



BIDII BABY FOODS

ZACHARIAH & MARY BEN

YA'AH'TEH!



BACKGROUND: BEN FARMS

THE BEN FAMILY HAS BEEN FARMING NAVAJO WHITE CORN FOR GENERATIONS. THE FAMILY COLLECTIVELY MANAGES OVER 40 ACRES (BY HAND), USING TRADITIONAL METHODS (NO GMO, NO PESTICIDES). PRIMARY PRODUCERS OF NEESHJHIZHII, AND ENGAGED IN MUTUAL AID WORK.

NAVAJO DRIED STEAMED CORN

A black and white photograph showing a person working in a dark, underground earthen chamber. The person is wearing a light-colored, long-sleeved shirt and is positioned in the center of the frame, facing away from the camera. The chamber is constructed from rough, uneven earth and rock, with a large opening on the right side. The lighting is dramatic, with the person's shirt and the surrounding earth illuminated, while the rest of the chamber is in deep shadow.

NAVAJO WHITE CORN, HARVESTED BY HAND AND STEAMED UNDERGROUND FOR 12 HOURS, THEN DEHYDRATED IN THE SUN FOR 5-7 DAYS.

LABOR INTENSIVE VALUE ADDED PRODUCT. MAJORITY OF NAVAJO FARMERS SELL TO TRADING POSTS FOR QUICK PAY OUT AND INABILITY TO PACKAGE.

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.)



BIDII BABY FOODS, LLC



- 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 INDIGENOUS 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





GOALS

- EXPAND BBF PRODUCT LINE
- INCREASE # INDIGENOUS FARMERS PARTICIPATING IN BBF AND LOCAL FOOD HUBS
- MATCH FARMERS TO LAND LEASES (ON REZ)
- PROCURE SHARED EQUIPMENT
- PROCURE FUNDING TO IMPLEMENT FARM SAFETY STANDARDS
- REVITALIZE "HEMP" HOUSES FOR YEAR-ROUND GROWING EFFORTS

A black and white photograph capturing a woman and a baby in a desert landscape. The woman, seen from the back and right side, has her hair tied back and is wearing a dark, long-sleeved top. She is holding a baby who is looking out over the horizon. The landscape is vast and flat, with several prominent, rounded buttes in the distance. The sky is clear and light. The text "AHE'HEE!" is overlaid in the center of the image in a white, stylized font.

AHE'HEE!