

WHAT IS MORINGA OLEIFERA?

A SMALL LEAFY TREE

Moringa Oleifera grows in poor soil and requires little water. It is often found in tropical areas with high levels of malnourishment.

ALSO KNOWN AS

murunga
(drumstick)
India

kalor
Indonesia

la mu
Taiwan

mulangai
The Philippines

chùm ngây
Vietnam

AN INDIGENOUS MEDICINAL PLANT

Native to South Asia, moringa is now widely used in West Africa and South America. In the Ayurvedic system of medicine, it is said to cure or prevent around 300 diseases.

(Fahey and Thurber, 2009)

HELPS PEOPLE IN FAMINE-PRONE PARTS OF THE WORLD IMPROVE THEIR OWN NUTRITION

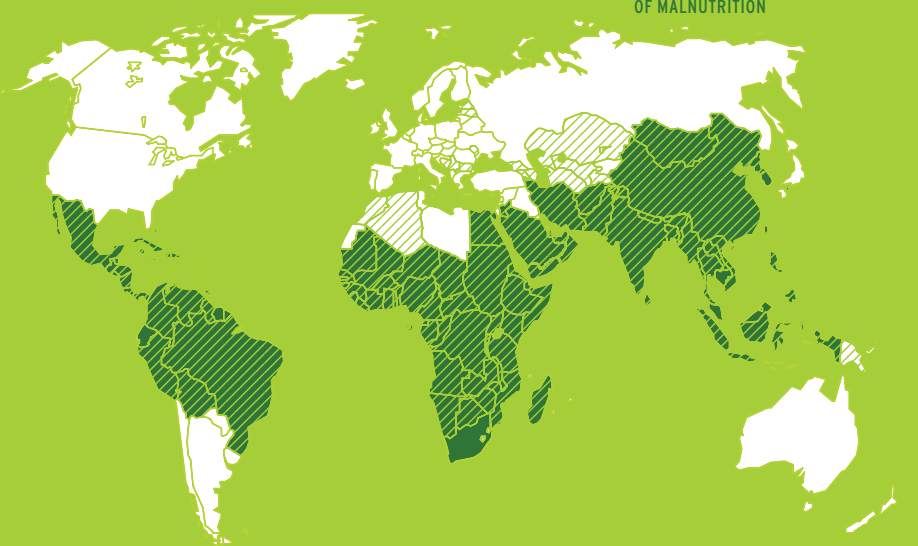
While moringa is well known for its nutritional and medicinal value, traditional cooking and preparation practices actually leaches moringa of its nutritional value.

Traditionally, fresh leaves are boiled two or even three times, with the water discarded each time, removing the leaves' bitter taste, and with it, the nutrients.

However, increased access to moringa seeds, coupled with nutritional education and lessons on moringa preparation have significantly reduced communities' malnutrition levels in Senegali and Malawi case studies.

(Fuglie, 2001; Babu SC, 2000)

MORINGA AROUND THE GLOBE



A TOOL TO COMBAT HUNGER WORLDWIDE

The state of world hunger and malnutrition is slowly improving and could, in some developing regions, be close to achieving the United Nations' Millennium Development Goal of halving the proportion of people who suffer from hunger by 2015. To achieve this goal, local nutritional resources must be fully utilized.

(United Nations, 2000)

AN ALL-NATURAL, RICH SOURCE OF NUTRITION

Widely acclaimed for its nutritional properties, moringa has high levels of protein, vitamin A, potassium, calcium and vitamin C as well as antioxidants. In addition to its nutritional value, some studies suggest that moringa has both antibiotic & cancer-fighting properties.

(Fuglie, 1999; Gopalan and Sastri, 1989)



gram
per
gram
in moringa

- 2 × protein of yogurt
- 4 × vitamin A of carrots
- 3 × potassium of bananas
- 4 × calcium of milk
- 7 × vitamin C of oranges



KULI KULI SUPPORTS THE EFFORTS OF GRASSROOTS ORGANIZATIONS IN WEST AFRICA THAT ARE PROVIDING NUTRITIONAL EDUCATION AND MORINGA SEEDS BY SELLING MORINGA-BASED PRODUCTS IN THE UNITED STATES.

By partnering with appropriate educational organizations to describe its uses and nutritional benefits, Kuli Kuli hopes to help communities around the world participate directly in significantly reducing world hunger and improving nutritional deficiencies.

FOR MORE INFORMATION, PLEASE VISIT US AT WWW.KULIKULIBAR.COM