

Why Would Millers Fortify?



Greg Harvey
CEO, Interflour



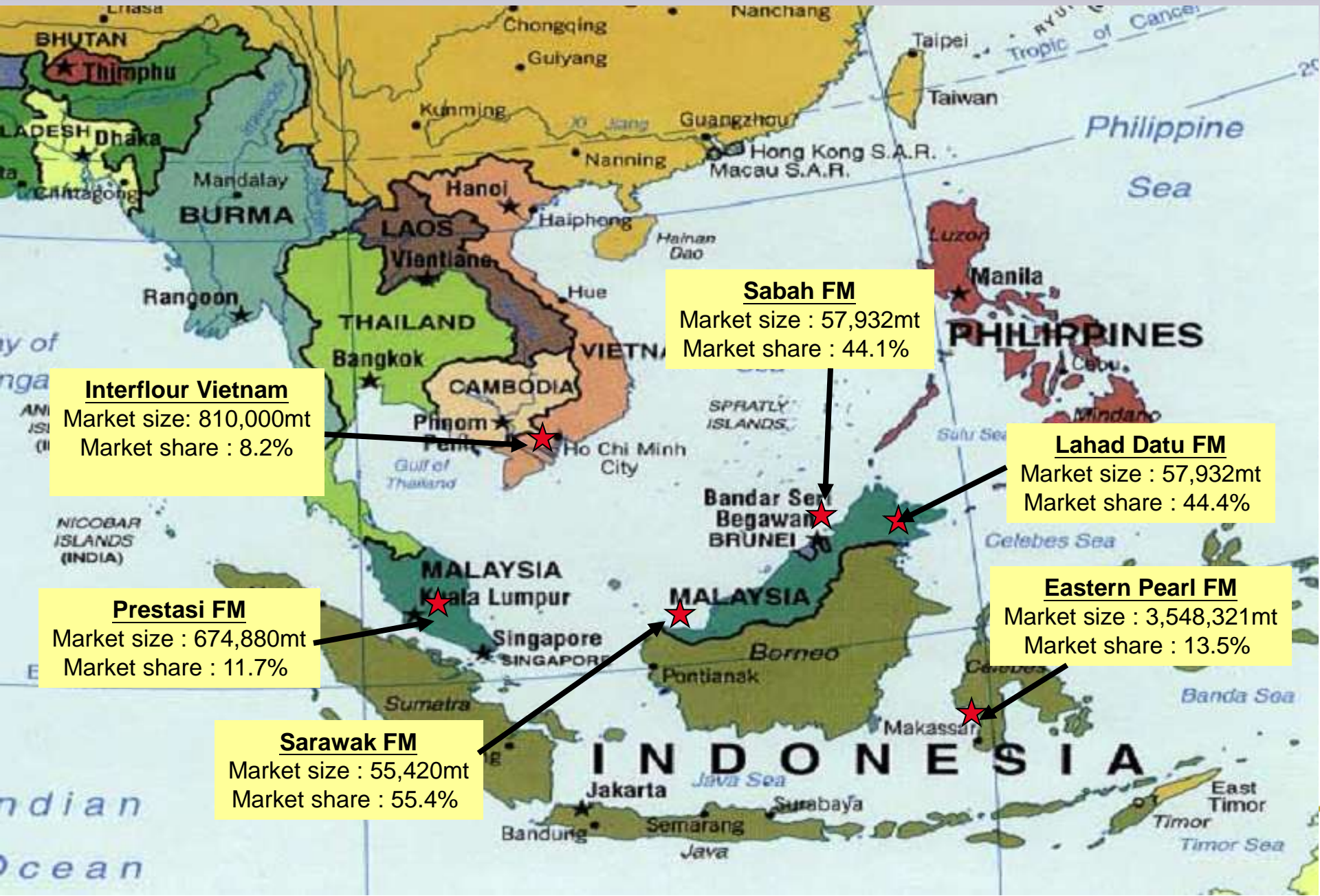


As one of South East Asia's largest integrated wheat buying, flour milling, and marketing companies, over 1 million tonnes of wheat are processed annually at 6 mills in Indonesia, Malaysia, and Vietnam.

Interflour contributes to public health through flour fortification programs, and offers a wide range of flour products crafted for customers' needs.



Location of Interflour's Mills



Sabah FM

Market size : 57,932mt
Market share : 44.1%

Lahad Datu FM

Market size : 57,932mt
Market share : 44.4%

Eastern Pearl FM

Market size : 3,548,321mt
Market share : 13.5%

Sarawak FM

Market size : 55,420mt
Market share : 55.4%

Prestasi FM

Market size : 674,880mt
Market share : 11.7%

Interflour Vietnam

Market size: 810,000mt
Market share : 8.2%

Why Would Millers Fortify?

