



NOURISH THE CHILDREN®
AN INITIATIVE OF NU SKIN ENTERPRISES

GLOBAL Destination Report

July-September 2009

Total Meals Donated as of 30 September: **164,840,400**

Hunger Headlines

The United Nations' World Food Programme (WFP) reports that for the first time in history, over 1 billion people are going hungry.

The WFP continues by saying that food aid is at a 20-year low. Record high food prices combined with the financial crisis have caused "a devastating blow," the agency said in a news release. "Throw in a storm, a drought and a conflict and you have a recipe for disaster."

The WFP describes itself as the world's largest humanitarian agency. This year, its goal is to feed 108 million people in 74 countries.

<http://www.cnn.com/2009/US/09/16/un.food.aid/index.html>

The New York Times reports that nearly one in seven people are hungry

In its 21 October, 2009 edition, the New York Times says that the global financial recession has added at least 100 million more people to the hunger list by depriving them of the means to buy enough food. They reported that this year there are 1.02 billion hungry people in the world.

Malawi

Malawi Trip Summary - July 2009

Visit to the Twin Fountain Agricultural School

Sales of VitaMeal help to support the Mtalimanja village, School of Agriculture for Family Independence (SAFI) through the Nu Skin Force for Good Foundation®. This summer, a group of people - including Brent Goddard, SAFI Director Dr. Evans Chipala and Napoleon Dzombe - visited a similar village in Zambia to learn from their model. It was extremely educational and various elements were adopted at Mtalimanja almost immediately, including charging students tuition with money they earn from selling vegetables grown at the farm.



Benson Institute Training

For a whole day, Richard Brimhall from the Benson Institute instructed the SAFI team on the Benson Model and provided each member with extensive training materials, videos, resources and plans.



Some highlights of the classroom training:

- About 2.3 billion people use up 85% of the world's resources, leaving 15% for the other 4 billion people, of whom 1.2 billion are small farmers.
- The concept of planting based on the nutritional requirements of the farmer family.
- The Benson Model of dividing the farm plot for integrated cropping.
- The needs and procedures for raising animals.
- The need of keeping excellent records on each family (health, finances, progress, etc.) and the need for an extension programme to continue their education.

Finally, the group visited the recent graduates to review their situation and plans. One of the most important outcomes of the training at SAFI was to motivate students to do more, to be more. The first student the group visited was drying hundreds of bricks to build a new house because his previous home was tiny and full of the grain he had harvested at SAFI. The second student was living in a tiny hovel but he had a large plot of land. Together with him, the group discussed a well that would provide year round water for his garden. The group also visited the former head student, who had in the meantime already rebuilt his SAFI chicken coop. Before coming to SAFI, he used to harvest no more than 15 bags of maize from his land, while he needed over 20 bags just to feed his family. He returned from SAFI with 80 bags of maize, which was more than he could store in his little house.

Distributor Visit

Scott Schwerdt joined key Distributor leaders on their visit to Malawi. These leaders will assist in reaching the regional goal of doubling VitaMeal donations within the next five years:

Steve Huang and Sherry Lung, Alan Nagao, Deborah Corday and Susie Park.



During their three-day visit, the group visited the VitaMeal plant and the following projects:

- The Children of Blessings house, an amazing programme that helps 400 people in various ways, from physical therapy for handicapped children to job skills training for abused women. The group observed children who were getting their portion of VitaMeal.
- Community Based Child Care Centres, who help villages taking care of orphans.
- Mtendere Orphanage. The children were very pleased with the yoyos that Alan Nagao handed out and they loved his demonstrations.
- Mtalimanja village. Most Distributors named this as their favourite part of the trip. They were extremely impressed with the programmes being taught, the demonstration gardens, a visit with the new students and the visit to the recent graduates.
- Kololo Village tour and distribution. The group assisted in handing out thousands of VitaMeal bags and distributing bowls of food to orphans.
- Mother clinic, where the University of North Carolina is using VitaMeal to help six-month old babies of HIV positive women to switch from milk to solid food.



