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## **LOCAL ENTREPRENEURS WIN IN HOLLAND**

*First Americans to take home prize in the 2006 BiD Challenge*

Woodstock, NY (October 18, 2006) – The South African Whole Grain Bread Project (SAWGBP), a business developed by local entrepreneurs Dan Leader of Bread Alone, retired physician Neil Ratner and his wife, Leann Ratner as a response to the HIV/AIDS epidemic in South Africa, was one of 16 new businesses awarded prizes last week in the 2006 Business in Development (BiD) Challenge held in Holland.

“We are honored to have been chosen as one of the prize recipients of the 2006 BiD Challenge and to be the first Americans to ever win,” said Leader. “This will allow us to bring this business idea to reality with plans already in progress for our first two bakeries.”

This year’s contest began with 1,600 business proposals ranging from Yak wool in China to land mine sniffing rats in Tanzania. Eventually the field was narrowed to 25 finalists representing 21 countries, all of whom gathered in Holland to present their plans in front of the final BiD Challenge jury to vie for one of the 16 prizes available, ranging from €5,000 to €15,000.

According to the 2006 BiD Challenge Jury, The South African Whole Grain Bread Project was chosen as one of the 16 prize recipients for the following reasons:

- 1) One possible answer to lack of good nutrition for most South Africans
- 2) Meaningful employment
- 3) On the spot education
- 4) Community based
- 5) Good small business model

### **About the South African Whole Grain Project (SAWGBP)**

The objective of the SAWGBP is to fight both malnutrition and poverty by training South Africans living with HIV/AIDS to run local bakeries and sell nutritionally enhanced bread to their communities. The principles of the organization include:

- Teach valuable baking, business and entrepreneurial skills to those men and women employed in the project.
- Provide the highest quality bread rich in vitamins, minerals, fiber, and enzymes to the community.
- Provide this bread under a trademarked name that will be equated with quality, freshness and community action.
- Provide this bread at a reasonable price.
- Be a small business model for other community enterprises.
- Be a business model that does not require large capitalization.

For further information on the South African Whole Grain Bread Project, go to [SAWGBP.org](http://SAWGBP.org)

### **About the Business in Development (BiD) Challenge**

The BiD Challenge, sponsored by the government of Holland as well as a coalition of banks, non-governmental organizations (NGOs) and business leaders, is designed to stimulate small and medium enterprise in developing countries through an international business plan competition for poverty reduction and profit. The motto of the BiD Challenge is “Make Poverty Reduction Your Business”.

For further information on the BiD Challenge, go to [www.bidnetwork.org/set-26-en.html](http://www.bidnetwork.org/set-26-en.html)

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