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Public-Private Partnership in Support of Food Fortification in West Africa

Smarter Futures Africa Network Meeting

December 3, 2014

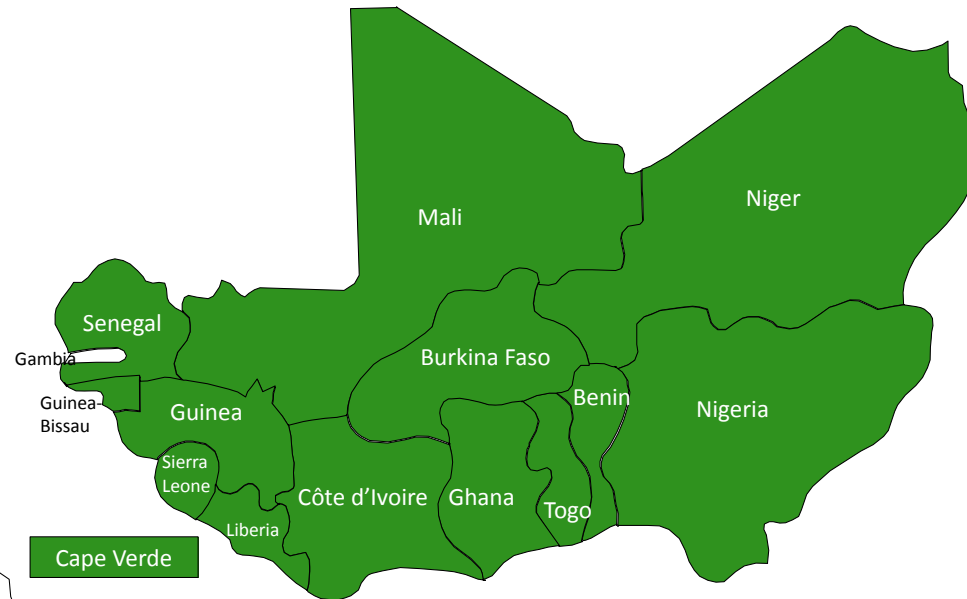
Cape Town, South Africa

Fred Grant, Regional Nutrition Advisor

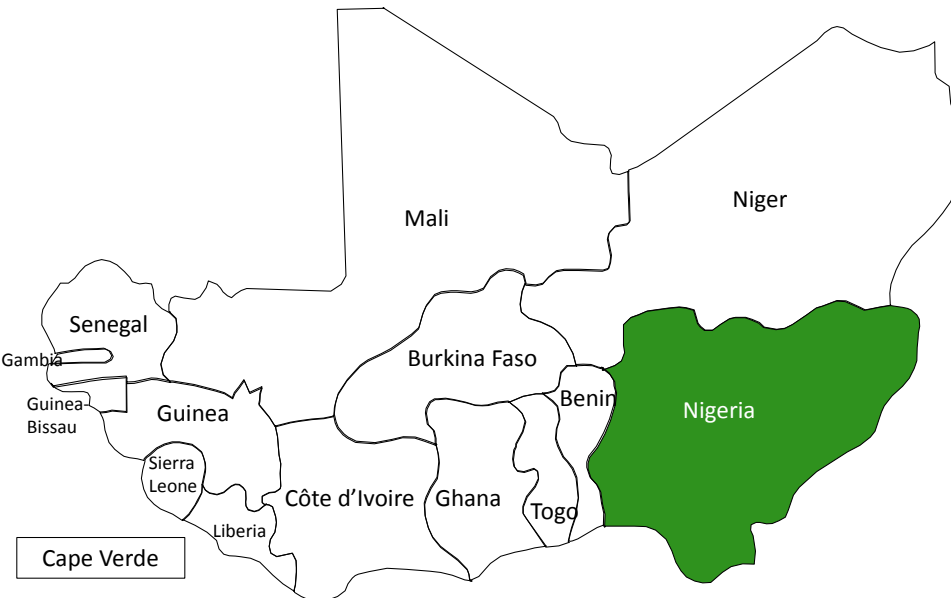
Helen Keller International, Africa Regional Office

PROGRESS ON FOOD FORTIFICATION IN WEST AFRICA

MANDATORY LEGISLATION - 2014



MANDATORY LEGISLATION - 2002



KEY ELEMENTS IN FORTIFICATION



Helen Keller
INTERNATIONAL

PARTNERSHIPS

- Population-based identification of food vehicles (usually with FRAT)
- Industry assessments
- Legal framework
- Production
- Quality assurance
- Public awareness raising on fortification
- Private marketing of fortified foods
- Monitoring and evaluation

