Our Vision:
Smarter, stronger, healthier people worldwide by improving vitamin and mineral nutrition.
Our Mission:
Advocate for and support fortification of industrially milled cereal grains by collaborating with multi-sector partners.
FFI Stimulates Network Interaction

- **Civic Sector**: Disability groups, advocacy associations, other civic organizations
- **Private Sector**: Millers, equipment and flour-product companies, wheat traders and baking organizations, other affiliated businesses
- **Public Sector**: Agencies of the United Nations, government agencies and other national entities, non-government organizations, academic organizations

FFI S/mulates Network Interaction
Multi-faceted Approach

Micronutrient Powders

Supplements

Dietary Diversity

Wheat & Maize

Condiments

Rice

Oil
FFI Team
Facilitating collaboration among partners to advance grain fortification worldwide

Canada
Training and Technical Support Coordinator

Europe
Senior Advisor in The Netherlands
Europe Associate in Brussels

US
- Director
- Nutrition Scientist
- Communications Coordinator
- Senior Advisor
- Micronutrient Specialist
- Administrative Coordinator

Asia
Coordinators in Bangkok and Jakarta

India
India Network Coordinator and Senior Advisor

Africa
Africa Network Coordinator

India
India Network Coordinator and Senior Advisor

Europe
Senior Advisor in The Netherlands
Europe Associate in Brussels
FFI Key Services

• Support advocacy efforts

• Provide technical assistance for:
  – Planning
  – Implementing
  – Monitoring

• Track and share global progress at www.FFInetwork.org
# Annual Financial Partners

**CDC, Interflour, Buhler, Bunge, Cargill, GAIN, General Mills, MI, UNICEF**

<table>
<thead>
<tr>
<th>Special Purpose Funding</th>
<th>Contributors to Special Events</th>
<th>In-Kind and Country Specific Support</th>
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<tbody>
<tr>
<td>• Smarter Futures</td>
<td>• Hexagon</td>
<td>• Emory University</td>
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<tr>
<td>• CDC Birth Defects</td>
<td>• Muhlenchemie</td>
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<td>• Fortitech</td>
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<td>• IMP</td>
<td>• Project Healthy Children</td>
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<tr>
<td></td>
<td>• Other industry partners</td>
<td>• World Bank</td>
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<tr>
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<td>• WHO</td>
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<tr>
<td></td>
<td></td>
<td>• Many others</td>
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For More Information

www.FFINetwork.org
www.Facebook.com/FFINetwork
https://twitter.com/FFINetwork

Join the Food Fortification Initiative group on LinkedIn

E-mail info@ffinetwork.org
Global Best Practices

To plan a flour fortification program, consider:

• Local culture and cereal consumption
• Nutritional needs
• Industry analysis
• Creation of a multi-sector national fortification alliance
• Legislation
• Monitoring

Brazil photo by David Snyder / CDC Foundation
Economic Costs of Micronutrient Deficiencies
- Economic Benefit of fortification

Presented by Quentin Johnson
Event SF, FFI, WHO/EMRO QA/QC Workshop, Casablanca, Morocco
Date: 12 – 15 May 2014
Vitamin and Mineral Deficiency
Contributes to:

• More than one-third of all *deaths in children* under the age of 5
• Stunting of an estimated *195 million children* under age 5 in developing countries
• Undeveloped *cognitive capacity*, productivity and earning potential
Cost-effective Investment

Leading economists, meeting every four years, ranked micronutrient interventions among their top three recommendations in 2004, 2008, and 2012.

“One of the most compelling investments is to get nutrients to the world’s undernourished. The benefits from doing so – in terms of increased health, schooling, and productivity – are tremendous.”

Nobel laureate economist Vernon Smith, part of 2012 Copenhagen Consensus Expert Panel
Costs of Anemia

Anemia leads to:

- 17% lower productivity in heavy manual labor
- 5% lower productivity in other manual labor
- Estimated 2.5% loss of earnings due to lower cognitive skills

The Economics of Food Fortification (2006) by Sue Horton
Photo from The Lewis Family Blog http://lewisesinchina.blogspot.com/2008/04/trek-on-yellow-mountain.html
Average Premix Cost for 1 Metric Ton

**Wheat Flour:**
US$ 3 to fortify with iron, folic acid, and other B vitamins

**Ground Maize:**
US$ 4 to fortify with iron, zinc, vitamin A, folic acid, and other B vitamins

**Rice:**
US$ 6 to US$ 20 to fortify with iron, zinc, vitamin A, folic acid, and other B vitamins

One metric ton of flour is about 2,200 pounds, as pictured here. FFI photo.
Cost:Benefit Ratio for Preventing Spina Bifida

1:12  Chile
1:30  South Africa
1:48  United States