

Addressing Global Nutrition Problems

A visit to Bangladesh brought me to this journey. – Mitsuru Izumo



The story of our company started when the President Mitsuru Izumo visited Bangladesh for internship in 1998. He saw the reality of the country and was especially shocked by serious malnutrition of Bangladeshi children. This experience sparked his desire to find a solution for this global issue. Later he encountered *Euglena*, a kind of microalgae, which contains 59 varieties of nutrients that are found in vegetables, meat and fish.

Believing that it would greatly contribute to address global malnutrition, he succeeded in large-scale outdoor cultivation of *Euglena* in 2005, which no one had ever achieved before. After successful growth of the healthcare business, we started taking steps to his dream to address malnutrition problems in Bangladesh with the euglena GENKI program in 2014.

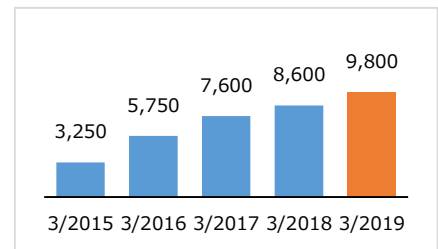


Program overview

Over 7.5 million *Euglena* Cookies have been distributed since 2014
(as of March 2019)

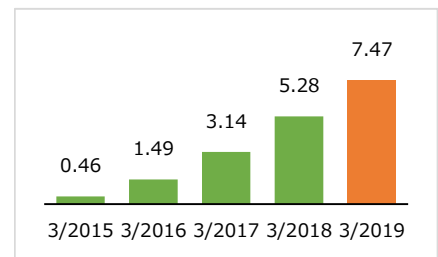
Product	<i>Euglena</i> Cookies (1 meal = 6 cookies in 1 bag, equivalent to approx. 230 kcal/50 g)
Participants Data	Primary school students living in slum areas <ul style="list-style-type: none"> ■ Student level : Play class - Class 8 ■ Student age : 5 – 14 years old ■ Number of schools: 58 schools ■ Area : Dhaka, Mymensingh, Jhenaidah, Panchagor, Shylet, Gazipur
Number of Participants	<ul style="list-style-type: none"> ■ 2015 : 5,750 children/day ■ 2019 : 9,800 children/day
Program Term	5 days/week except holidays since April 2014 (1 package per day, indefinite term)

Number of Cookies Distributed/day



Number of Cookies Distributed

(Cumulative; million meal)



What is a *Euglena* cookie?



- Contains *Euglena* with 59 varieties of nutrients
- One meal of *Euglena* Cookies covers **100% of daily requirement of Vitamin A, Iron, Iodine and Zinc** that are the most required nutrients for Bangladeshi children

Source: Ministry of Health, Labor and Welfare Japan, Standard of caloric intake for 8-9 years old (2015)

What is the *Euglena*?

Scientific name: *Euglena gracilis*

Japanese name: *Midorimushi* ("green bug")

Contains 59 nutrients including both plants and animals

Born 500 million years ago in the primitive age

Absorbs organic and inorganic constituents present in the water

Grow by photosynthesis by using CO₂ and water

Able to grow in high CO₂ concentrated environment



c.30-50 μ m long and c.10 μ m wide, moving around with flagellum

Has no cell wall

Generates oils and fats (wax ester) within the body

Contains β -1, 3-glucan crystal, its inherent component called "Paramylon"

Other Activities to Make Awareness of Nutrition and Health

Not only distributing cookies, we also conduct nutrition seminars and hand-washing programs for children and their mothers. We lectured how to take necessary nutrients within budgets and how to wash hands. We also have executed blood tests to measure effectiveness of the program.



Nutrition seminar to children



Hand wash seminar



Blood test

For more information, please check the program website at: <https://www.euglena.jp/genki/>

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