ADVOCACY

FORTIFICATION RAPID ASSESSMENT TOOL (FRAT) SURVEYS



Countries

- Burkina Faso, Cameroon, Côte d'Ivoire, Guinea, Mali, Mauritania, Niger, Senegal

Food Vehicles

- Vegetable oil: Cottonseed, Peanut, refined palm
- Wheat flour
- Sugar
- Bouillon cubes

FRAT SURVEY – SENEGAL (2005)



% of children 6-59 months having consumed in last 24 hours:

Food Vehicle	Dakar	Secondary Cities	Rural South	Rural North
Vegetable oil	88	88	55	80
Sugar	95	96	85	91
Wheat flour	88	87	52	81
Bouillon cubes	90	96	94	99
Tomato paste	59	66	40	50

PRIORITIZATION OF WHEAT FLOUR AND VEGETABLE OIL



- High levels of penetration
- Homogeneous daily consumption levels
- Centralized production
- Affordable technology for industry helps ensure affordable cost to consumers
- Technically feasible
- No negative perceptions related to consumption of these products
- Industry commitment

INDUSTRY ASSESSMENT



Findings in Benin, Burkina Faso, Côte d'Ivoire, Cameroon, Guinea, Mali, and Senegal (2004-2009):

- Fortification is technically and economically feasible
- Fortified foods cannot be expected to reach all deficient populations
- Fortifying 2-3 foods with the same micronutrient(s) may provide an effective approach: increased nutrient intake and cost shared across industries
- Industry is receptive
- Plant design /set-up, equipment, and capacity needs identified



INDUSTRY CAPACITY BUILDING



Reinforcing capacity of the Private Sector to fortify:

- **Plant design** and set-up
- **Equipment:** fabricate & install
- **Premix** requirements / storage handling
- **Quality Assurance / Control** lab
- **Operational procedures**
- **Training** & initiation of fortification
- **GMP/HACCP** – Food Safety



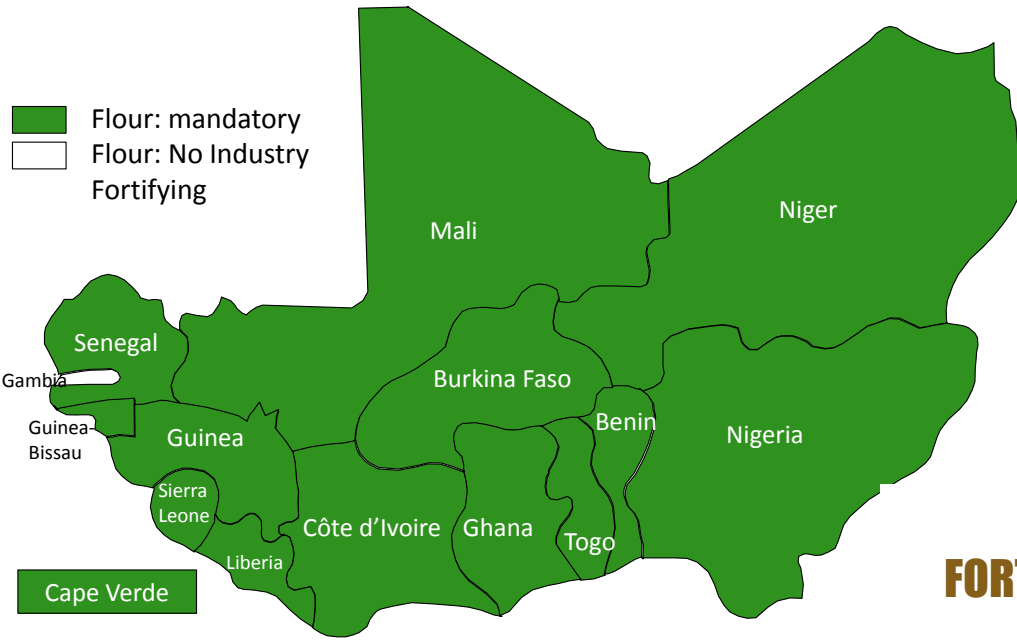
QUALITY MANAGEMENT SYSTEMS



- **Internal Quality Control** by industry
- **External Quality Control** by regulatory agencies
- At plants, borders, and labs
- Requires **equipment** and ongoing **capacity building**



