered milk, can be eaten without first diluting it with water, the risk of bacteriological contamination with polluted water is eliminated.

According to the Canadian Food Guide, a child between the ages of 2-9 requires (depending on age) between 1100-2000 kcal per day. Thus, a malnourished child in a developing country can receive their full caloric intake by consuming just 3-4 Plumpy'Nut packets per day. The packet has essentially the same caloric content as a Big Mac – replacing, of course, the trans-fat content of a hamburger with essential nutrients. While only recently introduced, in 2006 Plumpy'Nut was distributed to an estimated 500,000 children, double its distribution from the previous year. While many may not believe that a company can have such an ethical goal, and still turn a profit, Nutriset is proving otherwise. In 2006, Nutriset's sales exceeded \$25 million, nearly four times the sales made in 2001. Clearly, Nutriset's hard work is proving that social entrepreneurship can have rich rewards: both in dollars and in calories.



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The EPN MONTHLY is a newsletter produced by the members of the Publications Committee of *End Poverty Now*:

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*End Poverty Now* is an organization that is dedicated to the long-term battle against abject poverty. Born out of the international Make Poverty History campaign, *End Poverty Now* represents a group of dedicated individuals, mainly students, who want to make a difference in the world through working to end abject poverty. For more information on how to get involved with *End Poverty Now*, email [info@endpoverty.now.ca](mailto:info@endpoverty.now.ca).

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Dr. Abbas Tejani, of the Kerrisdale Dental Centre, says that his office decided to hold this event because they all believed it to be an important cause. Further, he commented, "We knew that even by giving just one day of recognition to this cause that we would be creating more awareness to it. Our patients were very interested in your charity, and we proudly discussed it with them." Staff at Yaletown Laser Centre were equally enthusiastic. Lana Casavant, a staff member there, said that, "Our day in support of this project was fun for all of us... I believe our clientele was impressed with us for being socially aware and were pleased to be part of contrib-

uting in some small way." Both businesses found it to be a positive experience, and intend to hold further EPN Days in the future. EPN thanks both Yaletown Laser Centre and Kerrisdale Dental Centre staff and patients for all their hard work and for showing such interest in our organization!

If you know of any businesses that may be interested in holding similar events, please do not hesitate to approach them with the idea. For further information about EPN Days, and similar Retail Team initiatives, please contact our Assistant Director Finance, Sara Finkelstein, at [finance@endpoverty.ca](mailto:finance@endpoverty.ca).

## CRASHING THE G-8

This year, from June 6-8, Germany will host the G-8 Summit in Heiligendamm. The annual summit, now in its 33<sup>rd</sup> year, brings together Canada, France, Germany, Italy, Japan, Russia (since 1997), the United Kingdom, and the United States to discuss the direction of the global economy and issues of global concern. As the meeting consists of only a handful of states (the most economically and politically dominant), the interests of the majority of the world – the eighty percent or so of the global population that fall outside of the G-8's borders – are often not represented.

This year, make sure our public representatives know that the end of abject poverty is of global concern and is not an "issue" that can be relegated to the back of the line. Tell Prime Minister Harper to prioritize the fight against poverty!