Marketing Flour Fortification: Examples from the Field

Pictures compiled by Kim Del Guercio, FFI Graduate Research Assistant
Children with flyers promoting fortified flour, Morocco

Copyright: Ministère de la Santé du Maroc
Social Marketing Campaign in Bangladesh (street theatre) organized by SMC and supported by GAIN

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Social marketing in Kyrgyzstan

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Source: GAIN website, http://www.gainhealth.org/photos/social-marketing-kyrgyzstan
Bakery selling bread made with fortified flour in Uzbekistan

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Wheat flour truck Morocco

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Communication materials, Georgia

Source: *The Importance of Social Marketing* by Ms. Maia Tskitishvilli, Alliance for Improved Nutrition; Presentation at the European Regional Flour Fortification Consultation, Oct 2008, Bucharest, Romania
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Examples from Uno (Turkey)

Source: We did not want to wait!: A private sector fortification story from Turkey by Doruk; 7 Jul 2004, The Flour Miller’s Tool Kit on Fortification
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Examples from bakeries (Turkey)

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Examples from bakeries (Turkey)

Source: *We did not want to wait!: A private sector fortification story from Turkey* by Doruk; 7 Jul 2004, *The Flour Miller’s Tool Kit on Fortification*
Logo of Fortified Products in Azerbaijan

Source: Azerbaijan by Galina Ganiyeva, Coordinator of MoH on Nutrition and Micronutrient deficiency program, Presentation at the Regional Conference of International Association of Operative Millers, 28 Sep 2005, The Flour Miller’s Tool Kit on Fortification
Leaflets (Azerbaijan)

Source: *Azerbaijan* by Galina Ganiyeva, Coordinator of MoH on Nutrition and Micronutrient deficiency program, Presentation at the Regional Conference of International Association of Operative Millers, 28 Sep 2005, The Flour Miller’s Tool Kit on Fortification
Sample of child t-shirt and cap (Azerbaijan)

Source: *Azerbaijan* by Galina Ganiyeva, Coordinator of MoH on Nutrition and Micronutrient deficiency program, Presentation at the Regional Conference of International Association of Operative Millers, 28 Sep 2005, The Flour Miller’s Tool Kit on Fortification
Information materials for children (Azerbaijan)

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Broadcasting educational cartoons (Azerbaijan)

Source: Azerbaijan by Galina Ganiyeva, Coordinator of MoH on Nutrition and Micronutrient deficiency program, Presentation at the Regional Conference of International Association of Operative Millers, 28 Sep 2005, The Flour Miller’s Tool Kit on Fortification
Fortified food logo examples

Source: The Flour Miller’s Tool Kit on Fortification, Section 5
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Source: The Flour Miller’s Tool Kit on Fortification, Section 5
Print advertisements and promotion

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Print advertisements and promotion
Source: The Flour Miller’s Tool Kit on Fortification, Section 5
Uzbek billboard,
Print advertisements and promotion
Source: The Flour Miller’s Tool Kit on Fortification, Section 5
“Improving nutrition for poor mothers and children” JFPR 9005 project implemented from 2001-2004 (Mongolia)

Source: Current status of fortified flour production and plan of increasing support for national flour fortification by Altantsetseg Ya, Gereljargal B, and Chuluunsetseg B, Members of Mongolian Team; Presentation at the FFI East Asian Leaders’ Group Meeting, Feb 2009, Ho Chi Minh City, Vietnam
Leaflets and Information (Vietnam)

Source: *Flour Fortification in Vietnam* by Dr. Nguyen Hung Long, Deputy Director General, Vietnam Food Administration, MoH; Presentation at the FFI East Asian Leaders’ Group Meeting, Feb 2009, Ho Chi Minh City, Vietnam
Leaflets and Information Sheets (Vietnam)

Source: Flour Fortification in Vietnam by Dr. Nguyen Hung Long, Deputy Director General, Vietnam Food Administration, MoH; Presentation at the FFI East Asian Leaders’ Group Meeting, Feb 2009, Ho Chi Minh City, Vietnam
Developing Logo (Vietnam)

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Partnerships in Action (Africa)

Source: Middle East and Africa Update; EMT Powerpoint, Sep 2008
Advertisement (Pacific)

Source: Providing fortified flour and quality foods in the Pacific by Stephen Althaus, Pacific Manager, Goodman Fielder; Presentation at the Adding Value to Pacific Foods Meeting, Nov 2008, Sydney, Australia
T-shirt, National Communications Support

National Communications Support

WFF Advertising in Kyzylorda

Source: Sustainable Food Fortification in Central Asia and Mongolia by MoH of Republic of Kazakhstan; Presentation at 1 Eurasian Meeting of International Association of Flour Millers, Nov 2006, Istanbul, Turkey
Ekmeğe vitamin katmazsak
Türkiye az gelişmiş kalacaksız

Günlük enerjisinin yarısını ekmekten alan Türk insani, beyaz ekmek ısırak yüzünden pek çok mineral ve vitamini alamıyor. Oysa ABD dahil pek çok ülkede en az 50 yılı zenginleştirilmiş ekmeği tüketiyor.