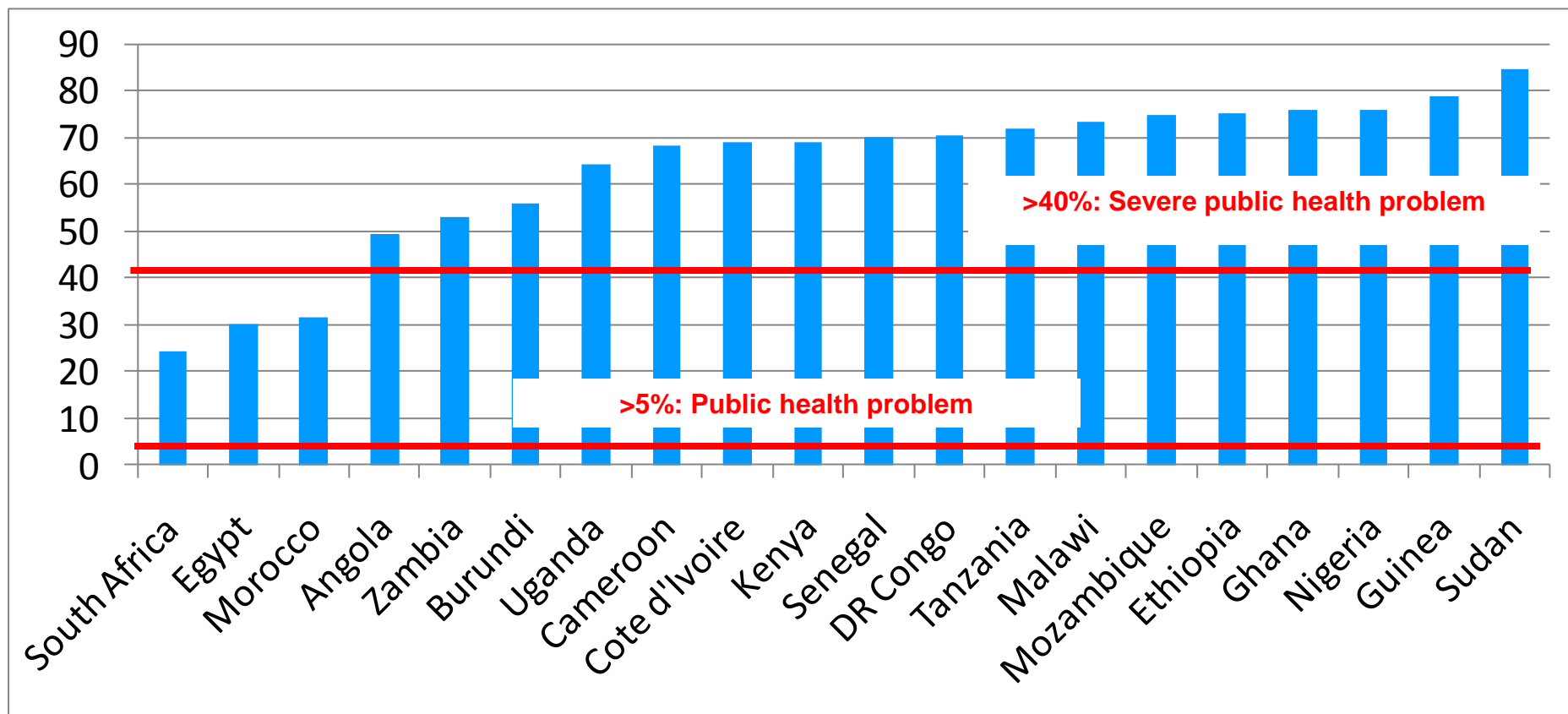
Because it improves the health of our people.

Burden from Micronutrient Deficiencies

- Impairs millions of growing minds and lowers national IQ
- Causes damage to immune systems and deaths of more than a million children a year
- Causes 200,000 serious birth defects annually.
- Contributes to the death of approximately 60,000 young women a year during pregnancy and childbirth.

