

Results

The theory of change

Theory of Change:

Goal: The goal of the food and infant nutrition company is to support parents in the food diversification of their young children by offering tasty baby purées made entirely from local ingredients, from healthy and sustainable agriculture.

Assumptions:

1. Parents want to provide their children with healthy and diverse food options.
2. Local agriculture can provide a variety of ingredients that are both healthy and sustainable.
3. By offering tasty baby purées made from local ingredients, parents will be more likely to introduce their children to a wider variety of foods.

Activities:

1. Identify and source local ingredients from healthy and sustainable agriculture.
2. Develop and produce tasty baby purées made entirely from local ingredients.
3. Educate parents about the benefits of food diversification for young children and the value of using local ingredients.
4. Market the products to parents through various channels, such as social media and word-of-mouth referrals.

Outputs:

1. Tasty baby purées made entirely from local ingredients.
2. Increased awareness among parents about the benefits of food diversification for young children and the value of using local ingredients.
3. Positive feedback from parents on the taste and quality of the baby purées.
4. Increased sales and revenue for the company.

Outcomes:

1. Increased consumption of diverse and healthy foods by young children.
2. Increased demand for local ingredients from healthy and sustainable agriculture.
3. Improved health outcomes for young children who are exposed to a wider variety of foods.
4. Strengthened local food systems and economies by supporting local agriculture.

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5. Increased parental confidence in providing healthy and diverse food options for their children.

Social Impact:

1. **Improved Nutrition:** The company can contribute to improving the nutrition of young children by providing healthy and diverse food options, which can help prevent malnutrition and promote healthy growth and development.
2. **Increased Awareness:** The company can increase awareness among parents about the benefits of food diversification for young children and the importance of using local ingredients from sustainable agriculture.
3. **Support for Local Agriculture:** By sourcing ingredients locally from sustainable agriculture, the company can support local farmers and contribute to the local economy.
4. **Job Creation:** The company can create job opportunities for local people, including farmers, food processors, and distribution staff.

Environmental Impact:

1. **Reduced Carbon Footprint:** By sourcing ingredients locally, the company can reduce transportation and logistics costs, which in turn reduces the carbon footprint associated with the production and distribution of the baby purées.
2. **Sustainable Agriculture:** The company can promote sustainable agriculture practices, such as regenerative agriculture, organic farming, and soil conservation, which can help improve soil health, reduce water consumption, and increase biodiversity.
3. **Reduced Food Waste:** By using local ingredients, the company can reduce the amount of food waste associated with long-distance transportation and storage.
4. **Reduced Use of Chemicals:** By sourcing ingredients from sustainable agriculture, the company can reduce the use of chemical fertilizers and pesticides, which can have negative impacts on the environment and human health.

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