Your investment could help entire populations have a chance to live healthy, productive lives.

Globally, over two billion people, especially women and children, are not getting the nutrition (vitamins/minerals) they need to survive and thrive. Having a poor diet or limited access to nutritious foods are key reasons why they may lack two of the most crucial micronutrients for human development: iron and folic acid. The impacts are devastating for individuals and families.

The opportunity

Food fortification is a proven, sustainable, cost-effective and established long-term solution to address micronutrient deficiencies. Staple foods such as wheat flour and rice are consumed by most of the global population consistently throughout the year and can be fortified with iron and folic acid without any effect to their taste, texture, or colour – and with a negligible cost to the consumer. This solution is inclusive, it reaches nearly the entire population, and it has been shown to work in many countries.

Yet, due to barriers such as under-prioritization by governments, limited consumer understanding of benefits, and the food fortification industry’s lack of capacity as well as effective regulation and enforcement, food fortification is not currently happening where it’s needed the most. As a result, we are missing the opportunity to prevent up to 90% of spina bifida/anencephaly cases and to significantly reduce the prevalence of anaemia. These barriers can be tactically addressed and overcome by engaging champions and stakeholders, establishing community buy-in and leadership, and providing technical support to government and producers.

Our solution

Our consortium proposes to support up to 16 countries and states with a high burden of micronutrient deficiencies to implement large-scale food fortification. This will reduce the prevalence of nutritional anaemia in women and children as well as the number of spina bifida/anencephaly-impacted pregnancies and of babies dying from incurable birth defects. This will also improve the nutritional status and quality of life of the wider population.

We will accomplish this by working with key enablers – government, food processors, medical care providers, patient organizations, and consumers – towards:
1. Improving legislation, policies and standards related to mandatory fortification
2. Increasing the availability of adequately fortified foods
3. Increasing the public’s awareness and demand for fortified foods

1 Large-scale food fortification reaches the vast majority of a country’s population regardless of socio-economic status, race/ethnicity, religion, disability, color, gender, sexual orientation, or vulnerability.

THE SERIOUS IMPACTS OF MICRONUTRIENT DEFICIENCIES

**Insufficient iron leads to:**
- anaemia
- impaired cognitive and motor development
- fatigue and low productivity
- increased risk of death for a mother and her baby during pregnancy

**Insufficient folic acid before and during the early stages of pregnancy can result in:**
- birth defects like spina bifida/anencephaly, resulting in still-births and under-five deaths and life-long disability

OUR CONSORTIUM

**Partners**
- Nutrition International
- Emory University Rollins School of Public Health
- Food Fortification Initiative
- International Federation for Spina Bifida and Hydrocephalus
- ReachAnother Foundation

**Our expertise**

The consortium brings together specialized expertise and two decades of experience in:
- Building alliances between governments, industry, and international agencies
- Monitoring and evaluation of fortification programs
- Training of workers involved in different phases of fortification activities
- Bringing food fortification projects to scale

IMPACTING GENERATIONS:

THE TRANSFORMATIVE POWER OF LARGE-SCALE FOOD FORTIFICATION

A proven solution to reduce anaemia and birth defects in high-burden countries
HOW YOU CAN HELP

BRIDGE THE GAP

US $5M

Make a difference in the near term. Scale or extend an existing program.

Possible countries include the Philippines, Indonesia, Ethiopia, Egypt and India.

MAKE A CATALYTIC INVESTMENT

US $10M

In a country with high needs, initiate a system change and set a permanent course towards sustainable large-scale fortification.

Possible countries include Bangladesh, Senegal, and Nigeria.

BY 2025, YOUR INVESTMENT COULD

REACH 45M* PEOPLE

AVERT 3M CASES OF ANAEMIA

PREVENT 10K CASES OF SPINA BIFIDA/ANENCEPHALY

BY 2030, YOUR INVESTMENT COULD

REACH 45M* PEOPLE

AVERT 8M CASES OF ANAEMIA

PREVENT 30K CASES OF SPINA BIFIDA/ANENCEPHALY

*Once fortification is implemented at scale, the number of people reached through consumption of staple foods remains the same; however, the public health impact increases continuously.

Note: All numbers in this section are averages.

FOR MORE INFORMATION

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