

TIME FOR ACTION

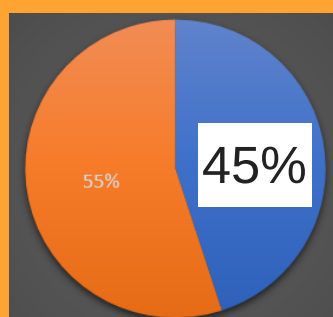
TAKING FOOD FORTIFICATION TO THE NEXT LEVEL

Problem: MICRONUTRIENT MALNUTRITION



1 in 3 people suffer from Micronutrient Deficiency (e.g.: Iron, Iodine, Vitamin A, Folic Acid etc)

... and is the underlying cause of **45% of all deaths among children under 5**



IMPACTS ON



LEARNING

affects children's brain development and learning ability



THE ECONOMY

reduces adults' ability to work leading to losses in economic output



HEALTH

increases risk of infection and higher mortality rates

TIME TO ACT - COMMITMENTS

WHA Global Nutrition Targets 2025



Target 2 - Anaemia: 50% reduction of anaemia in women of reproductive age

SDG 2

2 ZERO HUNGER



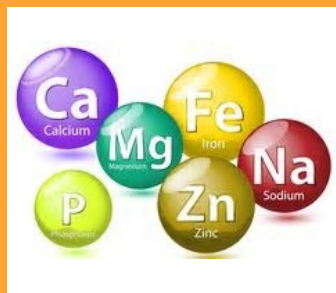
By 2030

2016

International Decade of Action on Nutrition

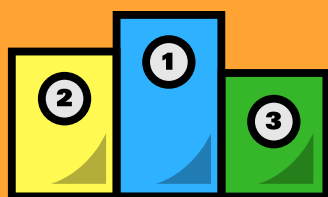
2025

The Solution: FOOD FORTIFICATION



...is the addition of key vitamins and minerals to staple foods to improve their nutritional content

... and is among the top 3 international development priorities



... and complements other nutrition-specific and nutrition-sensitive programming

BENEFITS



PEOPLE'S HEALTH

reduces child & maternal mortality



THE ECONOMY

every \$1 spent on fortification results in \$9 in benefits



EDUCATION

improves children's school performance

CALL TO ACTION

GOVERNMENTS

- allocate more domestic funds
- enforce legislation and standards
- strengthen capacities
- share knowledge & create awareness

DEVELOPMENT PARTNERS

- increase their investments
- support regulatory & public health monitoring
- generate evidence to guide programs

FOOD INDUSTRY

- comply with fortification legislation
- increase their investments
- market the benefits of fortified foods
- participate in sharing information

CITIZENS

- demand fortified foods
- diversify their diets
- participate in fortification forums