Nutri-cereals, especially millets including sorghum, have very little funding and attention compared to other major crops. The ‘big 3’ crops receive most attention and support for development and are increasingly dominant in the minds of government, industry and consumers. However, we believe that nutri-cereals are critical for both farmers and consumers because of:

- high nutritional value
- resilience under extreme weather conditions – critical in future with climate change
- need for both diet and on-farm diversity
- multiple untapped uses
- large scope for further development
- appropriate for fighting poverty and food insecurity
We are working on building a stronger scientific case for more support to millets. We also would like to promote the issues and value that millets can add.

We also see a need to build a new image around what have been the traditional crops and foods in many areas. A globalized diet now exists and the trend in developing countries is that more nutritious foods like millets are not preferred as they are seen as ‘food for the poor’ and not as status foods or crops by consumers and farmers.

Join the Smart Foods campaign

The campaign is expected to include:

- Creation of an overall campaign branding, messaging, scientific backing and key creative material to highlight the messages.
- Consumer campaigns in India, selected African countries and Western countries to change the image and promote the advantages of millets.
- Involvement of food processing companies, local groups as well as multinationals, to develop modern millet-based products.
- Targeted promotion to development donors and organizations about the value and potential of millets.
- New innovative ways to grab attention of all target audiences.
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**Smart Foods**

*Good for you*  
*Good for the Planet*  
*Crucial for fighting poverty and food insecurity*