

## Who We Are

FoodNerve is Darkpore Media Africa's project focused on transforming Sub-Saharan Africa into a network of self-sufficient communities that elevate and celebrate the trade of traditional farming while also providing sustainable, accessible nourishment to all citizens.

Top Visionary

# FoodNerve

## The Challenge

Spanning six states, the population of Southwest Nigeria is equally split between rural dwellers and urbanites. Diet is currently heavily reliant on plant sources and fishing. Extremely poor rural residents eat rats and mice as animal protein, making the population vulnerable to rodent-borne diseases. Farmers are ill-equipped to predict demand, leading to 75% of harvests wasted, while many communities face extreme poverty and food insecurity.

Present-day farmers are growing old, without a new generation to assume their roles. The younger generations are generally uninterested in becoming farmers, seeing the job as less than lucrative and archaic, given there is no systematic integration of advanced technology in agriculture.

## The Facts\*

\*Citations available upon request

**2 million Nigerian children**  
are reported to have stunted growth every year

**Only 400,000**  
of these children receive treatment

*“By the year 2050, we will sustainably feed and power our communities while restoring the planet.”*

## The Vision

*for the year 2050*

**To shift mainstream mindsets, policies, farming systems and the supply chain to practices that promote protective diets from sustainable sources and cultivate healthy and thriving communities.**

## Our Solution

**To cultivate inclusive and thriving communities nourished with protective foods across Sub-Saharan Africa, we are starting in Nigeria and have identified the actions needed for a successful future in which this Vision becomes a reality:**

- By creating media and educational tools to encourage cultural and behavioral change, we intend to inspire the development and implementation of new policies that promote renewable energy subsidies to ignite the use of solar-reliant farming.
- We are creating training initiatives of existing and emerging innovative solutions for smallholder farmers to encourage new cultural expectations and practices.
- We are taking proactive measures to secure long-term alternative protein sources that reduce nutritional dependency on livestock production.
- We are developing and providing support for smallholder farmers, including technical assistance, market development, and branded product lines of their goods.

- We aim to generate revenue for our Vision by developing educational storytelling products and through digital sales, merchandise, licensing, advertising, and collaborative content production. Products will include:
  - Graphic novels about the Earth's food systems and Nigeria's future, written for adolescent audiences, along with a drama series built from the same storyboard.
  - A romantic comedy about the shift in our diets co-created with local filmmakers and targeted toward young adults.
  - A series of storybooks for children to colorfully illustrate our 2050 Vision.
  - Launch of the “Food Orchestra,” a collection of songs around protective foods, inclusive communities, climate change and other elements of our Vision.
  - Live festivals and master classes on sustainable food systems.