

Bloom Your Taste Buds

Jombang, IndonesiaSidoarjo, Indonesia
Hayu Patria



Organization type:

nonprofit/ngo/citizen sector

Project Stage:

Start-Up

Budget:

\$1,000 - \$10,000

Website:

<http://www.mantasa.org>

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Project Summary

Elevator Pitch

Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.

Mantasa focus on edible wild plants research and reintroduce their use to local community so they can sustain their food security.

About Project

Problem: What problem is this project trying to address?

Children nowadays are getting used to "modern" food, easy and tasteful foods easily found everywhere. If this diet habit started from early age, children likely keep this unhealthy diet when they grow up. Long term of unhealthy diet will decrease the five senses and eventually affected children's brain development. Unhealthy diet in broader term also affected environment, culture and economy aspect. Environmentally, "modern" food burdens nature with its monoculture ingredients; culturally, "modern" foods will decrease the consumption of local food as it is more convenient and finally slowly, the food culture of Indonesia will be scraped by "modern" food; economically, "modern" food only involve big (multi)national company and left behind small producers.

Solution: What is the proposed solution? Please be specific!

The solution we offered including educational and entrepreneurship activity. Main target of this project is basically school children, but this project will involve other school agent like teachers, school worker, parents and society. Although we focus on the activity of enriching children's experiment of taste, but this activity has a lot more of side effect solutions for surround area. Children will do experiment with their taste buds by stimulating their five senses using local foods. There will also food gardening activity where school children have to find

information about local food plants available in their area and gather some information on how local people use and process the plant as well as how to grow it. This activity will engage parents and society around them. These activities will give children some understanding on how local foods are produced. There will also entrepreneurship activity that involves children and parents to provide healthy food within school.

Impact: How does it Work

Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.

Bloom Your Taste Buds project has three core activities, taste education, food gardening and entrepreneurship. We get them into an experiment with their taste buds by stimulating all their five senses. As we know when we eat we use our five senses, they are sight, hearing, touch, smell and taste. "Modern" food a.k.a. instant/junk food are all have strong flavor, and if children from early age already taste this kind of food they will likely lost their sensitivity of their taste buds. Their brain can only accept certain taste of food, and it should be strong taste, and this later will influence their diet habit. In this taste buds we try to stimulate their five senses by make them touch, smell, taste, hear and see different kind of food came from local resources. From experience, a lot of children were not able to recognize bitter taste as they have lost their sensitivity of taste. This in the future will hinder them to eat various foods. After taste buds we have deep discussion with them how they feel about this activity and how the food they eat influence their health and their environment. We also engage them in gardening activity which actually one of extra-curricular activities in school. We ask them to gather information from local people or other sources about local food plants available around them. Here they will learn on how local people sustain their life from local resources and this will grow their empathy as they see different cases on how people meet their food needs. Entrepreneurship activity involves parents to provide their children's food in food canteen.

Sustainability

Marketplace: Who else is addressing the problem outlined here? How does the proposed project differ from these approaches?

We have cooperation with Slow Food International that provides education material for the taste education. We also have close relationship with youth farmer group, food security office, local women organization, agriculture government agency, research and academic institute where they all will help us provide information about anything we need. Our competitors are street food seller and television commercial, children are so consumed with these. Everyday in school they spend money to buy unhealthy street food and everyday they also exposed by TV commercial of many kind of junk food. It will be hard to forbid street food seller to sell in front of school, it has to involve school to make some policy about this. Also it is difficult to compete TV commercial to introduce healthy food to kids.

About You

Organization:

Mantasa

About You

First Name

Hayu

Last Name

Patria

Twitter URL

Facebook URL

<http://www.facebook.com/pages/Mantasa/158379027560816>

About Your Organization

Organization Name

Mantasa

Organization Country

, Jl, Sidoarjo

Country where this project is creating social impact

, Jl, Jombang

Your role in Education

Social Worker, Other.

The type of school(s) your solution is affiliated with

Public (tuition-free)

How long has your organization been operating?

