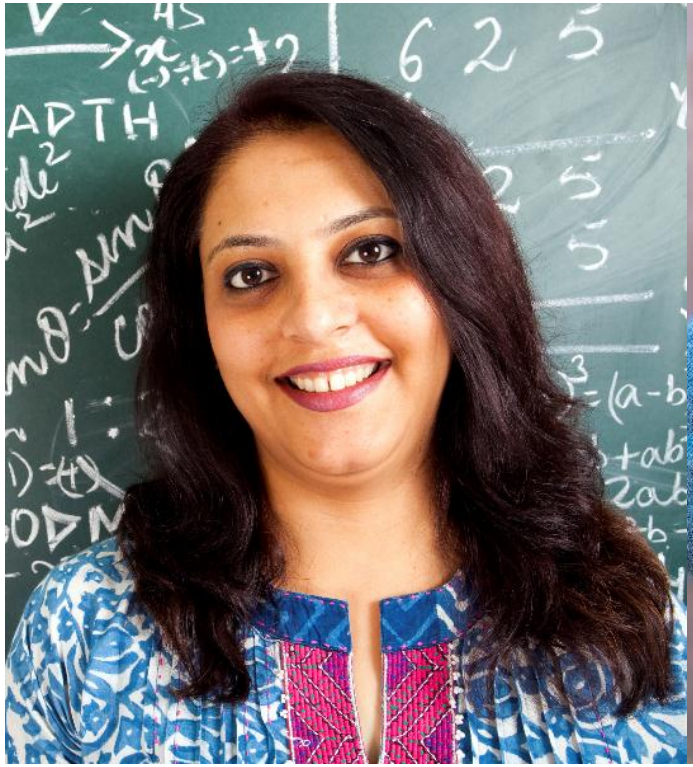
Our Vision:

Smarter, stronger, healthier people worldwide by improving vitamin and mineral nutrition.

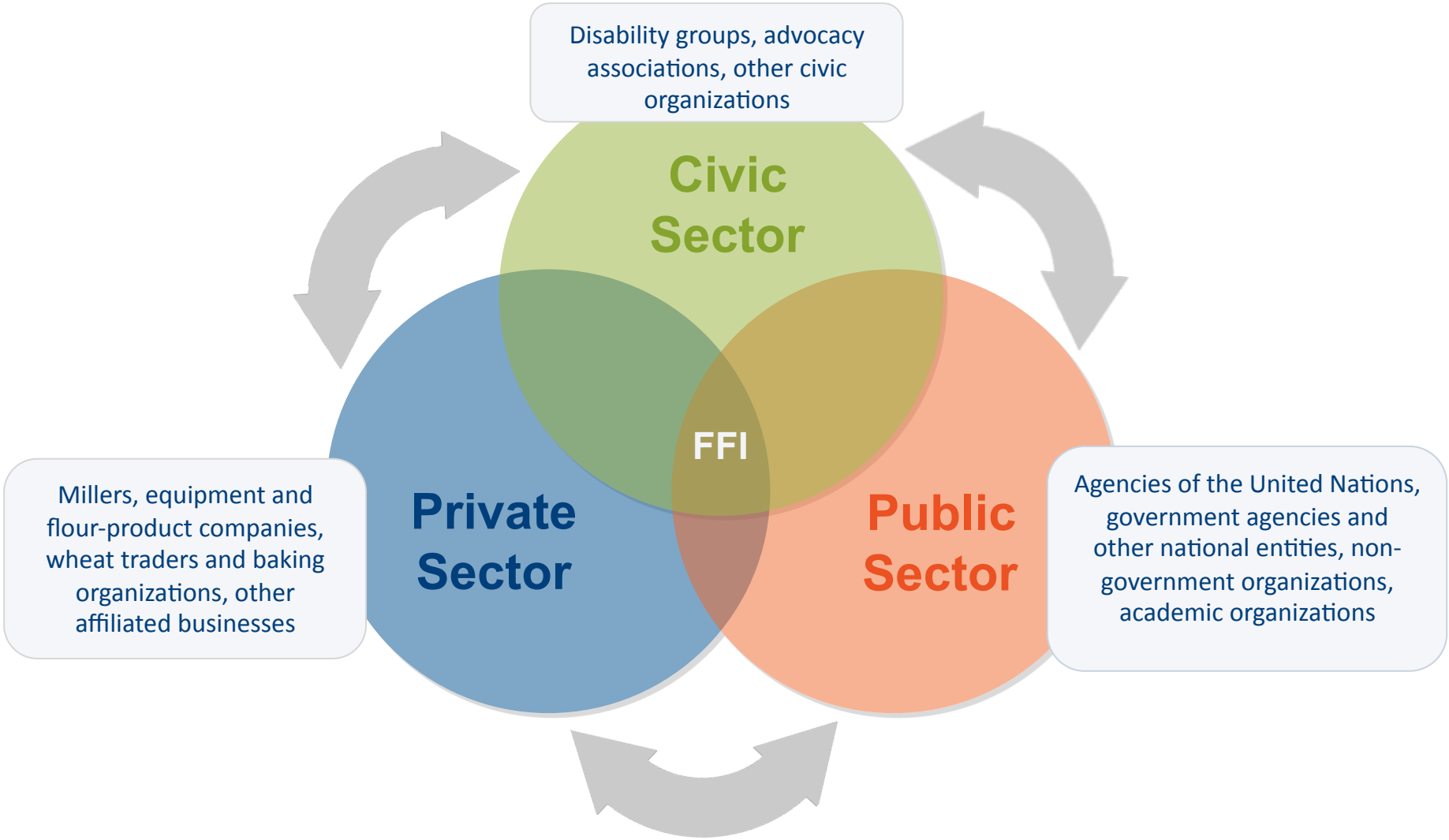


Our Mission:

Advocate for and support fortification of industrially milled cereal grains by collaborating with multi-sector partners.