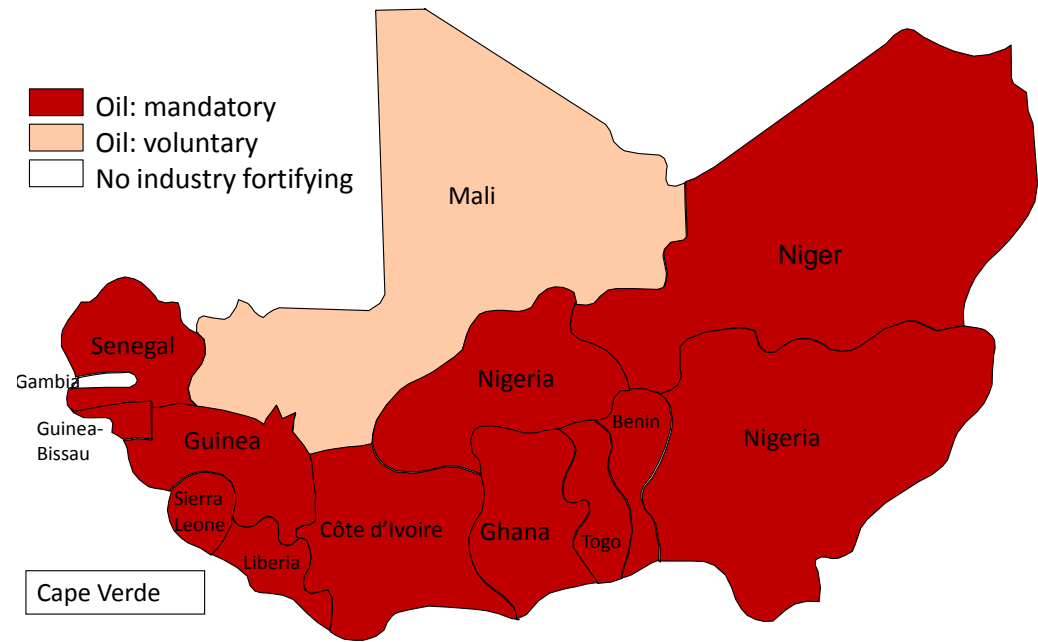
FORTIFICATION OF WHEAT FLOUR



LEGAL FRAMEWORKS



FORTIFICATION OF VEGETABLE OIL



Status as of 2014

COMMUNICATION AND SOCIAL MOBILIZATION



- Awareness-raising for public understanding and support is essential from the beginning
- Consumer associations
- Civil Society: National Fortification Alliances
- Role in fortification launch, branding, and ongoing monitoring



REGIONAL COORDINATION



- West African Health Organization (**WAHO**)
- West African Economic and Monetary Union (**UEMOA**)
 - Technical: guidelines and training
 - Standards: harmonized across 8-country UEMOA zone
- **ECOWAS**
 - Commissioner of Private Sector Promotion
 - Commissioner of Industry
 - ECOWAS Harmonization Model
- **Regional Industry Associations**
 - AIFO-UEMOA (oil)
 - AIM-UEMOA (flour)





A Regional Partnership for Sustainable Control of Vitamin and Mineral Deficiencies



MILESTONES 1



- **ECOWAS Assembly of Health Ministers 2006** resolution on mandatory fortification of wheat flour and vegetable oil
- **Mandatory fortification legislation** in 14/15 countries for wheat flour and 13/15 for vegetable oil
- **UEMOA:**
 - 5 year Fortification Plan
 - **>\$800,000** in regional support
 - **Harmonized** fortification standards and logo



MILESTONES 2



- **Fortified food samples** from factories and markets in compliance, but this varies greatly
- **> 70% population coverage** of fortified foods
- **>\$5 million** in government tax exoneration on premix of (just 3 countries from 2011-13)
- **>\$31 million** in industry premix and equipment purchases (2011-13)



LESSONS LEARNED 1



- Regional bodies have catalyzed supportive environment for scale-up
- Regional approach does not substitute for country-level action
- Partnership across international organizations creates opportunities for synergy and minimizes duplication of efforts
- Fortification is an iterative process and necessary to build in flexibility

LESSONS LEARNED 2



- On-the-ground presence essential to catalyze action – right people in right places
- Public sector and donors respond more slowly than private sector
- Industries are eager to participate in food fortification – want “level playing field”



CHALLENGES AHEAD



1. Harmonizing fortification standards across ECOWAS with harmonized regional consumer logo
2. Strengthened Quality Management
3. Coordinated and Integrated QC and oversight
4. Monitoring Coverage and Impact



Helen Keller
INTERNATIONAL

THANK YOU!

“Alone we can do so little; together we can do so much.”

- Helen Keller