1-5 years

The information you provide here will be used to fill in any parts of your profile that have been left blank, such as interests, organization information, and website. No contact information will be made public. Please uncheck here if you do not want this to happen..

Innovation

How long has your solution been in operation?

Operating for less than a year

Now that you have thought out your entry, help us pitch it.

Define your company, program, service, or product in 1-2 short sentences [136 characters]

Mantasa focus on edible wild plants research and reintroduce their use to local community so they can sustain their food security.

Identify what is innovative about your solution in 1-2 short sentences [136 characters]

Bloom Your Taste Buds will engage children to experience new activity that explore their own body and experience it themselves.

Social Impact

What has been the impact of your solution to date?

Mostly children in the early stage of taste education will find difficulties to explore their senses, for example they found difficulties to recognize some smell, to taste some taste like bitter or sour or to recognize some kind of food. But after several times repeating the activity they start to regain their sensitivity of their senses, they pay more attention on things, especially to food they eat. Children also start to act and think critically about the food they eat and able to make decision on what they want to eat or not. Parents also start to realize that they need to watch their children's food intake, especially when they are not in their house.

What is your projected impact over the next 1-3 years?

There will be behavior changes on how children and community see the food they consume. They also have deep understanding on how food system running in society and able to think in a long term of what their impact in local and global level from what they eat. Parents and children both responsible for themselves and family to their diet habit.

What barriers might hinder the success of your project? How do you plan to overcome them?

School willingness to engage to this project in long term basis because they need to reach certain target of school curriculum. Some school think that this activity has no relation with other school subject and some parents think that gardening is a low level activity. Especially in rural school, the parents think that they send their children to school not to do "dirty" work. We create modul and training for school teacher, together with other local NGO, to the multidisciplinary teaching and creative teaching and shows them that with active and integrated teaching children would likely to understand the subject taught in classroom. As for the parents, we try to give them understanding that gardening stimulate children's development of brain and physic.

Winning entries present a strong plan for how they will achieve and track growth. Identify your six-month milestone for growing your impact

Holistic thinking!

Identify three major tasks you will have to complete to reach your six-month milestone

Task 1

Make attractive and easy-to-understand information for children about food and how it relates to other issues in their life

Task 2

Engage parents, teachers and communities in children's activity

Task 3

Make school curriculum to help teacher integrate school subjects and share it to children with innovative and creative methods

Now think bigger! Identify your 12-month impact milestone

Behavior change!

Identify three major tasks you will have to complete to reach your 12-month milestone

Task 1

Publication of this activity into different media to draw attention of public into this initiative for wider support

Task 2

Engage all stakeholders in different activities, such as cooking class (experiment), gardening, workshop or festival

Task 3

Engage school to make local policy to protect children from unhealthy diet

Founding Story: We want to hear about your "Aha!" moment. Share the story of where and when the founder(s) saw this solution's potential to change the world [125 words]

We first did this activity in a village school in East Java 5 months ago. First children seem disgusted with the taste experiment as they have taste

so many tastes that appear strange for them, but over time their curiosity grows because we always ask them how they feel about their experiment. This is something new for them, because usually they just sit in the class and listen, but in our activity we learn to listen to each other and respect others opinion. This approach seemed very memorable for them, so they are more willing to do more activities with us. And after few months one day when we had discussion some of them said that they promised not to eat junk food anymore because they want to be strong when they grow up. This somehow struck our mind and make us believe that change starts from children!

Sustainability

Tell us about your partnerships

We are a local NGO with wide cooperation in local and international scale. We work together with local community, civil organizations, NGOs, research institute, academic institute, government and small business initiatives. This wide range cooperation helps us to ensure that we get every support we need to develop our programs.

What type of team (staff, volunteers, etc.) will ensure that you achieve the growth milestones identified in the *Social Impact* section? [75 words]

We have 3 full-time staff and part-time volunteers to help us to achieve the milestones. The full-time staff responsible for the project itself while in the same time we organize part-time volunteers (usually from university students) to do their task and to make sure they share their knowledges.

Please elaborate on any needs or offers you have mentioned above and/or suggest categories of support that aren't specified within the list

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