

PREVIEW_ Jayne Bullen –

How to Change the Way a Country Eats (SD 2016)

Jayne Bullen: When I came along to the foundation about a year and a half ago I had a very clear dream that turned out to be a dream shared by many in the LCHF movement in South Africa.

And it was to find ways to get this diet to the poorest and to get them eating better quickly. And, yeah, my motivation, which is probably a typical motivation for most South Africans because we are constantly confronted by poverty, is to think of the poorest person you know and to make sure that your next act is finding a way to help them. And that's what we did at the Noakes Foundation. We realized that professor Noakes had a similar dream.

This is body shape rendition of the lady that raised me. Her name was Emily and she was a domestic worker. I was one of those white South Africans that was brought up by an African lady. And I loved her. She was morbidly obese, she was bigger than this. She was tiny and she was almost as wide as she was tall.

And I used to smell the edge of her apron and that made me happy. And she died at 42 of a heart attack. We lived on a farm and there was a very gradual incline from where she lived at the bottom of the farm to our home.

And it took her 20 minutes in the morning. She would have to stop and sit down every six steps, because she was so obese. And every month with her paycheck, which was really tiny, my mother would buy her a 20 kg thing of millipop, which is a maize-based product in South Africa and a 10 kg bag of sugar. And that was all she ate.

So the other people that we're most concerned about are the next generation of South African children. This is a typical township scene, I don't know how many of you've been to South Africa and strolled around townships, but schoolchildren dress immaculately and they are incredible.

And in South Africa the standard amount that's given per child per school meal is R2.60 a day, which is 17 US cents. So this is an example of a treat meal, which is a hot cooked meal... It's got rice and some really, really cheap soy protein product that's rehydrated. About once a week they'll be able to afford something like this on this budget, but what you get for R2,60 is probably three slices of very cheap white bread and half an apple or a bowl of rice and a small amount of baked beans.

And in most cases, particularly in the poorest areas, this is the only meal these children get a day. Their mothers and their parents can't afford to feed them and they are relying on what's given to them at school. So we want to know how we're going to change the next generation.