South Africa Nourish the Children® Launch

Approximately 500 South African Distributors and guests attended a wonderful banquet launch meeting on 25 July, 2009. Although the temperatures in the venue hall were rather low, the excitement was very high. Scott Schwerdt spoke about the success in the region so far and shared experiences from his visit to Malawi. Mikael Linder and Nick Johnson shared ideas and Brent Goddard explained how the programme works. Mark Mabry voiced his support for the initiative and local singing idol Brandon October had the audience in tears with his rendition of the Nourish the Children® song. It was an excellent event that had been anxiously anticipated for about four years.

The following details were discussed for the South African Nourish the Children® programme:

- VitaMeal is to be locally produced.
- The VitaMeal formula is similar to the Malawi production, with adjustments for local laws and taste.
- The donated VitaMeal packs will be distributed through to the South African children through the Hunger and Thirst Foundation®, as part of a leadership and development mentoring programme.

Disaster Strikes!

On 25 September, 2009 Typhoon Ketsana brought the worst rainfall to metro Manila since the start of rainfall record keeping. The typhoon produced only moderate winds but tormented the area with hours of extremely heavy rain. After at least 86 people were reported dead in landslides and other incidents, President Gloria Arroyo declared a “state of calamity” that applied to most of Luzon. In rural areas, flood water levels reached a record height of 20 feet. As of 24 October, 2009, the typhoon’s official death toll in the Philippines was set at 464 casualties. However, just days after the typhoon struck, a terrible earthquake in Indonesia resulted in over 1,000 more fatalities along with widespread destruction. Nu Skin® responded quickly thanks to grants from the Force for Good Foundation and over 800,000 bags of VitaMeal were sent to the Philippines in September. In addition, Nu Skin®’s Southeast Asian markets joined together in a promotion to provide more donations. On top of that, the company agreed to match with an additional 10 bags for every 50 bags that were donated. As a result, VitaMeal donations for the region increased over 61% in October. These donations will be shipped to Indonesia and the Philippines in January.



Philippines

The following report was filed by Feed the Children Philippines prior to the typhoon disasters:

January - May 2009

Executive Summary:

The Philippines continue to be affected by various levels of malnutrition (as defined by the International Reference Standards (IRS)). The nutritional problems - which include both over and under nutrition - are still a major health concern. They affect the general population - especially children - and thereby negatively influence the social as well as the economic development of the country.

Nutritional status in the Philippines is determined by a host of interrelated and complex factors. A number of these are influenced by government action, as they affect food security and health conditions at the national, community and household level. At the house level, nutritional status is affected by such factors as diet, food distribution, breastfeeding and weaning practices and other socio-cultural factors. At the individual level, the degree of food intake is influenced by health status. In addition, the presence of contagious and degenerative diseases combined with rising cost of living further intensify the deterioration of nutrition, as do the even more significant factors such as employment rate, agricultural production, population, poverty incidence, infant mortality, environmental sanitation and delivery of health and other social services having even more significant effects on nutrition.

According to the last survey conducted by the Food Nutrition Research Institute (FNRI), 31 out of every 100 children (30.6%) are underweight. The FNRI survey also revealed that regions that have the highest prevalence of malnutrition among 0-5 year-olds are

- 1) Mimaropa 34.2%
- 2) Cagayan Valley 36.1%
- 3) Armm 34% for 6-10 years-old
- 4) Bicol Regions 32.2%

Report from the Field

Since January 2009, Feed the Children Philippines has been receiving thousands of VitaMeal bags from the Nu Skin China plant. These bags were distributed to disadvantaged children from areas with high malnutrition and were the key catalyst for improving their health conditions considerably. Among the beneficiaries are the Bethesda International Ministries, a Christian organisation headed by Rev. Donald Soriano that supports hundreds of schools in the northern part of the Philippines.



