

# USAID ADVANCING FOOD FORTIFICATION OPPORTUNITIES TO REINFORCE DIETS (USAID AFFORD)

## What is USAID AFFORD?

The global USAID AFFORD program represents a holistic approach to LSFF that puts businesses at the core of the solution while strategically engaging with the public, private, and civil society sectors. The five-year program (2022-2027) will advance U.S. Government strategies on nutrition by strengthening connections and capacity across food systems, influencing relevant global initiatives, and contributing to the population-, market-, and government-level objectives of the Global Food Security Strategy's (GFSS) FTF initiative.

AFFORD will also be aligned to key objectives in USAID's Multi-Sectoral Nutrition Strategy to scale effective, integrated interventions across development contexts and increase private sector engagement to reduce micronutrient deficiencies. AFFORD will serve as the key implementing mechanism for delivering results under the [USAID LSFF programming guide and results framework](#).

Vitamins and minerals—called micronutrients—are vital to healthy development, disease prevention, and well-being. Micronutrient deficiencies are the most widespread form of malnutrition as most essential micronutrients must come from the diet. Countless individuals worldwide suffer from deficiencies in vitamins and minerals, often because they cannot access a healthy and diverse diet. The effects can be devastating, including birth defects, compromised cognitive and physical development for children, anemia, weakened immune systems, and child mortality.

Large-scale food fortification (LSFF) tackles micronutrient deficiencies head-on by adding essential vitamins and minerals to commonly consumed food products, increasing their nutritional value. LSFF provides a safety net against vitamin and mineral inadequacies that often occur seasonally or during crises when the food supply is low and access to a diverse diet is limited. Large-scale food fortification is one of the most cost-effective, lifesaving interventions. Country-wide fortification can save national economies an estimated 2-3 percent of their GDP.

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*Millers and processors like Omega Foods in Zambia are essential parts of local food systems that can strengthen diets by enriching their products (Bobby Neptune / TechnoServe).*

*(Activities continued)*

**Its activities are based on four key elements:**

- **Putting the food industry at the center:** While LSFF is a public health imperative, it cannot succeed if the food industry does not have the capacity or motivation to adopt and scale it.
- **Data-driven decision-making:** Generating and sharing accurate, timely, and localized fortification data empowers government, civil society, and the food industry to drive forward the nutrition agenda.
- **Establish industry capacity to fortify potential new food vehicles: maize flour, wheat flour, and edible oil.** There may be further opportunities to improve the quality of diets by fortifying additional food vehicles. In collaboration with partners, USAID AFFORD will identify gaps and requirements needed for the industry to introduce new fortified products and document their needs and perspectives.
- **Convergence of innovations:** AFFORD will work across the various disciplines working on nutrition to share insights and ideas that enhance LSFF surveillance, data visualization, training, M&E, and cross-sector accountability.
- **Systems approach and local-led development:** Several stakeholders play various important roles in the system. AFFORD will engage with the public, private, and civil society actors at national, regional, and global levels, expanding and sustaining interventions, mobilizing commitment, leadership, and investment, and fostering better collaboration to scale LSFF.

Examples of Potential Work under AFFORD

Many of AFFORD's activities will be carried out through Associate Awards and buy-ins from USAID missions. AFFORD offers an array of initiatives, including:

- **Strengthening the enabling environment:** Working with civil society and government to ensure that legislation and regulations are optimized to facilitate and encourage LSFF; facilitating effective and efficient monitoring and enforcement of fortification standards; and building government capacity to plan and finance food fortification activities.
- **Technology transfer and capacity building:** Delivering sector-wide training on impactful, high-priority topics to food businesses and other key stakeholders; designing and delivering customized technical assistance that addresses the specific technical and business challenges of individual food processors; and mobilizing funding for needed investments in food businesses.
- **Learning and influencing:** Collecting and analyzing market and household data to identify nutritional needs; strengthening consumer groups to advocate for fortification and hold food companies accountable; and conducting a landscape analysis of fortified foods, including market share size and value analysis to identify the needs of food producers, regulatory inspectors, and laboratories. AFFORD envisions holding convenings that bring together leaders from the private and public sectors to stay ahead of trends in LSFF and establish national accountability mechanisms that better integrate industry.

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**For more information about USAID AFFORD**

For more information about how AFFORD can provide support, please contact the Agreement Officer's Representative, Ingrid Weiss ([iweiss@usaid.gov](mailto:iweiss@usaid.gov)) or Project Director, Brent Wibberley ([bwibberley@tns.org](mailto:bwibberley@tns.org))

## USAID AFFORD Consortium

**TechnoServe** is responsible for overall implementation of the project. AFFORD will draw on TechnoServe's Food Processor Support Toolbox—proven methodologies for processor support and trust-building to address sector-wide challenges and opportunities and provide customized assistance to individual processors.



**Nutrition International** (NI) has been a leader in the global fight against malnutrition by delivering high-impact, low-cost nutrition interventions for 30 years. Active in LSFF for over 20 years, NI works with governments and other fortification partners, combining deep technical expertise and know-how with a flexible approach. NI will lead work on the enabling environment.



**Food Fortification Initiative** (FFI) has 20 years of experience convening public, private, and civic stakeholders to build fortification programs in Africa, the Americas, Asia and the Pacific, Europe, India, and the Middle East. Based at Emory University's Rollins School of Public Health, FFI will provide leadership to develop and pilot innovative data collection tools and approaches.



**ISF Advisors** brings a team with experience from top-tier strategy, investment banking, and corporate finance firms, leading strategic and financial advisory services to mobilize capital for a more sustainable, equitable, and productive global food system. ISF is AFFORD's leader in access-to-finance solutions, providing innovative finance experts to identify barriers to finance for LSFF activities across target geographies.



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