

Nutrition Sensitive Value Chains

- Understand market demand before scaling up
- Credibility, consistence and coordination among all VC actors
- Quality is key
- Start with what exists, and is known

Nutrition Sensitive Value Chains

- Biofortification is conventional breeding
- PPP important
- Branding, communication are important

Nutrition Sensitive Value Chains

- Fortification – addition of micronutrients into foods (maize, wheat, salt, oil, etc.)
- Industrial-level, community and household level
- Low cost, does not alter flavor
- Does not require behavior change

Nutrition Sensitive Value Chains

- Aflotoxins – toxins that exist everywhere
- In maize, groundnuts/peanuts, cassava, rice, nuts, milk
- Harmful at low concentrations, cumulative effect over time
- Causes cancer, immune system suppression, lower birth weight, stunting, etc.