

The Global Alliance for Improved Nutrition



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

27 July 2010, Tokyo



INVESTING IN PARTNERSHIPS TO STOP MALNUTRITION

Outline

Why Nutrition Matters

About GAIN

GAIN Nutrition Programs

Results

Working with the private sector



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INVESTING IN PARTNERSHIPS TO STOP MALNUTRITION

GAIN and Millennium Development Goals (MDGs)



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

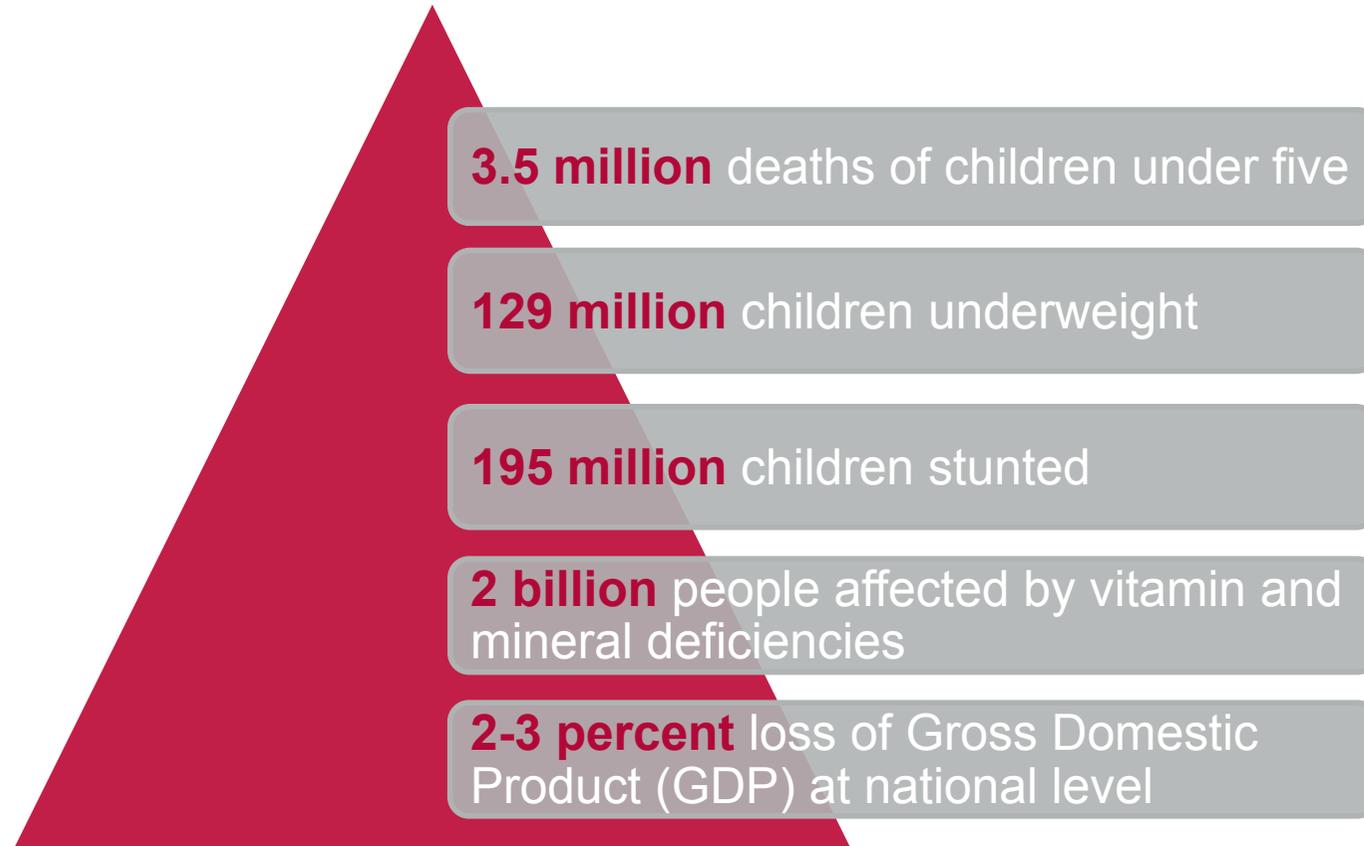
MDG 1: Eradicate extreme poverty and hunger

MDG 4: Reduce child mortality

MDG 5: Improve maternal health

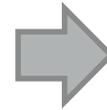
MDG 6: Combat HIV/AIDS, malaria and other diseases

