

Where are We with Flour Fortification? Global Status and African Situation Analysis

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Flour Fortification Initiative
A Public-Private-Civic Investment in Each Nation



Presentation Outline

- Global progress
- Wheat Flour and Maize Meal Production and Consumption in Africa
- Fortification - phases and experiences
- Lessons learned

- www.sph.emory.edu/wheatflour

- www.fortaf.org



Global Progress

- More than 350 million MT wheat and maize flours milled annually in commercial roller mills – consumed as noodles, bread, pasta.
- Mandatory wheat flour fortification
 - 2004: 33 countries
 - 2008: 55 countries
- 2008: Estimated 2 billion people have access to fortified wheat flour



LANDMARK FORTIFICATION EFFORTS

- 1920's Switzerland Salt Iodization
- 1930's N. Europe Vitamin D in dairy
- 1930's Denmark Vitamin A in margarine
- 1940's **N America Vit B, Iron in flour**
- 1974 Guatemala Vitamin A in sugar
- 1992 **Universal Salt Iodization**
- 1996 N America Folic Acid in Flour
- 1996 Venezuela Vit A,B's Iron in Flour
- 1998 Philippines Vitamin A in flour
- 1999 Zambia Vitamin A in sugar
- 1999 Egypt Iron in Biscuit flour
- 2000 Mexico Addition of Zinc to fortified flour
- 2002 Jordan, Kuwait, Qatar Iron Folic Acid
- 2003 South Africa Wheat and Maize flour
- 2004 Nigeria wheat and maize flour



A Decade of Technical Progress

1998: Beginning to discuss universal fortification of flour

2002: Global Alliance for Improved Nutrition launched – new funding for fortification

2004: FFI launched and technical meeting – Cuernavaca, Mexico

2006: WHO/FAO Guidelines on Fortification published

2008: Technical meeting in Atlanta and First African Flour Fortification Meeting in Arusha

