







To further complicate matters, the worst and most irreversible health effects of malnutrition occur between birth and age two, when children need particularly high doses of micronutrients like Vitamin A, zinc and iron. That means a product designed for the general population would not adequately address issues like stunting and wasting, says Marie Ruel, the director of the Poverty, Health and Nutrition Division at the International Food Policy Research Institute.

“I don’t see what’s miraculous about this product,” says Ruel. “It’s not going to be a magic bullet.”

But Just is not dissuaded by sceptics – the company has always had its fair share. Taylor Quinn, who heads the Liberia initiative, acknowledges that other companies have tried and failed to market similar products before. And Power Gari is less a cure-all than a step in the right direction, he says.

Ultimately, however, Quinn expects Just to succeed where others have failed because its new porridge tastes pretty good. That is, after all, how Just sold Walmart and Dollar General shoppers on the merits of vegan mayo.

“At the end of the day, we could fail like everyone else,” he adds. “But I think we’re set up for success.”