



## INSIGHTS SUMMARY

# FOOD FORTIFICATION: A CRITICAL INVESTMENT IN QUALITY AND NUTRITION

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We would like to thank the following opening speakers:

**William Warshauer**, CEO, **TechnoServe**

**Christina Tewes-Gradi**, Founder and Managing Director, **Endeva**

**Paloma Fernandes**, CEO, **Cereal Millers Association**

**Dominic Schofield**, Program Director – IGNITE, **Technoserve**

***In an era defined by rapid globalisation and heightened awareness of nutritional needs, the topic of food fortification emerges as a key strategic agenda for businesses and governments alike. It presents a unique opportunity to address malnutrition by integrating essential nutrients into everyday food commodities, ensuring better health outcomes for consumers worldwide.***

### INSIGHT 1: **SUPPORT MILLERS IN TRANSITION TO ELEVATE FOOD QUALITY**

The quality of food and nutritional value of staple foods directly correlates with the well-being of the population. Millers, operating at the heart of food production, play a pivotal role in this arena. As they transition to new standards and technologies, it's paramount to provide them with the necessary support. However, barriers persist. These range from the inconsistent quality of premixes used for fortification to low consumer awareness and demand for fortified foods. Thus, addressing

***We can make the choice to invest in improved food quality and nutrition. We can make the choice to rely on each other and to work together. And we are choosing to act now to build trust and to scale up food fortification in ways that can be sustained.***

**Dominic Schofield, Program Director - IGNITE, Technoserve**

***Sometimes fortification can be seen as a weak business case. Millers don't really see the need to add cost to an already expensive production line, as they see no apparent increase in sales.***

**Paloma Fernandes, CEO, Cereal Millers Association**

these challenges necessitates financial and technical backing. Not only does this elevate the quality of products in the market, but it also makes a compelling business case for millers. Their role is not just limited to operating large-scale factories; they make crucial business decisions that can shape the nutritional landscape of entire nations.

## **INSIGHT 2: FOSTER PARTNERSHIPS AND TRUST TO AMPLIFY FORTIFICATION EFFORTS**

Collaboration is the bedrock of successful food fortification. In a complex ecosystem with numerous stakeholders – from ingredient suppliers to regulators – trust becomes the glue that binds them together. The success stories shared, like that of Nigeria's flour industry, exemplify the potential of cohesive action. By building innovative partnerships, sharing technical know-how, and ensuring quality at every stage, the fortification process can be streamlined. Furthermore, data-driven approaches and digital solutions can enable real-time tracking and quality checks, thus instilling confidence in the entire value chain.

## **INSIGHT 3: ADVOCATE FOR ROBUST POLICIES TO ENSURE A LEVEL COMPETITIVE FIELD**

The food fortification journey is not devoid of regulatory complexities. For the effort to be sustainable, it's crucial to ensure consistent, predictable regulations that create a level playing field for millers. This will prevent unfair advantages and ensure that all players, irrespective of their size or influence, adhere to the same high standards. In addition, mechanisms like the Millers Nutrition Initiative highlight the potential of self-regulation within the industry. Such initiatives, backed by strategic partnerships, can set benchmarks and promote best practices. A combination of strong policies and industry-led initiatives will not only facilitate food fortification but also foster a competitive market landscape that is both fair and geared towards superior nutritional outcomes.

*The essence of it is acting together. So what we learnt is that we have to work in partnership, that we have to work in alignment in order to fix the underlying issues in the food system.*

**Christina Tewes-Gradi, Founder and Managing Director, Endevo**

*In the large scale, for every dollar invested in large-scale food fortification, we see \$27 back in benefits and improved health and productivity.*

**William Warshauer, CEO, TechnoServe**

## **IN SUMMARY**

As the world grapples with the twin challenges of malnutrition and food security, the strategic fortification of food commodities offers a viable solution. By supporting millers in their transition, we adopt a miller-centric approach – prioritising millers will encourage their full engagement and support, which are pivotal to success. By fostering robust partnerships, advocating for equitable policies, and investing in raising consumer awareness of the benefits of fortified foods, we can harness the full potential of food fortification. The time to act is now, with collective resolve and shared vision, to realise a healthier future for all.

## **RESOURCES**

- **BASF Case Study:** [food-fortification.com](https://www.food-fortification.com)
- **REPORT:** [Fortifying Food Markets](#)
- **WORKSHOP:** [Food Fortification workshop summary](#)
- **SLIDE PRESENTATION:** [docs.google.com/presentation/d/1qNUZtxEOwyrBclpRZcfxk2YeCy-tqFMU?t?usp=sharing&ouid=115342157841777917985&rtpof=true&sd=true](https://docs.google.com/presentation/d/1qNUZtxEOwyrBclpRZcfxk2YeCy-tqFMU?t?usp=sharing&ouid=115342157841777917985&rtpof=true&sd=true)