

Combating Micronutrient Deficiency in Nigeria

Biofortification

Fortification



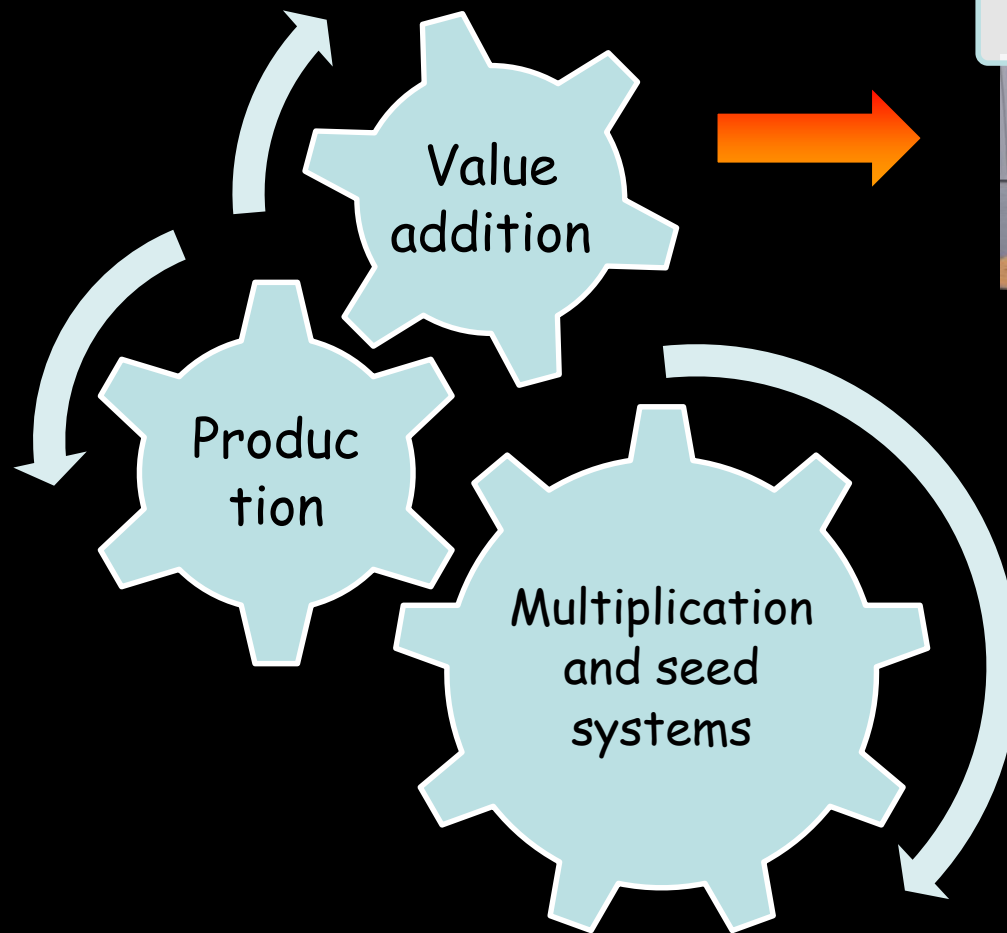
Supplementation



Dietary diversification



How we work:



