

# **Successes and Challenges of fortification from the millers viewpoint**

**FFI WORKSHOP CAPE TOWN**

**26 NOVEMBER 2010**

# Presentation Outline

- Summary of the fortification project in Morocco
- Phase I Challenges and Success
- Phase II Challenges and Success
- Phase III Challenges and Success
- Conclusions

# Flour Fortification Project in Morocco

- Project is part of the Ministry of Health's strategy to reduce maternal mortality rates
- Conformed to international conventions promoting health of women and children (WHO)
- Alarming annual health statistics: 1500 maternal deaths during childbirth 26000 infant deaths

**Micronutrient malnutrition responsible for 50% of these deaths**

- Addressing micronutrient deficiencies is key to improving the public healthstatus of the population.
- GAIN provided support between 2005 and 2008 to reduce Iron Deficiency Anemia through flour fortification with iron and to address vitamin A deficiency through vitamin A fortification of vegetable oil

- Food fortification required the support of private sector and public sector stakeholders represented in the National Fortification Alliance
- Specific Objectives reached during this phase
  - 85% of mills equipped with feeders and vitamin and mineral premix
  - 70% of industrial milled flour fortified with iron, folic acid and B group vitamins

- The second support phase GAIN 2010 – 2012 provided support to the Government of Morocco for miller training, registration and improvement in the flour fortification process at the mill.
- 95% of the industrial milled flour is fortified including 100% of the subsidized flour
  - 60% of fortified flour meets the regulated flour standards
  - 60% of the population consume fortified flour

# Successes and challenges of flour fortification

Millers viewpoint

# Phase 2005 - 2007

- The flour fortification project was facilitated by an official agreement between the Ministry of Health and the national Federation of Millers in Morocco
- Agreement included the promotion of fortified flour by Ministry of Health
- Price Control system prevented innovation and research and development

- Motivation of industry and public sector professionals to contribute to improving the public health status of the population
- Motivation of professionals to increase their participation in the market

# Challenges

- Lack of Communication on fortified foods
  - Limited change in the consumers perception of fortified foods
  - Limited encouragement for population to consume fortified flours
- Fixed official flour prices despite
  - Increased cost of premixes and capital costs of feeders and prémix,
  - Heavy burden of import duties and taxes for premix and feeders

# Challenges

- Lack of training and sensibilization of personnel on the nutritional advantages of fortified flour and the flour fortification process at the mill, i.e. stock control of premix, Quality Assurance Quality Control.
- Lack of synchronization between the social marketing campaign of the MoH and the availability of fortified flour in the market
- Lack of advocacy by the MoH to persuade the government to provide tax relief on feeders and premixes.

# Phase I Successes

- Trained millers on good fortification practices flour.
- Establishment of a simple QC test system (Spots tests),
- Partial reduction in import duties on premix and feeders
- Social Marketing Communication in place but considered to be limited

# Phase II 2007 - 2009

- Fortification became mandatory by a legal text

# Challenges

- Fortified flour production to meet regulatory specifications
- Training personnel on the risks of over/under dosage and impact on flour quality
- Premix Quality Control
- Lack of Social Marketing and communication about fortified flour and its benefits

# Phase II Successes

- Individual mill training sessions on flour fortification best practices
- Good collaboration between government departments responsible for food control
- Increased Production of fortified flour
- Development of new marketing culture based on nutrition and its importance.
- Improved public image of the mills fortifying flour.

# Phase III 2010 - 2012

- Action plan to make fortification sustainable with GAIN support.
- Establish and implement new laws on food safety and empower the government appointed authority to control and inspect food to meet the new food safety requirements for all foods

# Challenges

- To conform to the new rules and regulations covering food fortification
- The need to change the premix to meet the latest GAIN standards to align with WHO recommended guidelines
- The cost of fortification in light of the volatile wheat prices and market fluctuations

# Conclusions

- Recognition of millers and their corporate social responsibility of flour Fortification, despite the heavy burden of taxes and import duties
- Collaboration between the private and public sectors with industry being considered as equal partners
- Investment in ongoing training of personnel
- Social marketing to support the value of fortified flour and be an incentive for its consumption
- Attention and concern to ensure sustainability and improve the quality of fortified flour