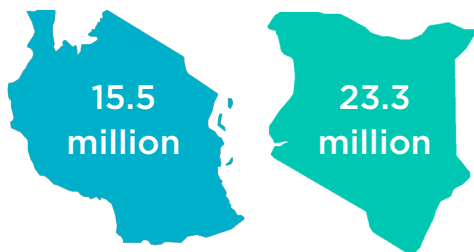


2016 GBCHealth Business Action on Health Awards *Women & Girls*



Reached approximately
2 million
women & children
in Kenya & Tanzania

In 2014, ANF4W contributed to a total coverage of people with fortified staple food in Kenya and Tanzania:



Policy Change
A new standard was passed in 2014 in order to improve the quality of imported vitamin and mineral premix on the Kenyan market and to guide food processors to purchase from only approved suppliers of vitamin and mineral premixes.

Affordable Nutritious Food for Women (ANF4W)

The 2016 GBCHealth Business Action on Health Awards inaugural Women & Girls category commended BASF for its participation in the innovative public-private partnership, Affordable Nutritious Food for Women (ANF4W), which aims to make affordable, nutritious food accessible for low-income women of reproductive age in selected countries. The partnership with BASF aims to alleviate micronutrient deficiencies by increasing and improving fortification of edible oil with Vitamin A in Kenya and Tanzania.



Despite significant advancements made in global nutrition, more than one third of the population still suffers from vitamin and mineral deficiencies. Women of reproductive age and children under two suffer disproportionately from iron, folic acid, vitamin A and zinc deficiencies, which can lead to a weakened immune system, irreversible disease states and higher rates of maternal, infant and child mortality. In Tanzania alone, 37 percent of women ages 15 to 49 are vitamin A deficient (VAD), 30 percent are iron deficient and 39 percent have mild to moderate anemia. 52 percent of pregnant women become anemic.

ANF4W has led transformative efforts in nutritional health, working to improve technical capacity, strengthen monitoring and regulatory systems and increase broader nutrition awareness in the area of food fortification. Led by BASF's Food Fortification Initiative, ANF4W contributed to a total coverage of approximately 38.8 million people with fortified edible oil in Kenya and Tanzania by the end of 2014, 1 million of which are estimated to be women of reproductive age at high risk of micronutrient deficiencies.

ABOUT THE PROGRAM

ANF4W in Kenya and Tanzania builds on the Strategic Alliance for the Fortification of Oil and Other Staple Foods (SAFO) implemented from 2008 to

2012 by GIZ and BASF on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) within the scope of the develoPPP.de programme. The focus of the SAFO project was to increase market coverage of fortified staple foods. The current ANF4W project in Kenya and Tanzania is an effort to scale up the positive impacts of staple food fortification and reach vulnerable population groups including women of reproductive age.

This is achieved by improving technical capacity for food fortification among local oil and flour millers as well as strengthening monitoring and regulatory systems around fortified food. Another objective is to increase broader nutrition awareness in the target group through communication activities.

In this project that is part of the develoPPP programme funded by the German government, GIZ and BASF as well as the flour specialist Mühlenchemie work together with local SME oil and flour producers.

In Tanzania and Kenya, ANF4W program activities are based on a four-pronged approach:

- Advocacy & Policy Guidance:** In 2014, representatives from the private sector, GIZ, UN Global Compact, UNICEF and the Tanzanian and Kenyan Ministries of Health gathered at a food fortification and advocacy event in Meru County, Kenya. Stakeholder meetings followed to target selected communities in Meru County for Information, Education and Communication (IEC) programs. In concordance with the event held in Kenya, a similar event was held in Arusha, Tanzania in August 2014, gathering representatives from the Ministry of Health, Tanzania Food Nutrition Centre, private sector, regional health authorities and international governmental organizations to participate in quality assurance and quality control workshops. Following the event, ANF4W disseminated a National Training of Trainers Manual for Staple Food Fortification to industry and public authorities in Tanzania to provide information and advice on legislation and industrial standardization of food fortification.
- Technical Implementation:** BASF trains local food

producers on how to fortify their food and provides technical assistance during the implementation process by identifying technical needs and gaps in quality assessment. Approximately 80 BASF rapid test kits for screening the vitamin A content in edible oils and flours were distributed at no cost to more than 50 private sector partners. Technical experts from BASF and BioAnalyt have provided trainings in both Kenya and Tanzania for industry professionals and local food producers on quality assurance and quality control. In collaboration with project partners like the Canadian Mennonite Economic Development Agency MEDA and local stakeholders, BASF works with three main producers of edible oil in Tanzania to create a food fortification model for small and medium-sized enterprises (SMEs).

- Public-sector Quality Assessment Control:** BASF has provided low-cost test kits for Vitamin A analyses to national and local authorities to support capacity development in food fortification monitoring implemented by GIZ.

CRITICAL SUCCESS FACTORS

Build public-private partnerships and leverage core competencies.

Affordable fortified food requires improvement of the local market structures and of technical capacities of the local food industry. This necessitates a strong public-private partnership among multiple stakeholders: a nutrient manufacturer and technical advisor (BASF), a flour premix producer (Stern), an analytic company (BioAnalyt), local food producers and a bilateral development partner (GIZ) linking the project with local government entities.

Communicate effectively with partners on strategy & programs.

Steering and communication have been implemented at several levels from global to local to ensure coordination on this multi-stakeholder project: a two-week country needs assessment and technical needs assessments of local producers formed the basis for joint strategic and operational planning. Regular results monitoring informed multi-stakeholder steering meetings at different levels.



Implement a locally based, holistic approach to influence policy, economies and product quality. Local government authorities, smaller technology partners and food millers have been chosen as partners to implement change on the local level. This has ensured that specific needs on a local level have been considered, so that community behaviors and preferences could shift toward food fortification. Raising awareness for the health benefits of food fortification among producers and customers has been crucial.

LESSONS LEARNED

Timing: Successful implementation is contingent upon the alignment of public-interest organizations and international and local partners, which can take longer than anticipated. During project rollout periods, partners had to adjust work plans and timelines to account for changes and delays.

Building Cross-Sector Partnerships: Navigating the differences in organizational culture, language, interests and working methods amongst public and private sector partners presented a challenge to designing projects that combined complementary competencies in a systemic value chain alliance.

ABOUT BASF

BASF is a leading chemical company, whose mission is to create chemistry for a sustainable future by combining economic success with environmental protection and social responsibility. As a supplier for nutrition and health solutions, BASF has hosted the Food Fortification Initiative since 2003. The commitment focusses on creating partnerships to reduce malnutrition among vulnerable populations, and advancing health and nutrition worldwide.

LEARN MORE

Explore the “Affordable Nutritious Foods for Women” program:

On the web:

- [Affordable Nutritious Foods for Women \(ANF4W\)](#)

To learn more about the program, please contact **Dr. Andreas Bluethner, Director Food-Fortification & Partnerships at BASF** at food-fortification@basf.com.

For more than a decade, GBCHealth has been presenting the Business Action on Health Awards to companies that exemplify a spirit of innovation and help set the agenda for addressing today's most important global health challenges. The awards represent a key opportunity to recognize success and best practices, while providing powerful examples that inspire others to redouble their own efforts. To learn more about the awards and GBCHealth, visit www.gbchealth.org.



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