South Africa
Consumption Data

• Population 49 million
• Maize Production 5.4 million MT
• Wheat Production 3.1 million MT

• After Calculation:
• Maize meal 240g/capita/day
• Wheat Flour 140g/capita/day
BUT

• Maize Small Millers > 25% (believed) of total maize meal market.
• Unknown number of Maize Small Millers are fortifying

• Wheat Flour – only “bread” flour required to be fortified (bread has a higher ash content by legal definition)
• Cake Flour market share believed to be now about 40% from original 15%
• Small Bakeries have expanded since 2003
• They blend flours
• They use cake flour predominantly due to consumer preference for closed crumb bread
• Original belief was that cake flour was not used by target population
STAKEHOLDERS

- Department of Health (Nutrition, Food Control, MHCW- Genetics, Legal)
- Chambers of Milling and Baking
- UNICEF
- MI
- GAIN
• Pre-Mix Suppliers
• CANSA
• CGC
• Academia
• SAAFoST
• Nutrition Society
• DTI
Champions vs Institutions

• Movement of “champions” led to changes in institutional attitudes – positive and negative impacts (some serious)
Programme Objectives

• Not changed as they are embedded in INP
• Reduce VADS, IDA and contribute to reduction of NTD
• Commercial wheat flour (bread) and maize meal to be fortified as per regulations within 6 months
• Commercial wheat flour believed to be >90%
• Commercial maize meal believed to be >80%
• Support for small millers in terms of training and capital requirements i.e. micro feeders
MONITORING and IMPACT

• Uptake of small miller support
• Mandatory Fortified Vehicles to all comply with stipulated levels of Vitamin A and Riboflavin or Niacin
• Regular iron spot checks
• Registered pre-mix suppliers and prove procured from them
• As fortification had already started whilst baseline was underway (financial constraint) no numbers were attached to the serum indicators
• Accessibility to fortified food vehicles
• Knowledge of logo
• +ve results on Vitamin A rapid test
• Serum indicators for Vitamin A, Iron, Folate and Zinc
OPTIONS
REVITALISE STAKEHOLDERS

• Advise on situational changes
• Seek stakeholder options (get buy in back again)
• Implications of no action
• Identify new champions
STRENGTHEN MONITORING

• Millers Association to provide breakdown of fortified food vehicle production per type PLUS (currently unfortified) cake flour production
• Pre-Mix suppliers to provide total sales data for South Africa
• SABS audit to include sales to RSA
• SAGIS web site – monitored for wheat imports and local crop estimates
• Piggy back on HH surveys (annual) for purchases of branded/fortified vehicles
• EHP monitoring runs to collect paper as well as samples
• SABS quality audit of pre-mix
• Retail survey – running metres allocated to different mandatory food vehicles (and potentials)
• Piggy back on National Annual Antenatal HIV Survey (1st Trimester 15-49 yrs) for Vitamin A and Iron (>1437 antenatal clinics)
• Investigate possibility of National Standard for the mills and pre-mix suppliers in respect of compliance.