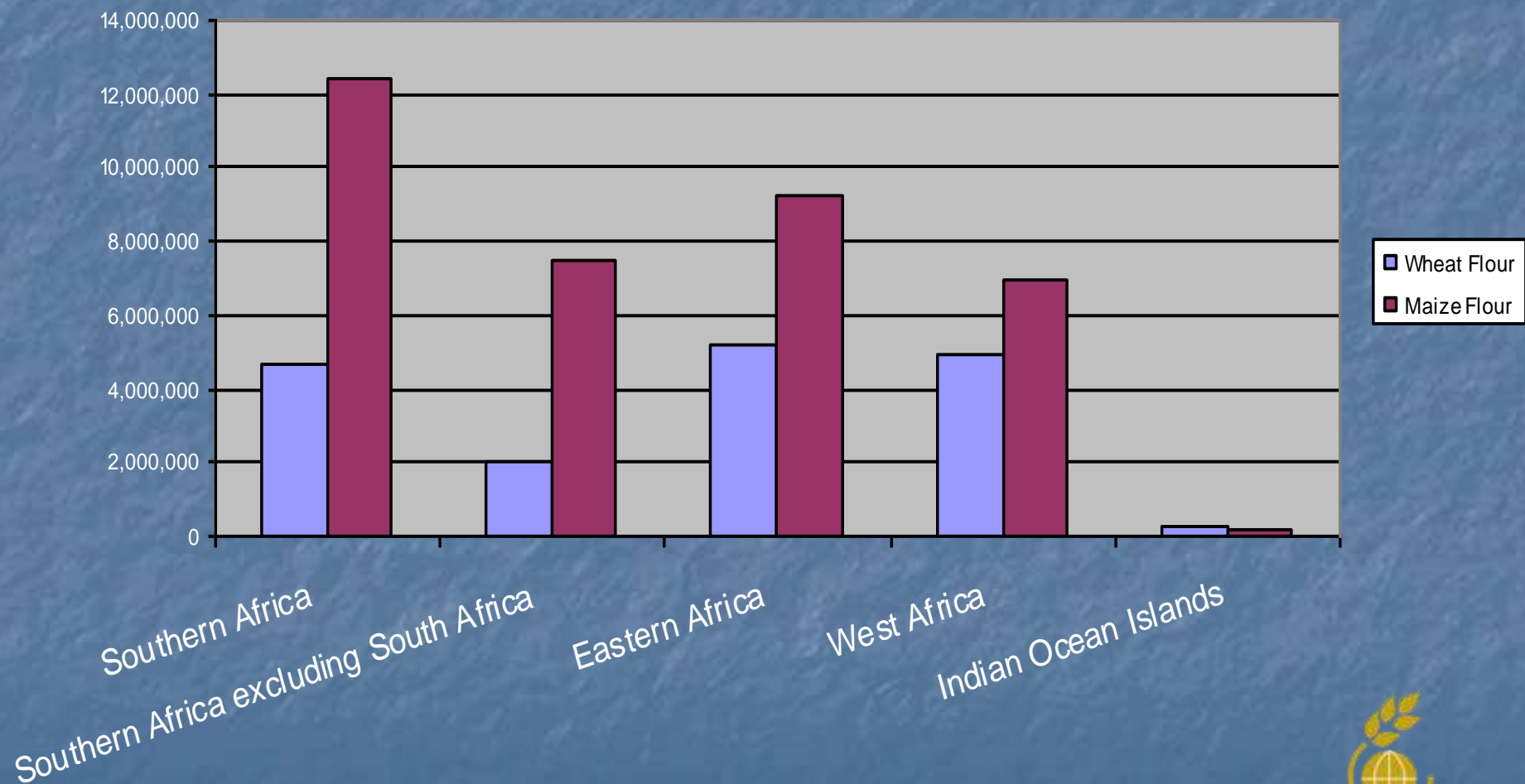


Wheat Flour and Maize Meal production and consumption in Sub-Saharan Africa

- 400 million people eat centrally processed flours
- Net grain imports, very low flour imports
- Wheat flour:
 - 17 million metric ton
 - 92% processed in SSA
 - Central processing of flour increased by 40% between 1998 and 2002
- Maize meal:
 - 36 million metric ton
 - 100% processed in SSA



Maize and Wheat Flour Consumption in Sub-Saharan Africa



Fortify West Africa

- Aims to reach 70% of population in Economic and Monetary Union of West Africa (UEMOA);
 - 8 countries; 85 million people (Benin, Burkina Faso, Cote d'Ivoire, Guinea-Bissau, Mali, Niger, Senegal, Togo)
- Range of partners involved, spearheaded by HKI and WAHO
- 13 millers recently decided to form an association for fortification: AIM-UEMOA
- Plans to expand initiative to include all 15 countries in ECOWAS (Economic Community of West Africa)



Flour Fortification – a Phased Approach

- Get Started:
 - Awareness raising, initial information gathering:
- Get Serious:
 - Consensus building, resolution of technical, institutional issues
- Get Going:
 - Program launch, roll-out, QA/QC
- Keep Going:
 - Review, M&E, adjustments, celebrations



Getting Started

- Examples of countries: Benin, Guinea-Bissau, Mali, Niger, Rwanda, Togo
- Enabling policy environment
- Have started collecting information, doing surveys etc
- Key Challenges:
 - Data gaps – e.g. on production and consumption levels;
 - Credibility gaps – does it work?
 - Collaboration gaps – getting key players to the table



Success factors

- Support from development partners
- Availability of large companies interested in fortifying
- Experience with fortifying other products – e.g. oil
- Existence of a regional program for the fortification of flour (e.g. the West Africa program)
- Existence of regional norms and standards on fortification of flour with iron and folic acid, e.g. UEMOA



Getting Serious

- Examples: Angola, Burkina Faso, Congo, DRC, Kenya, Lesotho, Malawi, Tanzania
- Have made a start (e.g. voluntary fortification by few companies; or fortifying other commodity)
- Forming PPPs, doing technical studies
- Key challenges: building strong PPPs, getting buy-in; moving from voluntary /regional, to mandatory/country-wide; moving to YES, lets do it!



Success factors

- Keep partners on board by incorporating concerns and different perspectives: Firm leadership and give-and-take needed.
 - E.g. finding local solutions to cost issues re equipment and premix
 - Listening to different views, e.g. on standards, AND moving toward finalization – scientific input and global consensus documents are helpful



Getting Going

- Examples: Cote d'Ivoire, Egypt, Ghana, Sudan, Uganda, Zambia
- Legislation is ready, factories equipped and staff trained, social mobilization has started, and QA/QC arrangements made
- Key Challenges: Finalizing and moving legislation through, resolving final technical, financial issues; resolving last-minute practical issues, maintaining momentum



Success Factors

- Ensure there is capacity to resolve practical issues on factory floor or in testing labs - 'just in time' technical support
- Maintain advocacy, communication, mobilization through the launch and initial implementation phases.



Keeping going

- Examples: Nigeria (80%), South Africa (90% wheat flour, 70% maize meal)
- Mandatory fortification programs implemented for several years; experience with resolving practical issues
- Key tasks: Enforcement, responding to M&E results and new findings – including adjusting standards; maintaining public awareness.



Lessons learned

- Country context shapes what can be done and how to do it
 - Political space
 - Openness to partnering with civil society
- Evidence-based advocacy builds a strong case for fortification
 - Decision makers want facts and examples that fortification is doable and effective
- Ongoing open communication with the public builds trust and helps maintain quality
 - “Half-truths and rumours breed resistance”
 - An informed public can strengthen quality



More Lessons

- Strong public-private partnerships are essential from beginning to end
 - Dynamic government leadership
 - Buy-in from organized business
 - Civil Society voice
- Monitoring, enforcement and evaluation are both necessary and challenging
 - Start planning early
 - Build capacity in regulatory systems
- Development partner support is vital, and most effective when it is flexible and attuned to local conditions
 - Access to state-of-the-art global knowledge and experience
 - Build own understanding of political and economic conditions in country, to match global knowledge and local circumstances



A photograph of a wheat field with the text "Thank You" overlaid in the center. The wheat stalks are golden-brown and densely packed, filling the frame. The text is in a simple, black, sans-serif font.

Thank You