TANZANIA

FLOUR FORTIFICATION WORKING GROUP
STAKEHOLDERS

Government
- Tanzania Food and Nutrition Center (TFNC)
- Tanzania Food and Drug Administration (TFDA)
- Tanzania Bureau of Standards (TBS)
- Ministry of Health and Social Welfare (MoHSW)
- Attorney General’s Office (AG)
- Ministry of Industry, Trade and Mining (MoITM)
- Ministry of Agriculture and Food Security (MAFS)
- Small Industries Development Organisation (SIDO)
STAKEHOLDERS

• **Private Sector**
  • Bakhressa Co. Ltd
  • Power Foods
  • Chamber of Commerce, Industries and Agriculture (TCCIA)
  • Mukwano Industries (Tanzania) Ltd

• **Civil Society**
  • Helen Keller International
  • The Centre for Counselling, Nutrition and Health Care (COUNSENUUTH);
  • International Health Food Association (IHFA)
  • World Vision
STAKEHOLDERS

• International Agencies
• World Bank
• USAID
• World Food Program
• UNICEF

• Academic Institutions
• Sokoine University of Agriculture
FORTIFIED FLOUR SCENARIO

• Urban areas of are more likely to achieve 80% coverage in 3 years. Examples are Dar es salaam, Tanga and Pwani, Mwanza, Mbeya, Arusha urban towns

• Estimate of average population of urban females above 15 – 49 years who will accesses fortified flour foods are 4 million
FORTIFIED FLOUR SCENARIO

• **Mandatory** fortified flour potentially accessible by 80+% of the geographic population = 80% Commercial flour products will be consumed + 20% Home-made flour products will be consumed (*estimates*)

• **Commercial flour products** = 30% Industrial producers of wheat flour products + 70% Small-scale producers of wheat flour products (*estimates*)
SOME PROGRAM ISSUES

- How to assess reported purchase of fortified flour or flour products among illiterate women?
- How to ensure reliable laboratory results of biological tests of micronutrient status?
- How to test household flour samples?
OBJECTIVES & INDICATORS

PURPOSE
• To reduce the prevalence of micronutrient deficiencies among women of reproductive age in Tanzania.

Performance indicators
• 10% reduction in anemia in reproductive aged women, by 2015

OBJECTIVE:
• To increase the regular consumption of fortified flour among the target groups.

Coverage:
• 4 million women of reproductive age reached by fortified flour by 2014
OPTIONS FOR PURPOSIVE AND CONVENIENCE APPROACH

• Using qualitative and quantitative approaches
• Qualitative approach - using field test kits to test for presence or absence of iron
• Quantitative – Measurement of Haemoglobin (Hb) levels.
• Also sending sample of fortified foods to reference laboratories for confirmation, e.g. after every 3 months
THANK YOU!