

Super Cereal

WFP Online Sharing Session |
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01

Nutritional Cereal Product

Ying Yang Bao(YYB) Practice & Application

Enterprise-Government Collaboration for National Nutrition Improvement Program



As a manufacturer of YYB, we also provide grassroots services, technical support and health education. Partnering with the government, we run through the entire process from factory delivery to children's consumption and resolve difficulties in grassroots implementation.

Capacity Assurance

We develop flexible production plans based on procurement and distribution needs, maintain safety stock, and ensure stable production on demand. This allows us to effectively manage risks such as order fluctuations, seasonal changes, and extreme weather.

Grassroots Training

We collaborate with health commissions and maternal and child health institutions to conduct three-level training at the county, township, and village levels. For staff, we cover product storage, distribution, usage guidance, and handling of abnormal situations. For parents, we provide education on nutrition, usage methods, and complementary food matching to improve consumption compliance.



Emergency Response

We have established a 24-hour emergency response system. For issues such as quality complaints, delivery delays, and consumption discomfort, we ensure a 1-hour response, 24-hour resolution, and 72-hour review and optimization to guarantee the smooth operation of the project.

Effectiveness Monitoring

We collaborate with CDC to conduct annual nutrition monitoring, collecting data on children's height, weight, and hemoglobin to evaluate the product's effectiveness in improving growth and development and preventing anemia. Using this data, we optimize health education and product taste to continuously enhance nutritional effectiveness and acceptance.



What is super cereal?

Super Cereal is a fortified food made from corn, wheat, soybeans, etc., fortified with vitamins, minerals, and other nutrients, and processed by extrusion.



As a dual-qualified supplier to UN WFP & ICRC, our products have entered multiple countries worldwide, forming a mature and efficient supply chain network.



World Food Programme

- Asia:
Afghanistan, Myanmar, Bangladesh, Timor-Leste, Dubai
- Africa:
Ethiopia, Djibouti, Somalia, Kenya, South Sudan, Madagascar, Mozambique
- Americas:
Guatemala, Dominican Republic, Honduras



International Committee of the Red Cross

- African:
Somalia, Nigeria, Cameroon, Burkina Faso

02

Core Advantages

● Background & Positioning: Certified Fortified Food



01 Product Features

Core Positioning


This certified fortified grain processed food adopts scientific formulation to deliver precise supplementation of key nutrients.

Packaging Types

- Specifications: 1.5kg individual sachets
- Transport: Packed in standard cartons. Suitable for long-distance transportation and storage, and easy for rapid distribution.



02 Target Groups & Value

 **Target Groups:** Children aged 3 and above & Adults

Effectively improve emaciation, micronutrient deficiencies and stunted growth.


It serves as a vital nutritional source for emergency relief in disaster zones and daily school meal programs, featuring great convenience and high nutritional density.



03 Core Advantages

Benchmarked against standards

We adopt full-chain closed-loop management covering raw material procurement, scientific formula design, modern production processes and strict quality control systems.


 **Ensure every batch complies with international quality standards.**

● Strict Raw Material Control for Source Safety


Strict raw material screening and access control to meet requirements and guarantee product quality.



Core Raw Materials

 **Corn:** Main energy source with fundamental nutrition.

Soybean: Rich in high-quality plant protein, the main protein source.

 **Sugar:** Provides energy while improving palatability.



Mandatory Control Requirements

Toxic & Harmful Seeds:

No toxic seeds (crotalaria, castor bean etc.) allowed, zero detection required.

Corn Mycotoxin Detection:


Batch toxin inspection


Sugar Particle Size:


100% pass 1000µm sieve, over 95% pass 600µm sieve for good rehydration.



Control & Execution

 **Raw Material Incoming Assessment:**
Screen each batch and file records.

 **100% Testing for Key Indicators:**
Test safety indicators batch by batch to control risks.

 **Traceability:** Verify supply sources of batch materials



Technical Advantages

- ✓ Precise Micronutrient Ratio: Ensure 100% compliance of key nutrients in every serving
- ✓ Uniformity Control: The coefficient of variation (CV) of premix distribution is strictly controlled within 10% to prevent uneven nutrient content.
- ✓ Shelf-life: 18 months shelf-life under normal temperature, dry, and hygienic conditions.



● Production Process & Equipment



Production Process

● Main Processes

Wet Extrusion

Dry Extrusion

Drum Drying



Auxiliary Equipment

01.Cleaning & Screening
Equipment

02.Proportioning &
Mixing System

03.Puffing Machine

04.Drying & Cooling
System

05.Micronutrient Mixing

06.Sieving & Grinding
Equipment

07.Automatic Small Bag
Packaging

08.Automatic Carton Packing

● Food Safety & Toxin Control

Key Risk Item Control

 Mycotoxin

 Natural Toxins


 Key Microorganisms

 Chemical and Anti-nutritional Factors

Practices

 Self-built High-Standard Laboratory

 Dual Verification by Authoritative Third Parties

 Batch-by-batch Certificate of Analysis

 Full set of compliant technical documents

03

About Us

Our company integrates R&D, production, processing and sales, specializing in infant complementary foods, whole grains and health nourishing products. We always put quality and safety first, backed by complete production qualifications and a strict quality management system certified to ISO 9001, ISO 22000, HACCP, GMP, CNAS, FSSC 22000 and HALAL.



Our dedicated technical center laboratory can perform 102 testing items and has obtained CNAS accreditation. We have also established a Doctor Expert Station to jointly drive innovation and project cooperation.



We possess specialized R&D and large-scale production capabilities for nutritional foods, enabling us to stably supply standardized nutritional cereal products. We have 11 puffing processing lines for Super Cereal production.

Production capacity is 200 tons per day and 6,000 tons per month.





Thank You

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