

VERIFY OUR NUTRITIONAL CLAIMS

At Better Nutrition, transparency and trust are at the core of what we do. We are committed to providing you with nutrient-rich, biofortified foods that support your health and well-being. To ensure our claims are backed by science, we work with reputable partners and adhere to rigorous standards.

NUTRITIONAL CONTENT VERIFICATION

Our biofortified wheat flour (atta) boasts up to 2x more zinc, iron, and protein compared to conventional wheat flour. These claims are supported by research and verification from the Indian Council of Agricultural Research (ICAR).

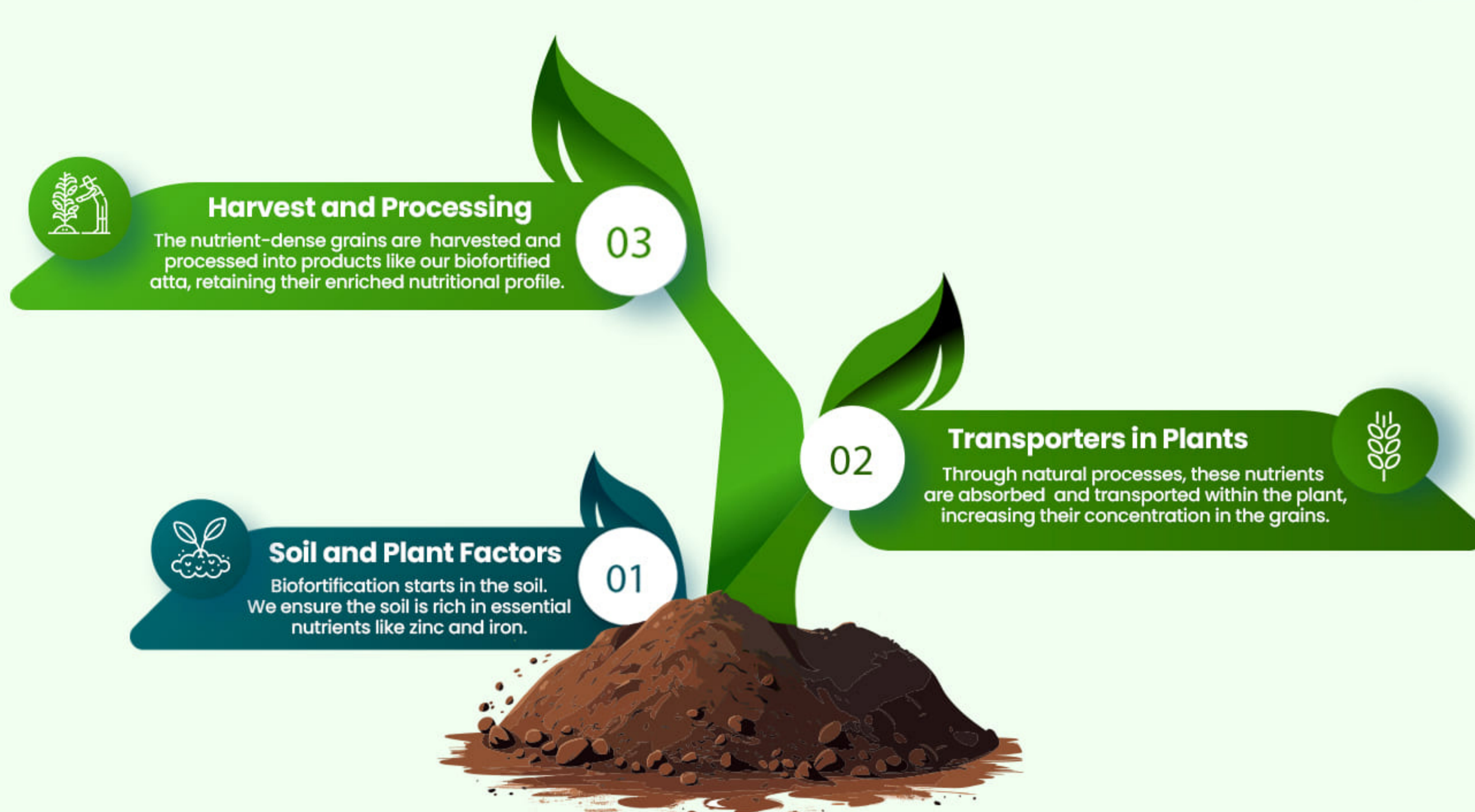
For detailed nutritional content and how biofortification enhances these nutrients, refer to the [ICAR reports] <https://icar.org.in/sites/default/files/2022-06/Biofortified-Varieties-4th-Edition.pdf>



HOW BIOFORTIFICATION WORKS

Biofortification is a groundbreaking agricultural technique that increases the nutrient content of crops naturally.

