



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.

2017 Highlights

In 2017, FFI provided technical support in 11 countries:

- India
- Indonesia
- Kosovo
- Kyrgyzstan
- Malaysia
- Mongolia
- Myanmar
- Papua New Guinea
- Solomon Islands
- Sudan
- Turkmenistan



Regional training workshop held in Kenya in July 2017. Photo by Phillip Makhumula.

In addition, FFI co-convoked three regional workshops in Africa. The workshops:

- Introduced rice fortification to 17 national leaders from eight West African countries.
- Trained 22 people from 11 countries in East and Southern Africa to become fortification trainers in an effort to create national cadres of fortification specialists (pictured above).
- Taught quality control and quality assurance measures to 65 people from eight southern Africa countries to ensure that maize and wheat flour fortification programs are implemented according to best practices.

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

Mission: Support fortification of industrially milled cereal grains by collaborating with multi-sector partners.

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

Snapshot of FFI prompting action

In **India** in 2017, FFI led government partners to adopt a revised flour fortification standard that would make iron more available to the body, greatly increasing the chances of having a positive impact on the population's health status.

In the India state of **Haryana**, FFI assessed the wheat flour distribution system. This led the state in 2017 to begin providing fortified wheat flour rather than wheat grains to the state's most vulnerable population - Public Distribution System recipients. This effort could reach 12.6 million people.



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 **Solomon Islands**, FFI provided support to the country's national flour miller to begin fortification. Additionally, FFI is helping national leaders take steps toward requiring fortification of rice imports. FFI's analysis of a survey in the Solomon Islands showed that 93,542 households purchased wheat flour, and 103,298 households purchased rice.

Finally, FFI worked with industry partners to develop a test to rapidly determine whether rice has been fortified. This will be useful for monitoring rice imports, which account for nearly all the rice consumed in Solomon Islands.

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