• Consumers

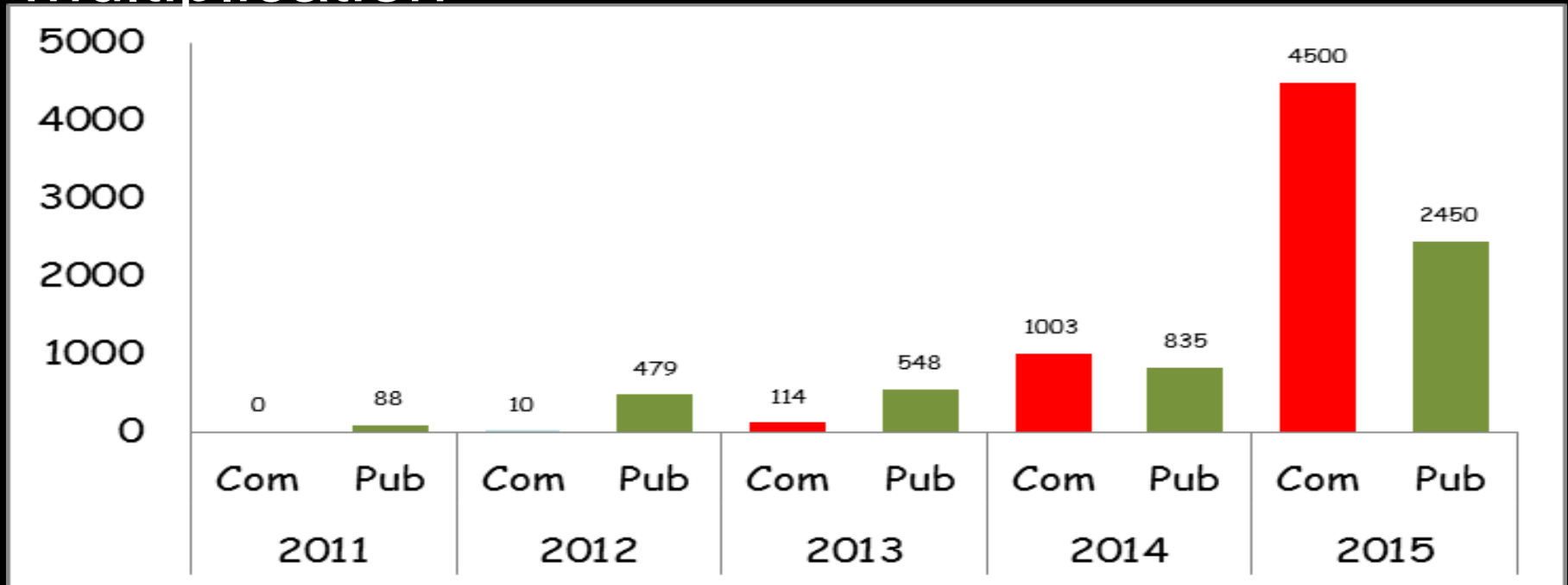


Everywhere along the value chain

Progress: Vitamin A cassava releases

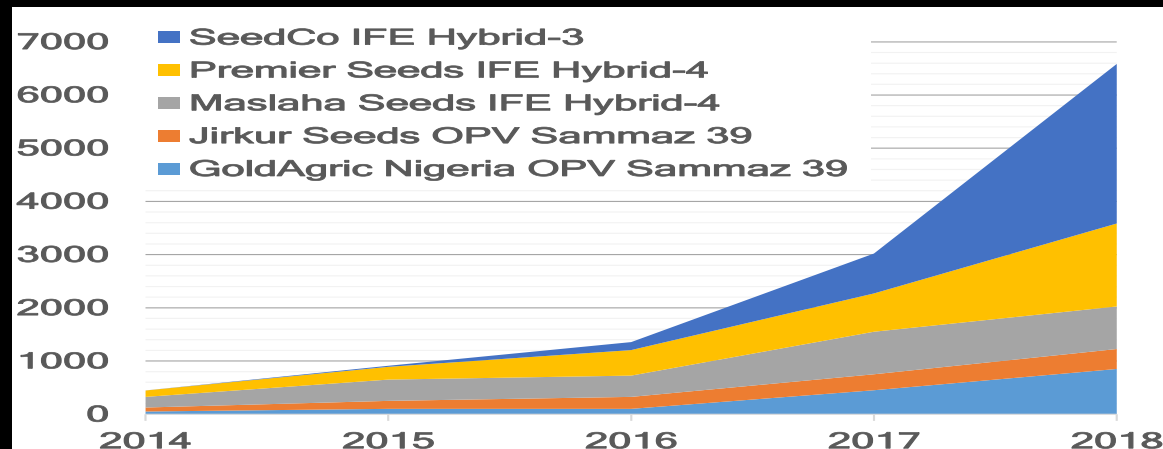
No	Vitamin A cassava (Variety name)	Year of release	Yield t/ha	Peak dry matter (%)	Pro-vit A content (ppm)
1	TMS 01/1371	2011	20.1	30.7	7.8
2	TMS 01/1412	2011	29.8	30.1	7.4
3	TMS 01/1368	2011	26.7	33.4	6.9
4	TMS 07/0593	2014	21.5	36.2	11.4
5	TMS 07/0539	2014	24.5	33.0	10.9
6	NR 07/0220	2014	22.0	34.8	10.8