Here's how it works:



NUTRITIONAL VALUE OF BIOFORTIFIED WHEAT

We use a specific biofortified wheat variety developed and recommended by ICAR. This variety, known for its enhanced nutritional profile, has been rigorously tested against baseline conditions.

Here's a comparative analysis:

NUTRIENT	BASELINE CONDITION (CONVENTIONAL WHEAT)	BIOFORTIFIED WHEAT VARIETIES USED BY US
ZINC	30-32 PPM	~44 PPM
IRON	28-32 PPM	~50 PPM
PROTEIN	8-10%	~12-13%

The biofortified varieties we use significantly exceeds the nutritional content of conventional wheat, providing upto 2X more essential nutrients.

NUTRITIONAL VALUE OF BIOFORTIFIED RICE

Our biofortified rice varieties are particularly rich in zinc content, with around 25 ppm compared to conventional rice which has 12-16 ppm. They also performs well in terms of iron and protein content.

Here's also a comparative analysis per 100 grams:

NUTRIENT	CONVENTIONAL RICE	BIOFORTIFIED RICE VARIETY
PROTEIN	6.5-7.0 GMS	8.8-10.5 GMS
IRON	2.0-2.5 MG	3.4-4.2 MG
ZINC	1.1-1.5 MG	2.2-2.7 MG

The biofortified rice variety provides significantly higher levels of essential nutrients compared to conventional rice.

OUR PARTNERS

We collaborate with leading organizations to ensure the highest standards in biofortification and sustainable farming:



Yara Fertilizers

We partner with Yara Fertilizers to implement agronomic biofortification. Yara's expertise in sustainable fertilization techniques helps us enhance the nutrient content of our crops naturally.



Borlaug Institute for South Asia

We work closely with the Borlaug Institute for South Asia to adopt innovative agricultural practices and enhance crop yields.



Indian Institute of Rice Research (IIRR):

Our collaboration with IIRR focuses on developing and promoting biofortified rice varieties.



Indian Agricultural Research Institute (IARI):

IARI provides the scientific research and backing for our biofortified wheat varieties.

THE BIO-FORTIFICATION SYMBOL

What does this symbol mean? This is the Bio-Fortification symbol. It is used to denote that a certain food product has been made from bio-fortified grains, or that certain seeds are bio-fortified seed varieties. The use of the symbol is administered by HarvestPlus Solutions (<https://www.harvestplus.org/>).

At Better Nutrition, we are proud to be the first and only brand to carry the HarvestPlus mark logo symbol on our products. This symbol signifies our commitment to providing bio-fortified foods that meet the highest standards of nutrition and safety.



REGIONAL FOOD RESEARCH & ANALYSIS CENTRE

An Autonomous Organization of Department of Horticulture & Food Processing



REGIONAL FOOD RESEARCH & ANALYSIS CENTRE

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TEST REPORT

Name of customer: M/s. Greenday Farmer Solutions Pvt. Ltd. Report No: R-fraction/G-51/265/0994/06/24
Address of Customer:

Date of Issue: 10/07/2024

Sample particulars

1. Nature of sample: Wheat Flour	9. Brand Name: Better Nutrition
2. Date of sample receipt: 28/06/2024	10. Batch No: NA
3. Date of start of test: 28/06/2024	11. Your ref. No: NA
4. Date of Completion of test : 08/07/2024	12. Sample packing: Polly Pack / Sealed
5. Sample code: NA	13. Mfg.dt: NA
6. Grade/Variety/Type/Class/Size: 1 Kg X 1	14. Exp.dt: NA
7. Sampling Method: Sample not drawn by us	15. Test Location: Permanent Facility
8. Deviation from specified test method : No	16. Attachment: None

TEST RESULTS

S.No.	Parameters	Results	Test Method
1.	Fat, %	0.96	FSSAI Manual For Cereal & Cereal Products, 2023
2.	Protein, %	9.77	FSSAI Manual For Cereal & Cereal Products, 2023
3.	Carbohydrate, %	82.50	IS 1656: 2007: RA 2022
4.	Energy, kcal/100g	377	-
5.	Iron, mg/100gm	5.74	FSSAI Manual For Analysis of Metals, 2016
6.	Zinc, mg/100gm	3.60	FSSAI Manual For Analysis of Metals, 2016

Prepared by
Satish Jain

Reviewed by
Neelu Yadav

Dr. S.K. Chaudhary
(Authorized Signatory)

*****End of Test Report*****

- The above results pertain only to the sample tested
- This report can not be reproduced, except with the written permission from the Director.
- The sample will be destroyed after thirty days from the date of issue of the test report in case of non perishable items only.

INDEPENDENT VERIFICATION

We encourage independent verification of our nutritional claims. Our products are regularly tested in NABL accredited labs to ensure they meet our high standards for nutrient content.