According to Rev. Soriano (in the purple striped shirt, sitting in the middle of the front row), the Regional Office of the Department of Education awarded him for his efforts in implementing the feeding programme he has initiated in partnership with Feed The Children Philippines in all seven provinces of the region. Through this programme, they can now provide food to more than 20,000 undernourished children in nearly 300 elementary schools. Many of these schools are in remote tribal areas that are very difficult to reach. "What a joy it is to receive reports that malnutrition has been wiped out (zero kids with below normal weight) in many schools, while other schools report that only one to three percent of their pupils are now undernourished" said Rev. Soriano. These results were also verified by school authorities.

Reports from the Mindanao Region



This is Puntod Village, one of the 80 barrios (districts) of Cagayan de Oro City in Mindanao (southern part of the country). Puntod Village is one of the communities that receive VitaMeal from the Catalyst for Filipino Youth Development Organisation. Puntod is a coastal area with a population of 17,365 (in 3,450 families with an average size of five members) and total land area of 35.5 hectares. Average monthly income in this region is only P3,000 (US\$64) which falls under the poverty threshold. The main sources of income are fishing and small scale fish vending. Due to the high incidence of poverty, children are not receiving enough food or nutritious meals, resulting in the high incidence of malnutrition.

Ashnefa Abdul Karim (purple shirt) is seven years old and a grade one student of Puntod Elementary in Cagayan De Oro City, Mindanao Region. She is among the 150 children enjoying the feeding programme in the community and her happy look demonstrates her appreciation for the taste of VitaMeal. Since start of the programme in April 2009, there have been considerable improvements in her physical appearance and she started to be socially active with her friends.



According to the latest Operation Timbang (OPT, that organises the regular weighing of children), there are more than 1,000 children identified with weights below normal. However, due to limited resources only 150 children (with severe or moderate malnutrition) benefitted from the feeding programme. The VitaMeal feeding programme came just in time, since the parents of these children cannot provide them with the proper nutrients that they really need. The programme was spearheaded by Catalyst for Filipino Youth Development (CFYD) in partnership with Feed the Children Philippines and the local health office. The food donations will continue until December 2009 and hopefully eradicate the “severely malnourished” status among children.

Haiti

VitaMeal Distribution Report

In April 2009, a shipment of donated VitaMeal packs was sent through the auspices of Feed the Children to the people of Haiti. Feed the Children and the Hands of Love Foundation (FHOL) were responsible for assisting the Haitian authorities in the administration of this donation.

The VitaMeal was to be used for humanitarian purposes only. Feed the Children /FHOL and a consignee representative were given permission to administer this gift in the manner they deemed most beneficial to the poor and needy people served by relief agencies and mission groups.

Distribution Highlights

The first session of distribution took place in Carrefour City Hall, which is the consignee's headquarters. Thirty local institutions were represented, including schools, hospitals, associations for the disabled, faith-based and community organisations and also the local agency in charge of emergency preparedness and the welfare department at the town hall. **660 cases of VitaMeal** were distributed on that occasion.



The Mayor of Carrefour, his Attendant, the local Chief Officer for Direction de la Protection Civile and Feed the Children representatives. Photo by FTC/FHOL

Monthly Distribution Report



We appreciate the generosity of our Distributors and customers whose donations, in conjunction with the company's matching donations, make these programmes possible. The July through September VitaMeal donations were delivered to Feed the Children and other authorised charities in order to distribute them to those who need them most. Although the following were the intended destinations for the July through September donations, please note that the charities may change destinations due to logistical issues or based on the needs of recipients. These numbers include company matching donations.

Destination	Total # of Meals (30 Child Meals per Bag)
Malawi, Africa	5,662,470
Philippines	1,196,520
China	342,120
Other	82,800
Total	7,283,910

Nourish the Children® is an initiative created and supported by the Nu Skin® corporation. It is a for-profit company that facilitates donations of purchased VitaMeal to non-profit partners such as Feed the Children. Charity partners distribute VitaMeal to deserving children without charge or fees.