Multiplication

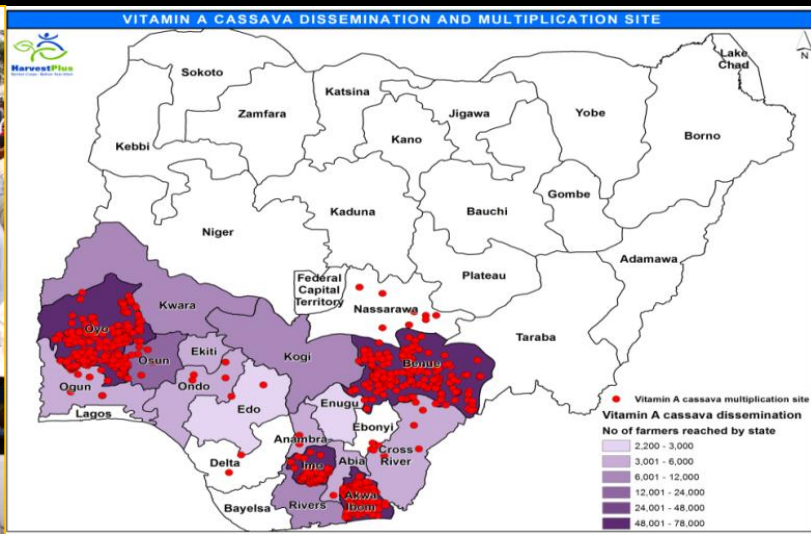
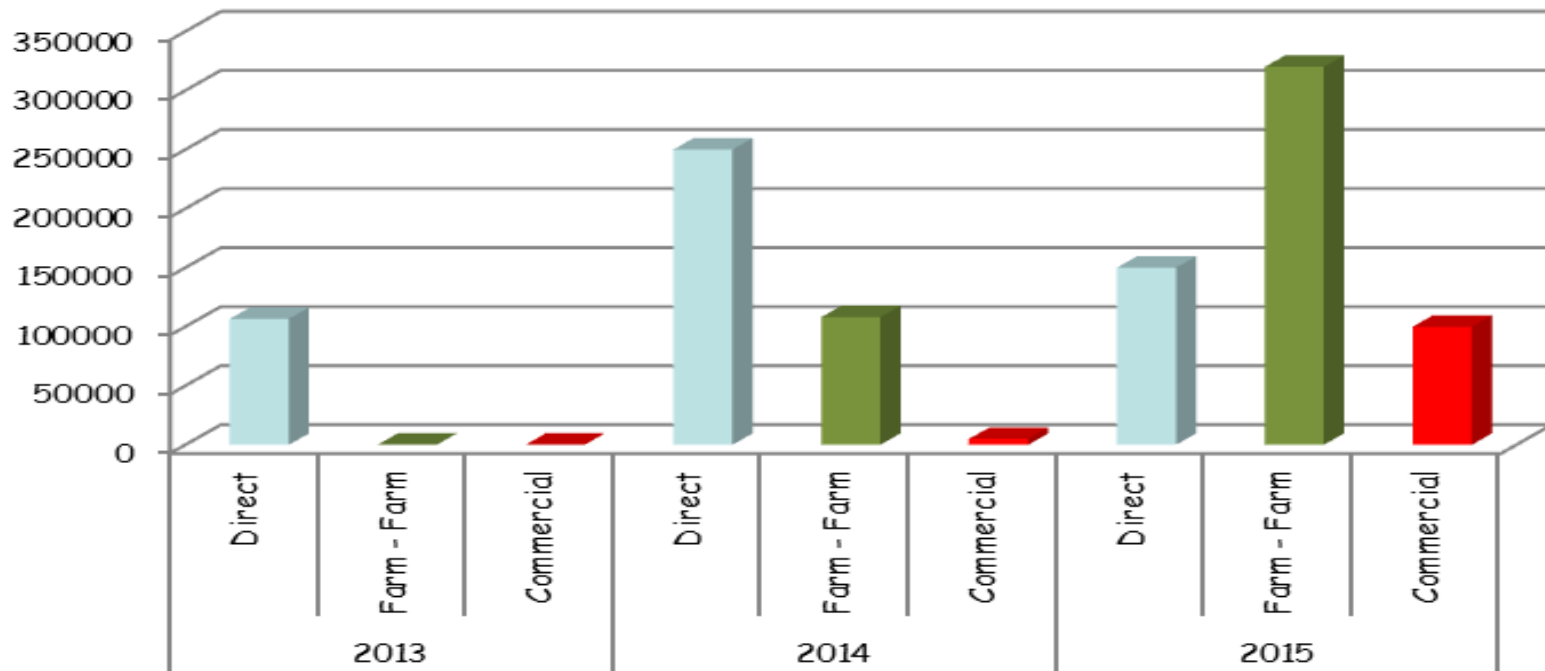


