The Global Alliance for Improved Nutrition

JCIE Seminar on Challenges in Global Health: New Opportunities for the Private Sector

27 July 2010, Tokyo
Outline

Why Nutrition Matters

About GAIN

GAIN Nutrition Programs

Results

Working with the private sector
GAIN and Millennium Development Goals (MDGs)

Access to good nutrition is relevant to each of the MDGs and critical to four of them:

MDG 1: Eradicate extreme poverty and hunger

MDG 4: Reduce child mortality

MDG 5: Improve maternal health

MDG 6: Combat HIV/AIDS, malaria and other diseases
The Global Nutrition Challenge

- 3.5 million deaths of children under five
- 129 million children underweight
- 195 million children stunted
- 2 billion people affected by vitamin and mineral deficiencies
- 2-3 percent loss of Gross Domestic Product (GDP) at national level
Benefits Outweigh Cost

Copenhagen Consensus: US$ 347 million investment in vitamins and minerals

US$ 5 billion in savings from avoided deaths, improved earnings and reduced healthcare spending
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GAIN Vision & Mission

• Driven by the **vision** of a world without malnutrition
• GAIN’s **mission** is to reduce global malnutrition through food fortification and other sustainable strategies aimed at improving the health and nutrition of populations at risk, particularly women and children
• Target: 1 billion people

Organizational Strategies

• Establish **sustainable large-scale** programs that bring proven strategies to reduce malnutrition to scale
• Measurable health impact
• Develop innovative **public-private market-based** models to extend fortified foods to vulnerable populations
GAIN at a Glance

- Created within the UN in 2002 during the Special Session of the UN General Assembly on Children
- Redesigned as a Swiss foundation in 2005
- Headquarters in Geneva, Switzerland
- Regional offices in Cairo (Middle East and North Africa), Johannesburg (Africa), New Delhi (South Asia), Washington D.C. (Americas)
- Donors from North America, Europe, Middle East
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Salt Iodization
National Food Fortification
Infant and Young Child Nutrition

29 projects in 24 countries, fortifying staple foods, condiments, and complementary foods with vitamins and minerals
Nutrition Program

**Goal:** Develop and deliver high quality population based and targeted programs that will contribute to GAIN’s target of reaching 1 billion people.
National Food Fortification

• 10 active projects in 10 countries with high levels of vitamin and mineral deficiencies

• Public health impact around five key micronutrient deficiencies (iron, iodine, folic acid, vitamin A, and zinc)

• Guided at the national level by multi-stakeholder alliances

• Fortification of staple foods and condiments (wheat flour, maize meal, sugar, vegetable oil, milk, soy sauce and fish sauce)
GAIN-UNICEF Universal Salt Iodization Partnership

- Salt iodization projects in 13 countries

- GAIN: Support of business-like quality iodized salt production and enhanced monitoring and evaluation

- UNICEF: stimulation of long-term demand for iodized salt among consumers and the food industry and advocacy

- Reach: More than 790 million people not yet covered by worldwide salt iodization programs, including more than 19 million new born infants every year
Infant and Young Child Nutrition

• Six active projects in infant and young child nutrition in six countries in Asia and Africa

• Increasing market availability of high quality complementary food products that low income families can afford

• Supporting local companies with product development, improvement, distribution, quality control and appropriate marketing

• Leveraging the know-how and role of the public sector (non-governmental organizations, governments) in distributing products to people who need them most

• Supporting governments to develop related policies and standards
Nutrition and Infectious Disease

• Researching the benefits of bringing nutritious foods and nutrients to people affected by infectious diseases such as HIV/AIDS, tuberculosis, malaria and diarrhea

• Supporting the nutritional needs of HIV/AIDS patients

• Production and dissemination of one of the first analyses of an integrated approach using assessment, counseling, monitoring and specialized foods to treat malnutrition in adults and children receiving ARVs
GAIN Premix Facility

Challenges in Premix Procurement

- Premix quality varies from project to project
- Absence of global procurement strategy results in price variation between projects
- Micronutrients costs represent 70-90% of recurrent project costs. Some projects struggle to finance the upfront costs of premix.

GAIN premix facility

- Certification Facility
  (Certification Agent: Intertek)

- Procurement Facility
  (Procurement Agent: Crown Agents)

- Credit Facility

- Grant Facility
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Performance Measurement and Research

• Comprehensive **performance measurement framework** to assess the performance of GAIN projects

• Development of **systems and tools** as well as **country capacity** for measuring results

• **Research** to fill the knowledge gaps in the field of nutrition, food fortification, and micronutrients
Results

Target:
• One billion people consuming fortified foods, half of them women and children

Progress:
• **273 million people** reached
• About **half** of these individuals are women and children
Examples of Project Impact

Wheat Flour Fortification
- South Africa
- Pakistan
- Egypt

Soy Sauce Fortification
- China

Vegetable Oil Fortification
- Morocco
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The Role of the Private Sector

• GAIN recognizes the role of the private sector in the fight against malnutrition as it relates to:
  
  • Food production
  • Scale
  • Innovation
  • Human and financial resource

• GAIN supports market-based solutions that achieve health impact
Levels of Engagement with the Private Sector

Global Engagement

• GAIN Business Alliance

Country Level Engagement

• Infant and Young Child Nutrition
• National Food Fortification
• GAIN premix facility
• Universal Salt Iodization
Country Level Engagement with the Private Sector

- **IYCN**: Provides local companies with financial and technical support for product and packaging improvements, appropriate marketing practices, etc. to ensure the availability of complimentary and supplementary feeding products for children ages 6-24 months are available to low income consumers.

- **National Food Fortification**: Provides seed funding for equipment purchase, premix procurement, training, as well as technical assistance to local millers and food producers, so that staple foods such as wheat flour, maize meal, and vegetable oil can be fortified at a large scale.

- **Universal Salt Iodization**: Support salt producers to move from small subsistence salt production to high quality iodized branded salt production that adheres to standards and government regulations and links to appropriate distribution networks.
GAIN Business Alliance

• Member led alliance of companies committed to promoting market-based solutions which address malnutrition

• A learning and networking platform in which companies share best practices and lessons learned on subjects such as sustainable business models and access to the BoP
Amsterdam Initiative against Malnutrition (AIM)

• Launched at the GAIN Business Alliance Global Forum in May 2009 in Amsterdam

• Unique public private partnership model involving:
  • 3 GAIN Business Alliance Members
    • Unilever, DSM, AkzoNobel
  • Ministry of Foreign Affairs of the Government of the Netherlands
  • University of Wageningen
  • ICCO

• Goal is to reduce malnutrition in 100 million people in Africa by 2015
Thank you