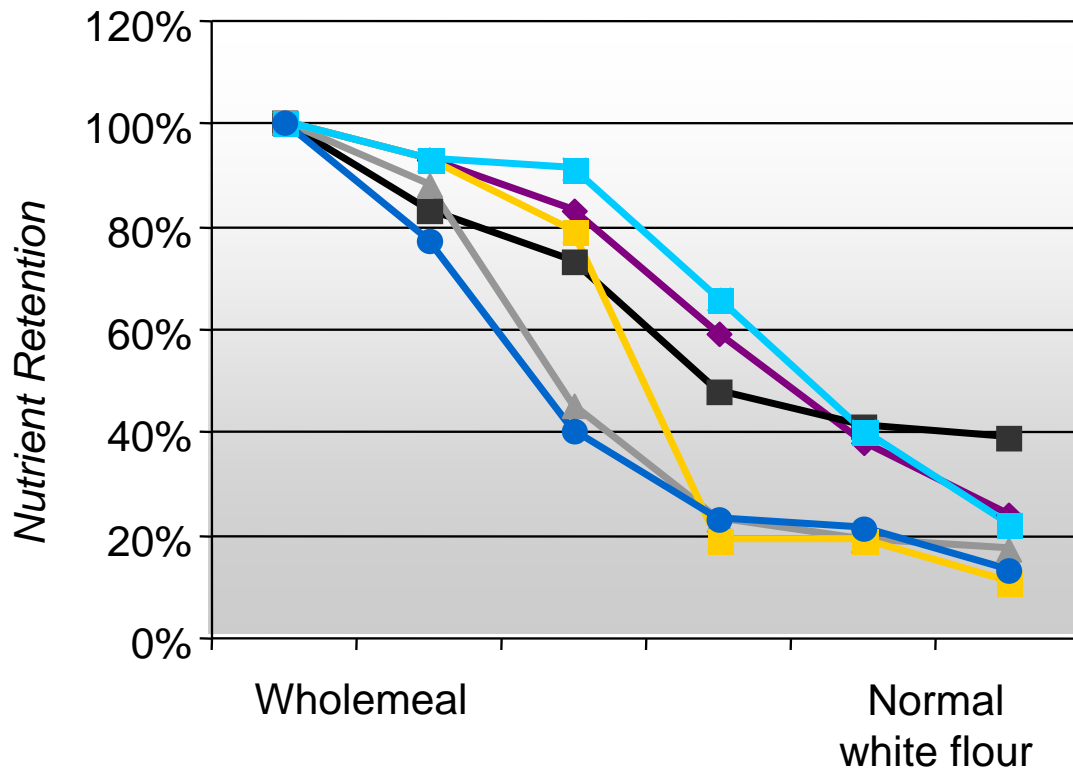


Country Estimates of Anaemia Prevalence in Preschool-age Children



The Case for Flour Fortification

Loss of vitamins and minerals during milling of wheat



Fortification replaces nutrients lost during the milling process and can add other vitamins and minerals. Why not use fortification to address micronutrient deficiencies?

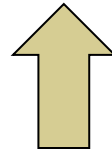
Fortified refined flour is more nutritious than whole wheat flour when considering micronutrient content.



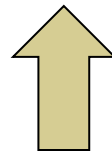
Why Would Millers Fortify?

Because it makes business sense.

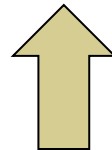
Increased Disposable Income to spend on Food



Increased GDP + Productivity



Flour Fortification



Micronutrient Deficiencies + Reduced Productivity



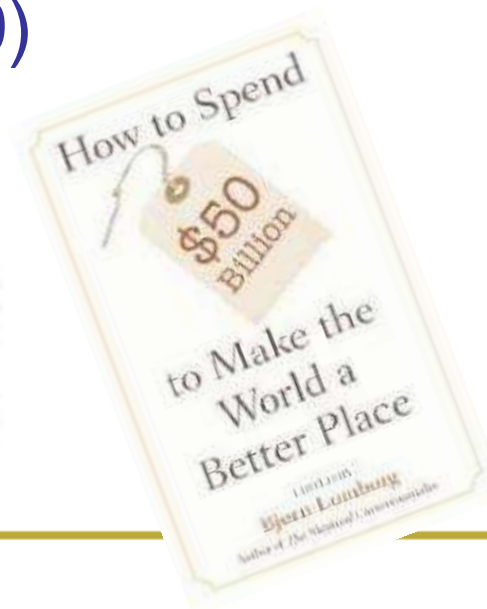
Cost of Fortification:

Approximately
from \$1.50 - \$2
per metric ton.



