

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.