



Cardano Feeds Mission Plan:

According to the United Nations, 2020 saw a dramatic increase in world hunger – much of it likely related to the fallout of COVID-19. While the pandemic’s impact has yet to be fully mapped, a multi-agency report estimates that around a tenth of the global population – up to 811 million people – were undernourished last year. The number suggests it will take a tremendous effort for the world to honor its pledge to end hunger by 2030.

Disturbingly, in 2020 hunger shot up in both absolute and proportional terms, outpacing population growth: some 9.9 percent of all people are estimated to have been undernourished last year, up from 8.4 percent in 2019.

More than half of all undernourished people (418 million) live in Asia; more than a third (282 million) in Africa; and a smaller proportion (60 million) in Latin America and the Caribbean. But the sharpest rise in hunger was in Africa, where the estimated prevalence of undernourishment – at 21 percent of the population – is more than double that of any other region.

That is where Cardano Feeds comes in - our mission is to do good feeding the world one unique NFT at a time!

With every sale, we will donate a portion of the sale to a selected, and verified, Non-Profit Organization whose work is focused around feeding impoverished people in the specific area we are focusing on.

Our first Series is Africa.

In Africa, hunger is increasing at an alarming rate. The COVID-19 pandemic, conflict, drought, economic woes, and extreme weather are reversing years of progress. As of 2019, 234 million sub-Saharan Africans were chronically undernourished, more than in any other region. In the whole of Africa, 250 million people were experiencing hunger, which is nearly 20% of the population.

Conditions are deteriorating across East Africa, where 7 million people are at risk of starvation and another 33.8 million face acute food insecurity. At least 12.8 million children are acutely malnourished in the region.

We feel with the help of the community we can start to make a change, one unique NFT at a time. After the initial donations from the current series, we will also be staking the ADA from sales to be able to continue feeding those in need.

We see this as a long-term project and with your help we feel we can definitely make a difference in feeding the World.





Charities and Organizations we are Supporting:

We have chosen the below charities / organizations to support for Series 1: Africa.

All below organizations are verified and approved and help with the cause we are fighting for.

Feed the Nation:

<https://feedthenation.org.za/>

In what started out as the Feed the Nation campaign on 7 April 2020, and partnering with funders, Pick n Pay customers, suppliers and welfare organizations, Feed the Nation Foundation has provided almost 28-million meals since lockdown began in March 2020.

The campaign is now a registered Public Benefit Organization (PBO), officially known as Feed the Nation Foundation.

In the early stage of lockdown, the Feed the Nation team helped distribute 26 000 food hampers for development agency, packing and distributing 650 tonnes of food in only two weeks. Our partnerships have grown to include, among others, Joint Aid Missionaries (JAM), SA Harvest, Foodforward SA, The Kolisi Foundation, the Habana Foundation, Courage, Danone and Kellogg's.

Action Against Hunger:

<https://www.actionagainsthunger.org/>

As the world's hunger specialist, our primary goal is to create a better way to deal with hunger. For more than 40 years, we have led the global movement that aims to end life-threatening hunger for good within our lifetimes. Our teams have been on the front lines, treating and preventing malnutrition across more than 45 countries.

We save the lives of children and their families. We are there for them before and after disaster strikes. We enable people to provide for themselves, see their children grow up strong, and for whole communities to prosper. We constantly search for more effective solutions, while sharing our knowledge and expertise with the world. We push for long-term change.





Save the Children:

<https://www.savethechildren.org/>

Children and their families across Africa have already been struggling through a decade of climate shocks and regular food crises. Now, COVID-19 is putting immense pressure on Africa's already fragile and overwhelmed health care system.

As the pandemic continues to spread, countries across the continent already grappling with hunger and hit by other crises, including the climate crisis in the Horn of Africa, remain at risk. Through our emergency relief, health and nutrition, education and protection programs, Save the Children is working to transform the lives of Africa's children.

Food Forward SA:

<https://foodforwardsa.org/>

Established in 2009 to address widespread hunger in South Africa, FoodForward SA connects a world of excess to a world of need by recovering quality edible surplus food from the consumer goods supply chain and distributing it to community organizations that serve the poor. More than 80% of the food recovered is nutritious food.

We aim to distribute enough food to make 40 million meals, through a network of 1500 beneficiary organizations. We will increase our Mobile rural Depots in order to reach more rural communities.

Soil For Life:

<https://soilforlife.co.za/>

Soil for Life is a public benefit organization that teaches people how to grow their own food, improve their health and well-being, and nurture and protect the environment.

We believe EVERYONE has the potential to grow nutritious food, with whatever resources they have available.

Since we started in 2002, we have helped thousands of people in resource poor communities to develop productive and sustainable home food gardens.

We have also shared valuable information about health and nutrition and provided them with the knowledge and tools to live healthier, happier, and more fulfilling lives.





Our Plans to Help Now and in the Future:

CNFT's

Our main way of supporting the charities and organizations we have chosen is with our CNFT's. Through the sales of our CNFT's, we will donate a portion of every sale to a pool and then at the end of the series, we will distribute the donations evenly.

Each series will focus on a specific region, with Series 1 focusing on Africa.

All CNFT's will be themed according to the Series and offer unique attributes which will ensure all will be 1 of a kind.

In addition to donating from every sale, we will then also stake all the remaining ADA into a staking pool which will allow us to continue feeding in the future.

All rewards from the staking pool, will then be evenly distributed to the chosen charities and organizations from that given series which will help in continue growth and support.

CFEED Token:

In addition to our CNFT's, we will also be launching our CFEED Token.

With the CFEED token, we see a very bright future whereby we can use the coins as rewards to long time holders, competitions and giveaways, in-game purchases and more.

We see this as a long-term project and will continue to work on it and update all holders and members on new updates, changes and progress.

Play-to-Earn Mobile Game:

With ideas already in the works, we see this as a massive benefit to all holders of our CNFT's as well as CFEED Token.

The idea here is to integrate both CNFT's and CFEED token and allow holders and members to continue earning while enjoying themselves.

During the course of development, all Series 1 holders will play a massive part in the final development and features and as always, we will continue updating the members and holders as we go through the development. There are big rewards in store for all original holders of Cardano Feeds CNFT's.





Roadmap:

Q3 2021:

- Prepare the ground – come up with concept and design
- Plant the seeds – build the website and generate unique one of a kind NFTs
- Harvest time – Mint all 10,000 Series 1: Africa NFTs using NFT Maker Pro IO

Q4 2021

- Package up Harvest - launch the website
- Harvest goes out – Sales of Series 1: Africa - 10,000 unique one of a kind NFTs goes live
- Distribute charitable donations to chosen charities

Q1 2022

- Give info on upcoming projects – Play to Earn Mobile Game, CFEEDS token info
- Concept and design for Series 2
- Airdrop Limited Edition NFT to Series 1 holders

Q2 2022

- Early Beta access to Series 1 buyers for Play to Earn Mobile Game
- CFEEDS token distribution to NFT holders
- Concept and design for Series 3

Q3 2022

- Concept and design Series 4
- Beta access to Play to Earn Mobile Game
- Merchandise and other special benefits to early adapters.