60 YIL GERİDEN

Yaş 30'larına giren unlar bile, Türkiye'nin 30 yıl önce, zenginleştirilmiş krom hâllinde alınan bu kırmızı unlar, Türkiye'nin durumu ortaya çıkarmaktadır.

VITAMIN KATRISI

Gıda ve içecek sektörüne ait bir studi, Türkiye'deki diyetin zenginleştirilmiş ekmek olarak değerlendirildiğinde, vitamini tüketiminde pek çok eksiklik saptandı. Diğer ülkelerde zenginleştirilmiş ekmeklerin tüketimi daha yaygın bir şekilde görülmektedir.

Dersler, aşı worns ve gerilim için de zenginleştirilmiş ekmek ile sağlanabilir. Vitamini tüketiminde pek çok eksiklik saptanıyor, Türkiye'deki diyetin zenginleştirilmiş ekmek olarak değerlendirildiğinde, vitamini tüketiminde pek çok eksiklik saptandı. Diğer ülkelerde zenginleştirilmiş ekmeklerin tüketimi daha yaygın bir şekilde görülmektedir.

Günlük ihtiyaç yanısı kalsınlar!
Turkey: Media Campaign

Source: FFI IAOM; Presentation at IAOM Meeting, 2004, Tehran, Iran
Communication and Media

Source: *Flour Fortification Seminar, Interflour Universiti Teknologi MARA* by Glen Maberly, FFI Coordinator; Presentation, Feb 2006, Kuala Lumpur, Malaysia
Examples of Radio Advertisements
Source: The Flour Miller's Tool Kit on Fortification, Section 5

**RADIO SCRIPT**

**CLIENT:** MOH  
**TITLE:** Children  
**DURATION:** 60 sec

**SFX:** Sound of children playing.

**FVO 1:** Look at the children playing.

**FVO 2:** Your children are so active and happy, but mine...........(heavy sigh) They often fall sick. Tell me, how do you manage to keep yours so healthy and strong?

**FVO 1:** I feed them on a variety of foods that are rich in Vitamins and Minerals like green vegetables and fruits. And.....I also feed them on fortified foods.

**FVO 2:** Fortified foods!! I have never heard of them, what are they?

**FVO 1:** These, my dear, are foods that have vitamins or minerals added to them at the factory. If we eat fortified foods on a regular basis, our bodies will grow stronger and enable us to fight disease and illness. Then we will have a healthier family.

**FVO 2:** Where can I find fortified foods? (Anxious voice)

**FVO 1:** Fortified foods are now available in shops and markets. When you go to buy food products, look for those that bear a circle with the letter F for fortified.
Examples of Radio Advertisements
Source: The Flour Miller's Tool Kit on Fortification, Section 5

RADIO SCRIPT

CLIENT: MOH
TITLE: Doctor
DURATION: 60 sec

DAD: So, doctor. How's my child doing?

DOC: Oh, your child needs some rest and lots of fluids. I also recommend that you ensure your whole family get more vitamins and minerals.

DAD: How do we do that?

DOC: Make sure that your family feeds on a diet rich in Vitamins and Minerals, another way is to feed them with fortified foods.

DAD: Fortified? With what?

DOC: Fortified with vitamins and minerals.

DAD: How does that work?

DOC: Fortified foods contain vitamins and minerals that are added at the factory. Having the right amount of vitamins and minerals on a regular basis will help our bodies grow stronger so we can fight disease and illness.

DAD: Are these foods safe?

DOC: Yes, Fortified foods are completely safe and are recommended by the Ministry of Health.

DAD: Where do I find fortified foods?

DOC: (laughs) You’re already eating some fortified foods. Salt, margarine and cooking oils for instance. But more fortified foods are found in your shops and markets. Just look for food products that bear a circle with the letter F for fortified!!
Radio message for South Africa fortified food

This is an important announcement from the department of health.
Fact: Vitamins and minerals are essential for everyone’s good health.
Fact: One out of two children gets fewer vitamins and minerals than they need. This could cause them to become weak and suffer from serious illnesses.
The department of health has passed laws that requires some food be strengthened with vitamins and minerals. This is called fortification. Look for the fortification sign on maize meal, bread flour, and bread and insure a healthier future for you and your children.

Radio Message in South Africa
Source: The Flour Miller’s Tool Kit on Fortification, Section 5