



Vision: Smarter, stronger, healthier people worldwide by improving vitamin and mineral nutrition.

Mission: Champion effective fortification of industrially milled flour and rice globally through multi-sector partnerships.

Progress: Measured against a five-year strategic plan and annual work plans.

Staff: 13 people worldwide.

Global Secretariat:

Within the Rollins School of Public Health at Emory University with support from the US Centers for Disease Control and Prevention (CDC), Atlanta, Georgia, USA.

Oversight: 9-member [Executive Management Team](#) representing global leaders in public health and grain industries plus observers from the CDC and World Health Organization.

FFI's Role

The Food Fortification Initiative (FFI) helps country leaders promote, plan, implement, and monitor fortification of industrially milled wheat flour, maize flour, and rice. FFI is the only global group that focuses exclusively on these three commonly consumed grains.

Established in 2002, FFI is a public-, private-, and civic-sector partnership that maximizes strengths and avoids duplication of efforts. For sustainability, FFI helps countries develop programs that do not rely on outside funding.

2018 Highlights

- Supported wheat flour fortification in Haryana, India, which is reaching approximately 177,000 people with iron, folic acid, and vitamin B12. When flour fortification is practiced throughout the state, it will improve nutrition for 12 million people.
- Conducted an innovative strategy in Malawi and Uganda to involve consumer organizations and disability groups in fortification advocacy and monitoring
- Organized a regional fortification monitoring workshop that resulted in plans for a roadmap for fortification progress. The workshop drew 43 delegates from 12 countries (Botswana, Eswatini, Lesotho, Madagascar, Malawi, Mauritius, Namibia, Seychelles, South Africa, Tanzania, Zambia, Zimbabwe)
- Provided technical support in 10 countries (Georgia, India, Indonesia, Malawi, Peru, Philippines, Solomon Islands, Sri Lanka, Uganda, Ukraine)
- Trained staff from a partner organization working in nine countries (Bangladesh, Ethiopia, India, Indonesia, Kenya, Pakistan, Philippines, Senegal, Tanzania)



Two participants in a fortification workshop in collaboration with the Southern African Development Community and Smarter Futures. FFI photo.

Snapshot of FFI prompting action

March 2018 was a watershed month in **India** as the Haryana state government began distributing fortified atta in two blocks of one district.

This success means fortifying wheat flour through appropriate market channels could be replicated in 17 states in India to reach 400 million people who are highly vulnerable to vitamin and mineral deficiencies.

In 2019, FFI will explore whether the Haryana model of fortification in an applicable market channel could be applied to the states of Himachal Pradesh and Maharashtra.



FFI staff discuss qualities of chapattis made with fortified flour among villagers in Haryana, India. FFI photo.



The Solomon Islands flour mill manager discusses plans to begin fortification with FFI staff. FFI photo.

In November 2018, **Solomon Islands** leaders approved a requirement for rice fortification that should significantly increase vitamin and mineral intake of the country's nearly 600,000 residents.

In 2014 Australia's Department of Foreign Affairs and Trade asked FFI to provide technical assistance to address nutrition in the Solomon Islands through food fortification. With FFI's technical assistance, wheat flour fortification began in 2015. However, FFI's analysis indicated rice was more widely consumed and that nearly all rice was imported. Consequently, FFI staff helped country leaders promote and plan mandatory rice fortification.

Future Opportunities

With additional funding FFI would be able to reach substantially more people with critically needed vitamins and minerals by:

- Expanding flour fortification efforts in India to reach an additional 400 million people over five years (US\$ 5 million)
- Leading efforts to fortify rice imports and domestic, industrially milled rice in West Africa over three years, potentially impacting 146 million people in 12 countries (US\$ 7.8 million)
- Supporting implementation of mandatory wheat flour and rice fortification to reach more than 1 billion people in China in five years. This would increase the volume of fortified rice globally which would lower costs. (US\$ 7.8 million)

Donations can be made via the [CDC Foundation](https://www.cdcfoundation.org/), a US based 501(c)(3) public charity which serves as FFI's grant administrator, or [GiveWell](https://www.givewell.org/), which ranks FFI as one of eight "standout charities."