PROJECT:
HEALTHY RICE

Because life is created by God it is sacred and precious

A contribution to a better world

The Morning Star Foundation
Vision

To provide healthy nutritious non polished brown rice to the poorest of the poorest.
More than 50% of the world's population depends on rice as their main and often only food!

In Asia, poor people spend 50%-75% of their income on rice! It is the basic survival food for many.

Brown rice has significantly more nutrition than white rice because the vital bran shell that surrounds the grain of brown rice remain intact until marketed.

One in every six person in the world suffers from hunger!

Every six seconds a child less than 5 years old dies from a hunger related cause.

Women and girls are affected the most in many countries due to religious and cultural practices.

1.2 billion people live in extreme poverty and have less than $1.25 per day (the poverty level below which survival is in question)!

Hunger affects the whole world: In economic terms, every year hunger costs more than 5 million children their lives.

The Morning Star Foundation
1. **Rich in Selenium**
Brown rice is rich in selenium which reduces the risk of developing common illnesses such as cancer, heart diseases and arthritis.

2. **High in Manganese**
One cup of brown rice provides 80% of our daily manganese requirements. Manganese helps the body synthesize fats. Manganese also benefits our nervous and reproductive systems.

3. **Rich in Naturally-Occurring Oils**
Naturally occurring oils are beneficial for the body as these healthful fats help normalize cholesterol levels.

4. **Promotes Weight Loss**
The fiber content of brown rice keeps bowel function at its peak since it makes digestion that much easier. Brown rice is the perfect addition to the daily diet for those seeking bowel regularity. In addition, brown rice also makes the tummy feel full which translates to smaller meal portions.

5. **Considered Whole Grain**
Brown rice is considered a whole grain since it hasn’t lost its “wholeness” through the refinement process. Whole grains are proven to reduce the buildup of arterial plaque and reduce the risk of heart disease and high cholesterol.

6. **Rich in Anti-Oxidants**
This is one of the best kept secrets regarding brown rice. We usually associate anti-oxidant rich foods with blueberries, strawberries and other fruits and vegetables. The antioxidant capacity of brown rice is right up there with these superstars.
7. High in Fiber
Brown rice is high in fiber and on top of the list for foods that can help prevent colon cancer. This can be attributed to the high levels of fiber naturally contained in brown rice. These fibers attach to substances that cause cancer as well as to toxins in the body, thus eliminating them and keeping them from attaching to the colon wall.

8. A Slow-Release Sugar
Brown rice helps stabilize blood sugar levels; therefore, it’s an excellent food choice for those suffering from diabetes. Studies show that those who consume one half cup of brown rice daily reduce their risks of developing diabetes by 60%. On the other hand, those who consume white rice regularly increase their chances of developing diabetes 100 fold.

9. Perfect Baby Food
Brown rice cereal or brown rice itself is the perfect baby’s first food due to the dense natural nutrition and fiber it contains. This is a much better choice than refined white rice cereal products as rapidly growing babies and toddlers require nutrient rich diets to help maintain rapid growth cycles.

10. Candida Yeast Infections
Brown rice is the perfect adjunct for candida yeast infection treatments given that high glycolic and otherwise sugary/starchy foods are prohibited during most candida treatment protocols. The natural digestibility of brown rice coupled with the high fiber content can help sensitive digestive systems heal from an overgrowth of candida organisms.

Finally, brown rice is nutritious, tastes good and a fantastic staple for both vegetarian and vegan diets. Brown rice can replace white rice in all foods and provides a full, rich and somewhat nutty flavor. Brown rice flour can be used for vegetarian pancakes, breads and other baked goods. All in all, brown rice is clearly the healthy choice.

http://www.vegkitchen.com/tips/10-reasons-why-brown-rice-is-the-healthy-choice/
The greedy reasons for white rice

- The processing of paddy into white rice prolongs its durability several 100%
- The rice dealers often store white rice and use it to manipulate the natural market regulated prices. This situation causes the price of rice always to be unnatural high, causing poor people to suffer unnecessary more
- Since white rice has very little nutrition value, the consumer needs more white rice to be full compared to eating whole brown rice and the satiety lasts less time and gives more business to the rice dealers
- The rice industry has given the consumer the mindset that white rice „looks“ better and „tastes“ better which is wrong and only a matter of habits and perspective
Idea

- The Morning Star Foundation (MSF) supports Christian congregations in India for them to provide for poor and sick people with basic healthy foods.

- The aim is to help change the consuming habits of the poorest from unhealthy white polished rice on to healthy unpolished brown rice and make healthy rice affordable.

- A change to consume healthy brown rice instead of unhealthy white rice will be a revolutionary step to longer and healthier lives of millions of people and contribute to avoid the unnecessary death of millions of children each year and help eliminate diseases like leprosy.
Economic facts

The average market price per kg rice based on good middle to over middle quality rice (January 2018)

- Polished rice per kg: 60 Rp (1 USD=64 Rp)
- Unpolished rice per kg: 90 Rp

80% of the price is wholesalers and dealers profits
The Plan

- To purchase the paddy (raw rice) directly from the farmers through long term contractual agreements
- To mildly clean the paddy and leave it as healthy unprocessed whole brown rice by keeping the bran shell, that contains vital and healthy nutrition sources, intact
- To exclude wholesalers profit and use it to reduce the price of rice to benefit the poorest of the poorest
- To distribute the healthy rice to pastors in their villages and feed poor and sick people
- On longer term – to distribute healthy rice on a larger scale
The poorest people of this world cannot decide what to eat but are depending on what is available. This is unfortunately polished white rice. The majority of poor people in the third world are depending on white rice as their only source to food.

*White polished rice is food that can cause the loss of resilience against sicknesses such as leprosy if not accompanied by other kinds of nutrition right foods*
Target groups and goals

**Short term**
To reach out to poor and sick people in areas where MSF is currently operating and extend these areas via creative business models and partnerships

**Long term**
Through campaigns to inform about why white rice is not healthy and thereby changing the existing traditional mindset of people and offer healthy rice cheaper or at the same price as unhealthy white rice
Conclusion

- The Morning Star Foundation acknowledges the complexity of the issue of white rice and that there are many more implications than covered in this presentation.
- Governments and NGOs worldwide are contributing to solutions for supporting poor people’s access to white rice.
- **But often these seem to miss the obvious keypoint:** It is good to give starving people food but from both a human perspective and an economic perspective, the focus should be on long term sustainable precautions that assures life saving nutrition for better health and longevity, eliminates nutrition caused diseases and prevents the deaths of millions of innocent and starving children.
Final words

- The members of the board of The Morning Star Foundation believe that all humans are created by God and that every single one – born or unborn – is loved endlessly by The Creator.

- Given this fact – no one has the right to profiteering from helpless people by providing worthless foods and manipulate good God given food resources and market regulations.

- It is vital to stop the exploitation and manipulation of millions of people who depend on unhealthy white rice and the society to start acting responsibly through simple and effective life saving precautions and solutions.
The Morning Star Foundation

- The Morning Star Foundation is a charity foundation in Basel, Switzerland based on Christian principles through the teachings of Jesus Christ.
- MSF is establishing **self sustainable helping projects and programs** through initial funding, education and local management.
- Currently MSF is actively working in 4 different areas in India.
Contact

President
Werner Paulus
werner.paulus@wpms.de

Vice President and Project Leader
Torsten Danielsson
Torsten.danielsson@gmail.com

“Stiftung Morning Star”, Klingelbergstrasse 33, CH-4056 Basel
CHE-256.558.835, Swiss Chamber of Commerce