FFI Stimulates Network Interaction



Multi-faceted Approach

Micronutrient Powders

Wheat & Maize

Rice

Supplements

Dietary Diversity

Condiments

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*

Africa
Africa Network Coordinator

India
India Network Coordinator and Senior Advisor

Asia
Coordinators in Bangkok and Jakarta

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

Special Purpose Funding

- Smarter Futures
- CDC Birth Defects

Contributors to Special Events

- Hexagon
- Muhlenchemie
- Fortitech
- DSM
- IMP
- Other industry partners

In-Kind and Country Specific Support

- Emory University
- GAIN
- UNICEF
- HKI
- Project Healthy Children
- World Bank
- WHO
- Many others

For More Information

www.FFInetwork.org

www.Facebook.com/FFInetwork

https://twitter.com/FFINetwork

Join the Food Fortification Initiative group on Linked In

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

Food Fortification Initiative
Enhancing Grains for Healthier Lives

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

istockphoto

Tracking Progress on Child and Maternal Nutrition. United Nation's Children's Fund (UNICEF) November 2009 New York City

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

http://www.copenhagenconsensus.com/projects/copenhagen-consensus-2012/outcome

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

One metric ton of flour is about 2,200 pounds, as pictured here. FFI photo.

Wheat Flour:

US$ 3 to fortify with iron, folic acid, and other B vitamins

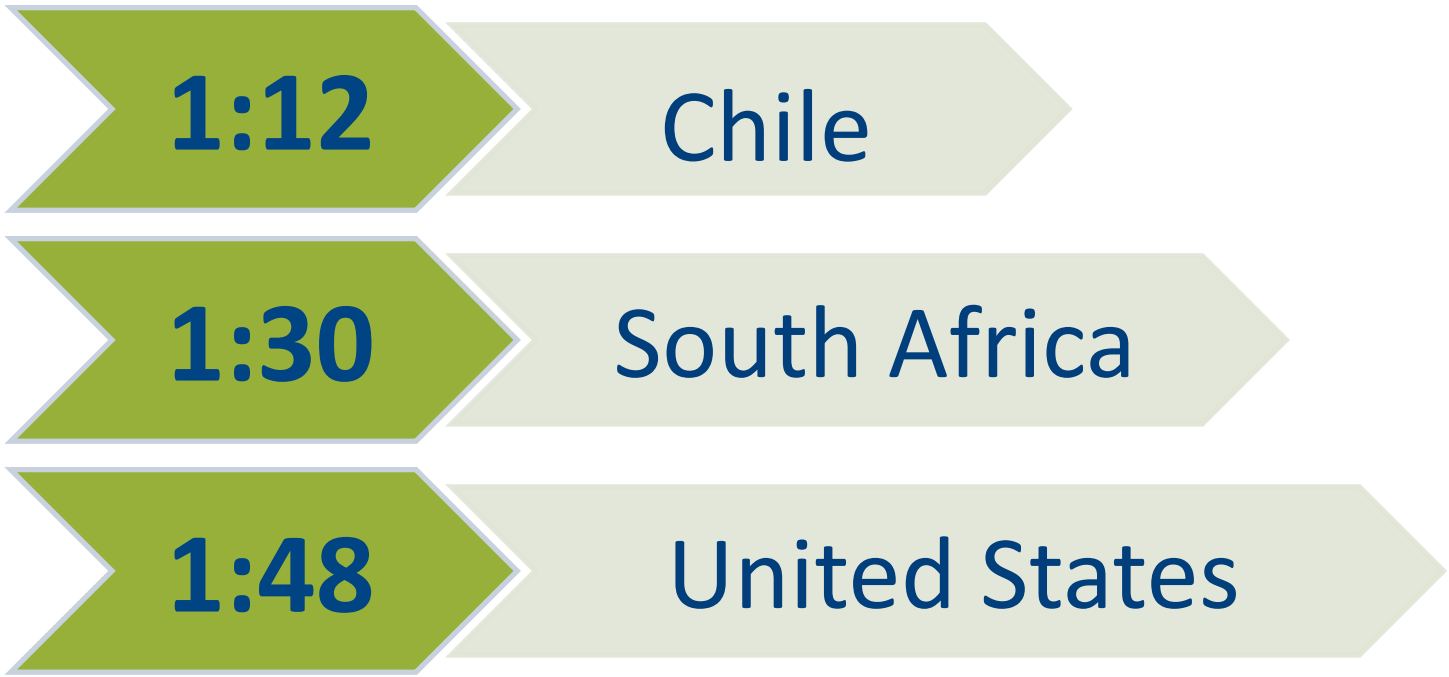
Ground Maize:

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

Cost:Benefit Ratio for Preventing Spina Bifida



Llanos, A., et. al., Cost-effectiveness of a Folic Acid Fortification Program in Chile. Health Policy 83 2007:295-303.
Sayed, A., et.al., Decline in the Prevalence of Neural Tube Defects Following Folic Acid Fortifcation and Its Cost-Benefit in South Africa. Birth Defects Research 82 2008:211-216.
Grosse, Scott, et. al., Reevaluating the Benefits of Folic Acid Fortification in the United States: Economic Analysis, Regulation, and Public Health. American Journal of Public Health 95 2005:1917-1922.