Vitamin A maize releases

No	Vitamin A maize (Variety name)	Year of release	Country	Yield t/ha	Pro-vit A content (ppm)	Yield advantage over check (%)
1	Ife-Hybrid 4	2012	Nigeria	5 - 8	7 – 10	16
2	Ife-Hybrid 3	2012	Nigeria	6 - 8	7 – 10	27
3	Sammaz 38	2012	Nigeria	4 - 6	6 – 8	47
4	Sammaz 39	2012	Nigeria	4 - 6	6 – 8	48
5	CSIR-CRI Honampa	2012	Ghana	4 - 6	6 – 8	42
6	Nafana	2012	Mali	4 - 6	6 – 8	10
7	Summaz 43	2015	Nigeria	6 - 9	7 – 10	42
8	Summaz 44	2015	Nigeria	6 - 9	7 – 10	59
9	Dzifoo	2015	Ghana	6 - 9	7 – 10	45
10	Ahoofe	2015	Ghana	6 - 9	7 – 10	45
11	Ahoodzin	2015	Ghana	4 - 6	7 – 10	29



Reaching farmers with seeds



Market creation: Nutrition and product development

- 25 products developed
- A recipe book produced



Food processing and marketing

- 200 SMEs in cassava processing engaged
- 300 Points of Sale for stocking and distributing products established
- 100 bulking and distribution agents engaged