The Global Nutrition Challenge

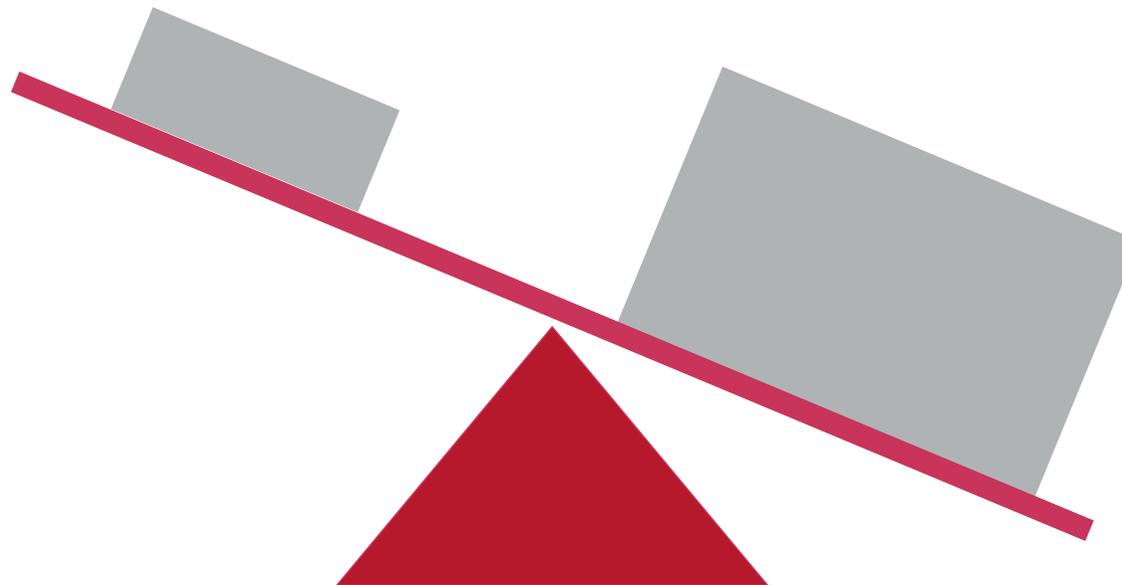


Benefits Outweigh Cost

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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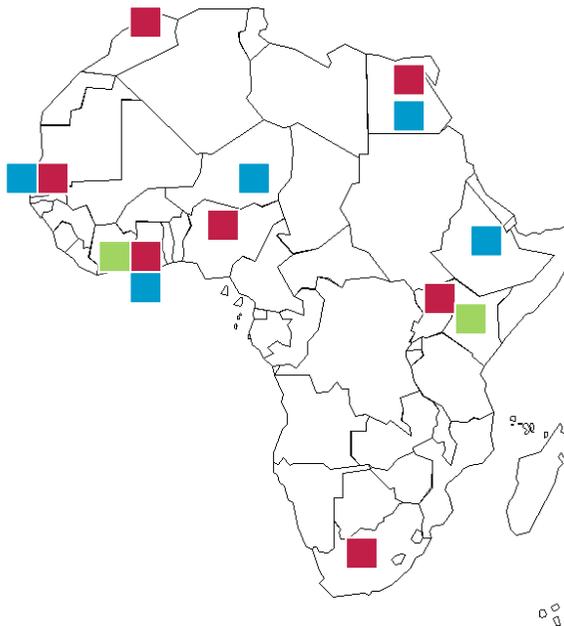
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GAIN Projects Worldwide

