

THE MALAWI FOOD FORTIFICATION PROGRAMME

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MALAWI

Where we want to be

- Strong coordination
- Advocacy on the consumption of fortified foods
- Producers to contribute on social marketing of fortified foods
- Nutrition legislation in place
- Strong monitoring and evaluation

PRODUCTION AND DISTRIBUTION

- Sugar fortification to commenced in April,2012
- Three of the largest four oil companies fortifying. Successful trials done at Mulawe oil.(New companies claim fortification)
- For maize flour,Rab processors in the process of modifying its equipment to comply with new standard. For wheat flour, Capital Foods seeking technical assistance for the whole fortification process(Dossifier). Bakhresa Milling Company ready to fortify but waiting for a mandatory standard.

SOCIAL MARKETING AND ADVOCACY

- Done within the SUN(Scaling Up Nutrition) frame work. Championed by MoH.
- Banners, posters and stickers with the fortification message produced and distributed by CAMA
- Radio jingles and press releases were also done.
- Fortification logo developed and in use

REGULATION AND MONITORING

- Logo guidelines in place for use by manufacturers
- Nutrition act that includes fortification finalized.
- Fortification standards approved by Minister of Industry and Trade and gazetted in February,2015.
- MBS staff trained in certification of fortified foods
- Adopted and modified the salt monitoring mechanism to monitor fortified food

PROGRAMME MANAGEMENT

- Managed and coordinated by the Ministry of Industry and Trade and Ministry of Health .
- Coordinates advocacy activities within the SUN
- With assistance from development partners, provides, technical assistance for industry.
- Mobilized resources for FF activities .

WHATS NEEDED

- Need for more technical assistance for the private sector.
- Need to step up the social marketing as we will have more fortified products soon.
- The regulatory framework must be strengthened by making it more integrated.
- Need to enhance monitoring as it is very critical to the success of the programme

WHATS NEEDED

- More advocacy should be done at all levels of the government policy structure
- Need for steady funding for all annually planned activities of the NFA.
- Timely reporting to the secretariat by stakeholders very important for decision making.
- Steady availability of monitoring tools needed.
- Due to the increasing number of products, need for training for monitors at import, production and commercial levels.

THANK YOU