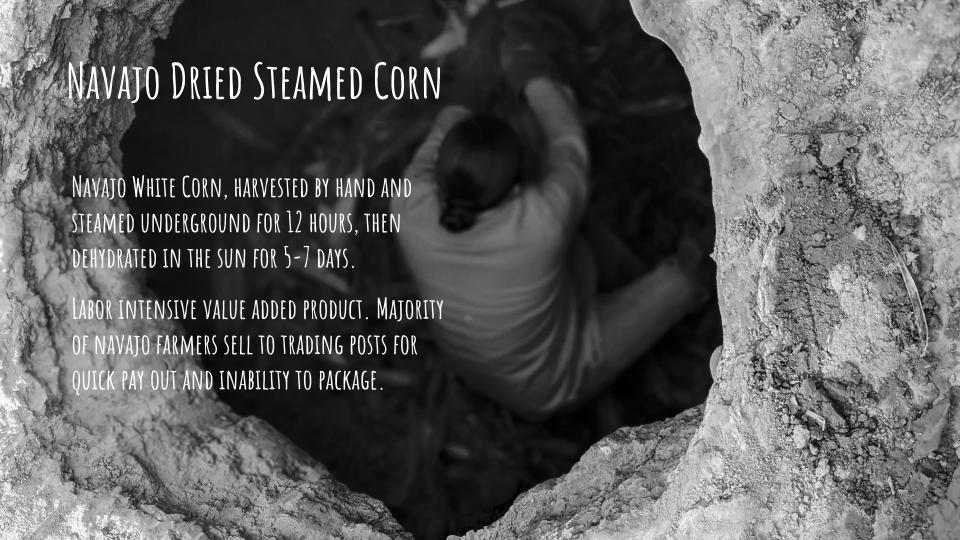


BIDII BABY FOODS

ZACHARIAH & MARY BEN







BIDII BABY FOODS: PRODUCT LINE

- THE FIRST TRADITIONAL BABY FOOD LINE EVER ESTABLISHED ON NAVAJO NATION.
- NEESHJHIZHII BI'TAA'NIL: NAVAJO DRIED STEAMED CORN CEREAL
- NEESHJHIZHII DOO NAYIIZI BI'TAA'NIL: NAVAJO
 DRIED STEAMED CORN AND DEHYDRATED CUSHAW
 SQUASH CEREAL
- NEW PRODUCT LINES FORTHCOMING (SUMAC BERRY, AMARANTH, ETC.)





- AGRICULTURAL COOPERATIVE REGISTERED AS A DOMESTIC BUSINESS OF THE NAVAJO NATION
- WE ENVISION A COMMUNITY WHERE TRADITIONAL INDIGENOUS FOODS ARE PLENTIFUL AND ACCESSIBLE IN EARLY CHILDHOOD AND BEYOND.
- OUR MISSION IS TO RECONNECT INDIGENOUS FAMILIES
 WITH OUR LONGSTANDING RELATIONSHIP BETWEEN EARTH
 AND PARENTING. WE BELIEVE THAT THERE IS DIRECT
 CONNECTION BETWEEN NURTURING THE LAND AND
 NURTURING OUR CHILDREN; BY UNDERSTANDING HOW TO
 GROW TRADITIONAL CROPS AND PREPARING THEM FOR
 YOUNG CHILDREN WE ARE ACTIVELY DISMANTLING SYSTEMS
 OF OPPRESSION AND REBUILDING INDGENOUS FOODWAYS.

INSPIRATION FOR BIDII BABY FOODS

- GAVE BIRTH IN MARCH 2021 TO OUR FIRST CHILD
- WANTED TO HAVE TRADITIONAL FOOD OPTIONS, BUT NOTHING ON THE MARKET
- EXPERIENCED CHALLENGES WHILE ACCESSING PRENATAL CARE AND PEDIATRIC CARE
- WANT TO SUPPORT AND INSPIRE OTHER FAMILIES TO
 BREASTFEED AND FEED THEIR BABIES AND YOUNG
 CHILDREN TRADITIONAL FOODS. WE BELIEVE THIS IS THE
 BEST WAY TO PREVENT OBESITY AND DIABETES IN OUR
 INDIGENOUS COMMUNITIES





FY21 ACCOMPLISHMENTS

- ESTABLISHED INDEPENDENT FARM PLOT
- ESTABLISHED LLC (AG CO-OP) ON NAVAJO NATION
- CREATED WEBSITE FOR ONLINE SALES
- SOLD ABOUT 1.5 TONS OF PRODUCT (OVER 1000 BAGS OF BIDII BABY FOODS) ONLINE AND IN-PERSON AT FLEA/FARMERS MARKETS
- SOLD BULK/WHOLESALE TO PUBLIC HEALTH ORGANIZATIONS
 INCLUDING: JOHNS HOPKINS (700S LBS), NATIVE HEALTH PHX
 (500 LBS) GALLUP FOOD PANTRY/GIMC (250 LBS), NDEE BIKIYAA
 (150 LBS)
- ESTABLISHED STRONG SOCIAL MEDIA FOLLOWING ON INSTAGRAM

 (1.2K)

TARGET MARKETS

- FLEA MARKETS ON NAVAJO NATION
- FARMERS MARKETS ON AND OFF NAVAJO NATION
- FOOD HUBS
- ONLINE SALES
- SNAP/EBT & WIC SALES (AT FARMERS MARKET AND INDEPENDENT FARM STAND)
- WHOLESALE INVOICING FOR PUBLIC HEALTH PROGRAMS (I.E. JOHNS HOPKINS, NATIVE HEALTH PHX, ETC.)
- SCHOOLS & (EARLY) HEAD START FACILITIES
- ELDER CARE FACILITIES AND SENIOR CENTERS