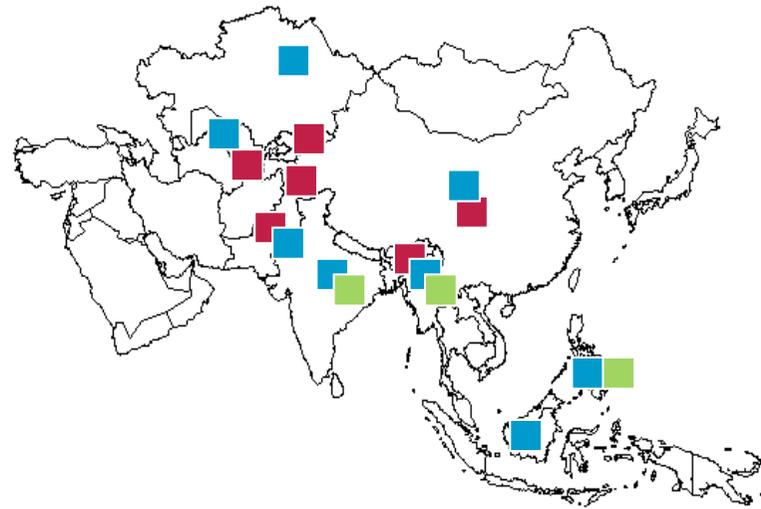


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Africa



Asia



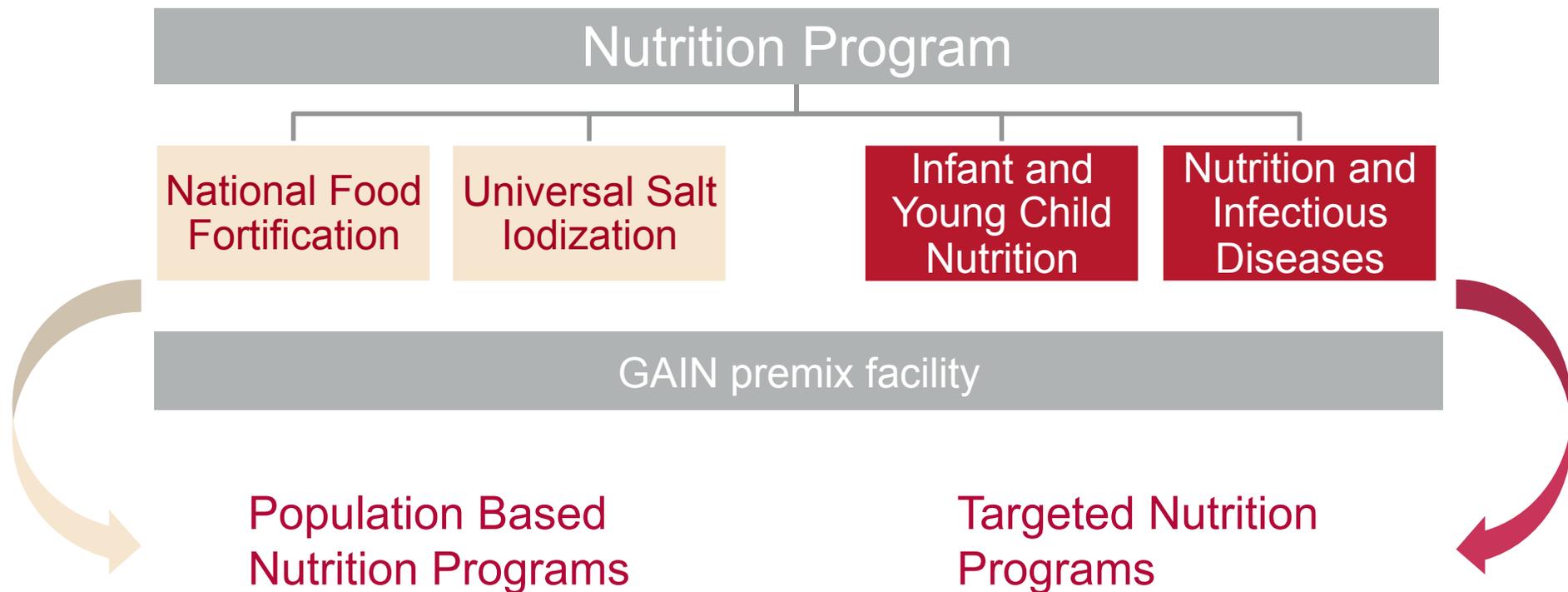
South America



- 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

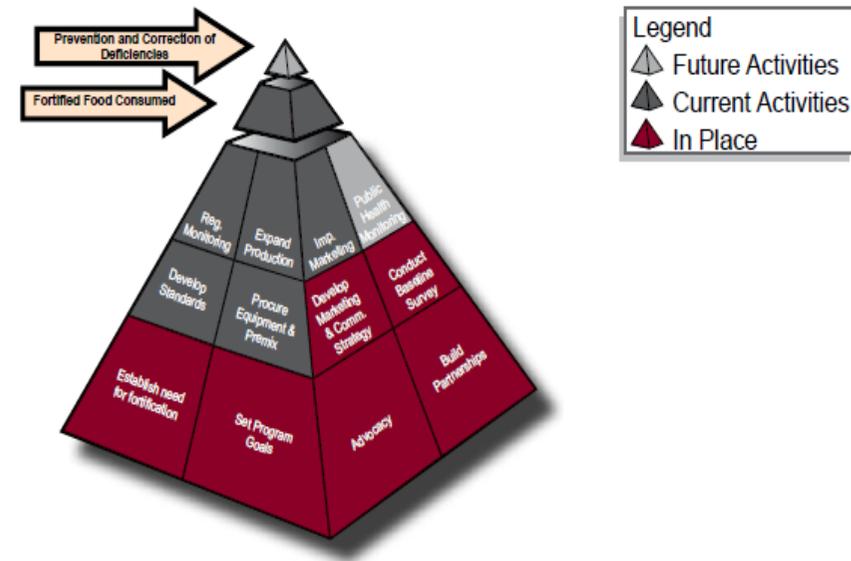


Goal: Develop and deliver high quality population based and targeted programs that will contribute to GAIN's target of reaching 1 billion people

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



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- 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



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- 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



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- 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

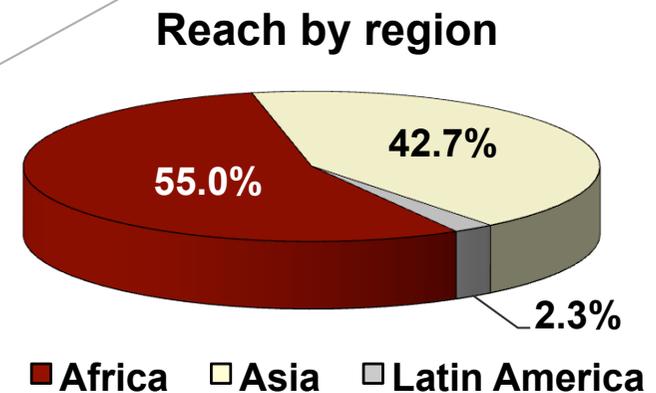
Results

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



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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

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- 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



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