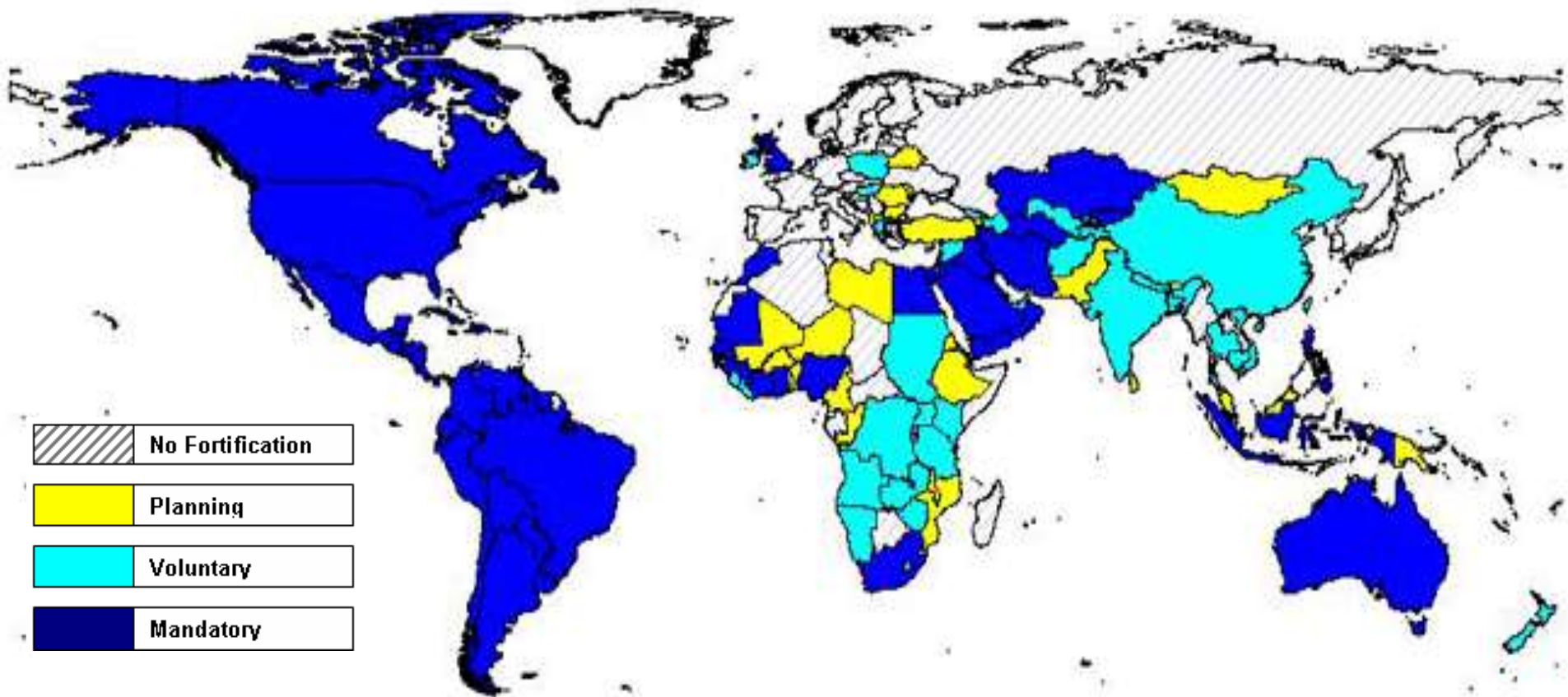
Ongoing Global Consensus on Flour Fortification Over Past 15 Years

- Millennium Development Goals (2000)
- Copenhagen Consensus (2004, updated 2008)
- WHO Recommendations on Wheat Flour Fortification (2009)



Flour Fortification Status

June 2010 - Fortifying wheat flour with iron and/or folic acid



Mandatory: Bahrain, Cote d'Ivoire, Egypt, Ghana, Guinea, Iran, Iraq, Jordan, Kuwait, Mauritania, Morocco, Oman, Palestine, Qatar, Nigeria, Saudi Arabia, Senegal, South Africa, Yemen

Flour Fortification Progress

Since 2004:

- ✓ Growth in fortified flour from roller mills increased from 18% to 30%
- ✓ The number of countries with documented national regulations for mandatory wheat flour fortification increased from 33 to 60.



Why Would Millers Fortify?

1. Flour fortification is good for everybody
2. Doable
3. Good business sense
4. It's going to happen anyway.





Flour Fortification Initiative

A Public-Private-Civic Investment in Each Nation

Join the FFI network of partners working together to make flour fortification standard milling practice so that people worldwide are smarter, stronger and healthier.