

# Hunger Crusader Offers a “Tree for Everyone”

by Susan Bloom



Jude Ken-Kwofie has seen the world from many different vantage points. Born to parents from Ghana, where nearly 80 percent of the population lives off the land, and the average family makes the equivalent of \$500 U.S. dollars annually, Ken-Kwofie has traveled throughout some of the most impoverished areas of the world, including West Africa and Southeast Asia. Raised in New Jersey, however, the 34-year-old engineering consultant was fortunate to receive a good education and have access to a rich culture. It was at the juxtaposition of these dichotomous worlds that he forged his commitment to give back to the global community and help those most in need.

For Ken-Kwofie, the opportunity to give back came in the form of a Ghanaian herb called Moringa Oleifera. After sampling some of the herb, which his mother in Ghana sent to help boost his immunity following an illness, Ken-Kwofie says he immediately felt more energetic and alert and realized the immense healing properties stored within the leaves of this vegetable tree. His further research revealed that Moringa contained all nine amino acids and had 10 times more Vitamin A than carrots, 17 times more calcium than milk, 15 times more potassium than bananas, 25 times more iron than spinach, and four times more chlorophyll than wheatgrass, categorizing it as one of the world's superfoods. If only the world's people knew about it, Ken-Kwofie reasoned, it could help combat the effects of malnutrition and nutrient deficiency. With that, his mission was born. Four years ago, Ken-Kwofie became the founder and owner of It's Moringa, a company chartered to help promote and sell this dried leaf powder, which can be made into a tea or added to soups, stews, and smoothies to boost their nutritive value.

While Ken-Kwofie is focused on building the company, pursuing such activities as working with local Whole Foods outlets to get product placement, driving for UNFI natural foods accreditation, and developing a targeted ad and promotional campaign, it's not money that drives the Maplewood-based entrepreneur. "To me, it makes no sense to run a profitable business based on a very nutritious plant and just hoard the money," he explains. "It's not fair to just be a profit center

when there are so many people around the world who could benefit from the product."

In his capacity as a community steward, Ken-Kwofie recently launched the company's It's For Life campaign, dedicated to addressing nutrient deficiencies in children under 5. As part of the program, through which the company donates 25 cents from every product sale toward ending malnutrition, It's Moringa has partnered with Vitamin Angels, a leading provider of Vitamin A, multivitamins, prenatal supplements, and, most recently, Moringa to children worldwide. Through the program and his foundation in Ghana, Ken-Kwofie has already reached 20,000 children in West African nations with Moringa and hopes to double those efforts in 2011. But his outreach is not only focused on those most at-risk overseas. Through an alliance with Nourish America, which supports local food banks and assists homeless and low-income Americans by providing them with nourishing foods and nutritional supplements, Ken-Kwofie hopes to combat not only our own nation's hunger problems but our obesity epidemic as well. "Here in America, we often eat too much of the wrong things; we want to promote the fact that one tablespoon of Moringa delivers protein, vitamins, minerals, fats, and amino acids and is a truly economical bang for your buck. It should be added to everyone's nutritive war chest," he says.

Whether helping the underfed in Africa or the obese in America, Ken-Kwofie is working valiantly to fight malnutrition all over the world and deliver the nutritional and healing capabilities of Moringa to those most vulnerable. "With such a nutrient-dense supplement available, there's no reason why anyone should suffer from hunger or malnutrition," Ken-Kwofie shares. "Moringa is a tree for everyone."

For more information on Jude Ken-Kwofie or It's Moringa, call 1-800-862-6296 or visit [ItsMoringa.com](http://ItsMoringa.com).

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