



## A Broad Yet Simple Vision.

### *Better Food for Better Lives.*

We use evidence-based science to reduce chronic disease and support markets for healthier food.

### Every meal should nourish you.

Yet so much of today's foods lack the nutrients we need and some do more harm than good. This isn't just a failure of the food industry—it's a collective issue. Manufacturers produce what sells, and as consumers, we've accepted what's easy instead of demanding what's better. It's time to shift demand towards crops and animals that are grown to be more nutritious and food that truly supports our well-being.

#### Did you know?

- Adding folic acid to white flour reduced US neural tube defects 28%.
- Adding vitamin D to milk virtually eliminated rickets in America.
- Naturally increasing fiber intake 10 grams per day is associated with 14% reduction in cardiovascular disease and 15% less diabetes type 2.
- Only 7% of adults meet recommended daily fiber intake.

### We are transforming food by prioritizing the role of nutrition in health.

The Foundation for Innovation in Healthy Food (FIHF) seeks to prevent millions of cases of chronic disease, saving tens of billions in annual healthcare costs at global scale by improving nutrition in the foods people already love.



### We're delivering a triple win:

- **Strengthening our food system** by making farms more profitable, sustainable, and aligned with stakeholder needs.
- **Improving healthcare** by making natural, nutritious food accessible to all in our communities by developing better government policies and market incentives.
- **Advancing public health and longevity** by reducing total healthcare costs as better diets prevent disease.



### In the capacity-building phase of our foundation, we seek:

- Talented individuals to serve on our board or as advisors
- Partner organizations to multiply impact
- Funding partners who want to change the world

## An unrealistic moonshot? Not a bit.

Our solutions are easily within our grasp, yet offer far-reaching benefits:

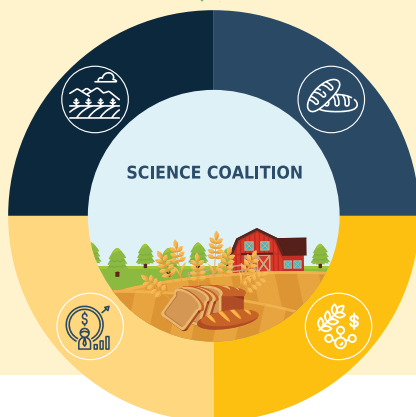
"Little Hinge"



### Our Role

#### Coordinator and Connector

excelling at developing  
"best and next" practices,  
regular communication,  
and project coordination  
and acceleration.



### Science Coalition

Collaborative teams develop modest nutrient increases in commodities eaten by virtually everyone several times a day, beginning with wheat (a non-GMO crop and top-3 commodity).\*  
Easier to implement than might be expected:

#### Top 3 Commodities' Share of Diet

Global **51%**

7 Foods 70%

US **33%**

13 Foods 84%

\* Projected US public health benefits: \$12 billion annual healthcare cost savings, 6 million more healthy Americans (prevented chronic diseases), and 60,000 fewer deaths. Over \$100 in benefits per \$1 in cost.

### Outreach, Policy and Market Support

Teams support communities in their fight against chronic disease, by **enhancing nutrition in foods people already love!**

- Engaging communities with culturally aware science for health
- Commercially linking foodservice with public health goals, nutrition-enhancing food processing, and ingredient protocols.
- Delivering innovative public health-driven food marketing and policy.

Through market-based economics and policy, our approach maintains consumer price for staple foods—**improving health outcomes, farm profitability, AND saving money— WITHOUT relying on consumers changing their food choices!**



COALITION FOR  
GRAIN FIBER