What Is Missing to Accelerate Global Fortification Progress?

June 2021
FFI around the world: 2020-2021

What Is Missing to Accelerate Progress?
1. Organizational coordination and prioritization of high-need and high-feasibility countries

**How:**

1. Gain consensus on priority countries\(^1,2\)
   
2. Enable high-level government commitment

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2. Close the quality and coverage gap

How:

1. Identify realistic incentives and/or business models for food producers
2. Conduct supply chain diagnostics to identify effective vehicles that reach large segments of the target population
3. Use the Global Fortification Data Exchange (GFDx) as a springboard for data transparency, program accountability, and country-specific needs
Global Fortification Data Exchange (GFDx)

An Analysis and Visualization Tool for Fortification

www.FortificationData.org
www.FortificacionDatos.org
info@FortificationData.org
Questions answered for specific foods and countries

Is there an opportunity for fortification?

Does the fortification program have a good foundation?

How well is a fortification program performing?
3. Identify enabling factors to aid governments and private sector entities in the prioritization of fortification

*How:*

1. Dedicate human resources who are *solely responsible* for guiding fortification activities
2. Make the country-specific financial case for fortification to key decision-makers
3. Embed a sustainability component that ensures fortification is built into existing structures
4. Re-invigorate donor and national government interest in fortification

How:

1. A coordinated partner pitch for donors and national governments that demonstrates the power of fortification

Photo: Benedicte Kurzen
Summary

1. Coordination and prioritization for high need and high feasibility countries
   • *A Global Call to Action* made by a globally influential agency or individual to governments and donors

2. Close the quality and coverage gap

3. Identify enabling factor to aid governments and private sector entities in the prioritization of fortification

4. A dynamic presentation that demonstrates the power of fortification
FFI’s role and unique contribution

Expertise
Uses in-house expertise to apply a data-driven approach to program planning, implementation, and monitoring

Rigor
Operates through a unique model, bringing together voices from the public, private, and civic sectors
Conducts supply chain analyses for any given grain to discover and act on opportunities to advance fortification
Documents and publishes up to 196 countries’ annual progress toward successful cereal grain fortification

Focus
Focuses exclusively on large-scale fortification of the three most consumed grains: wheat flour, maize flour, and rice

Disciplined people
Disciplined thought
Disciplined action