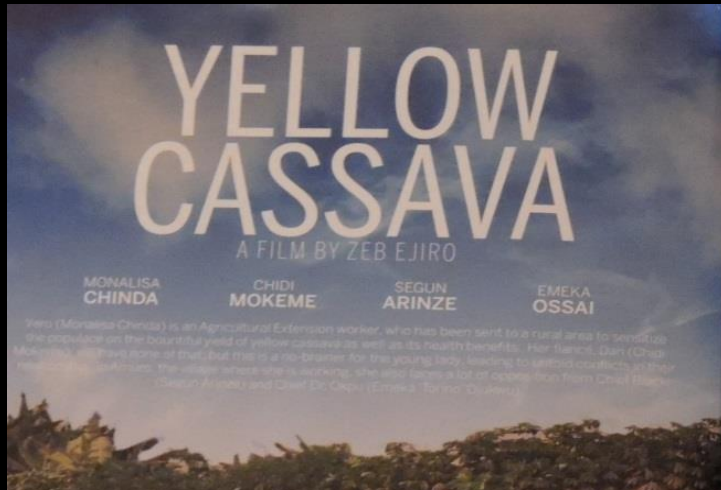


Educative Movies on nutrition

Four movies – English, Yoruba, Hausa & Ibo

Yellow cassava was nominated for 2 awards

Broadcast on DSTV



1 online educational Quiz

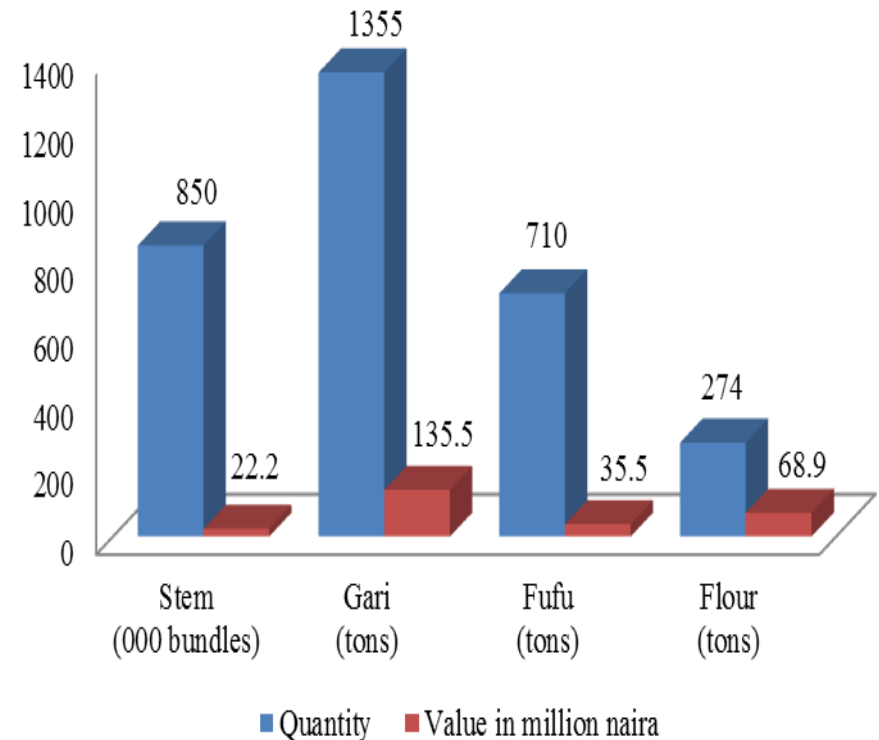
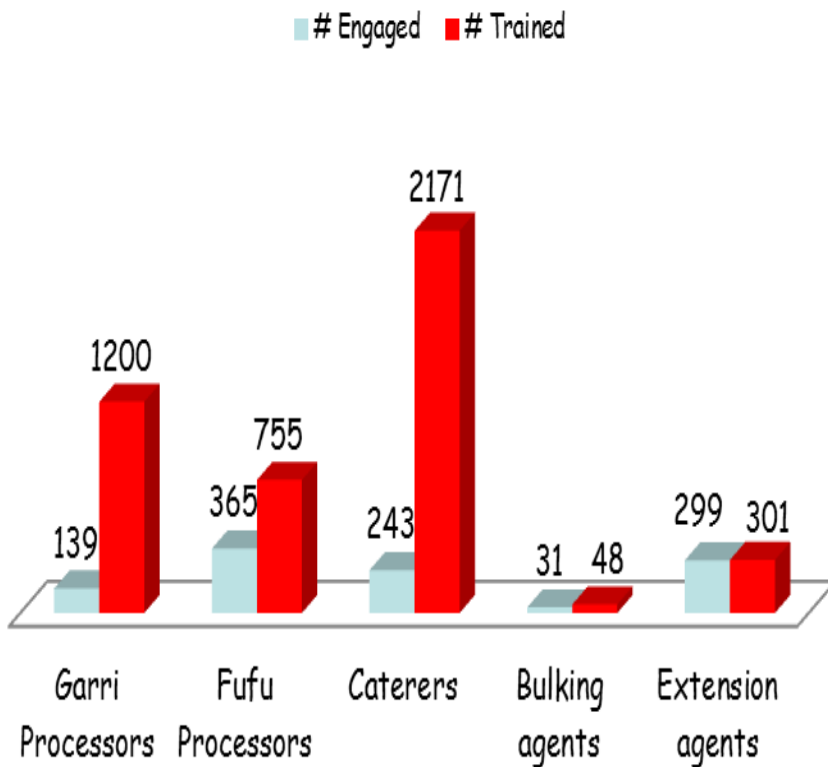
1 online market (Agroshop)

The screenshot shows the AgroShop website with a green header and navigation menu. The 'FEATURED PRODUCTS' section displays four items: a Mill Pneumatic Press (N150,000), a Mill Automated Garri K. (N1,500,000), a Mill Vibrating Sieve (N400,000), and a Chemical Sprayer (N15,000). The 'BESTSELLERS' section displays four items: 2500S 2200 - Vitamin (N120), Gemix 4 Two 20 Vitamins (N11,000), Scissors (N4,750), and High Quality Vitamin A (N150). Each product card includes an image, name, price, and an 'ADD TO CART' button.

Product	Quantity Sold	Agroshop's role
Vitamin A roots	1964	Facilitation and linkage
Vitamin A Garri	1355	Facilitation and linkage
Vitamin A Fufu	710tons	Facilitation and linkage
Vitamin A Flour	274tons	Facilitation and linkage
Vitamin A Stem	23000bundles	Direct sale
Extruders	240units	Direct sale
Presser	5units	Facilitation and linkage
Garri Fryers	5units	Facilitation and linkage

Job creation and income

Adding value to tradition



Advocacy – Champions

Broad advocacy platform:

- Hon Ministers of Agriculture and Health
- State Governors
- Commissioners of Agriculture and Health
- Permanent Secretaries
- Traditional Rulers
- Nollywood celebrities
- Media



Seed system



Estimated demand for vit A cassava stems in 2016 is 2m bundles at 300 naira each = #600m equivalent to \$3m

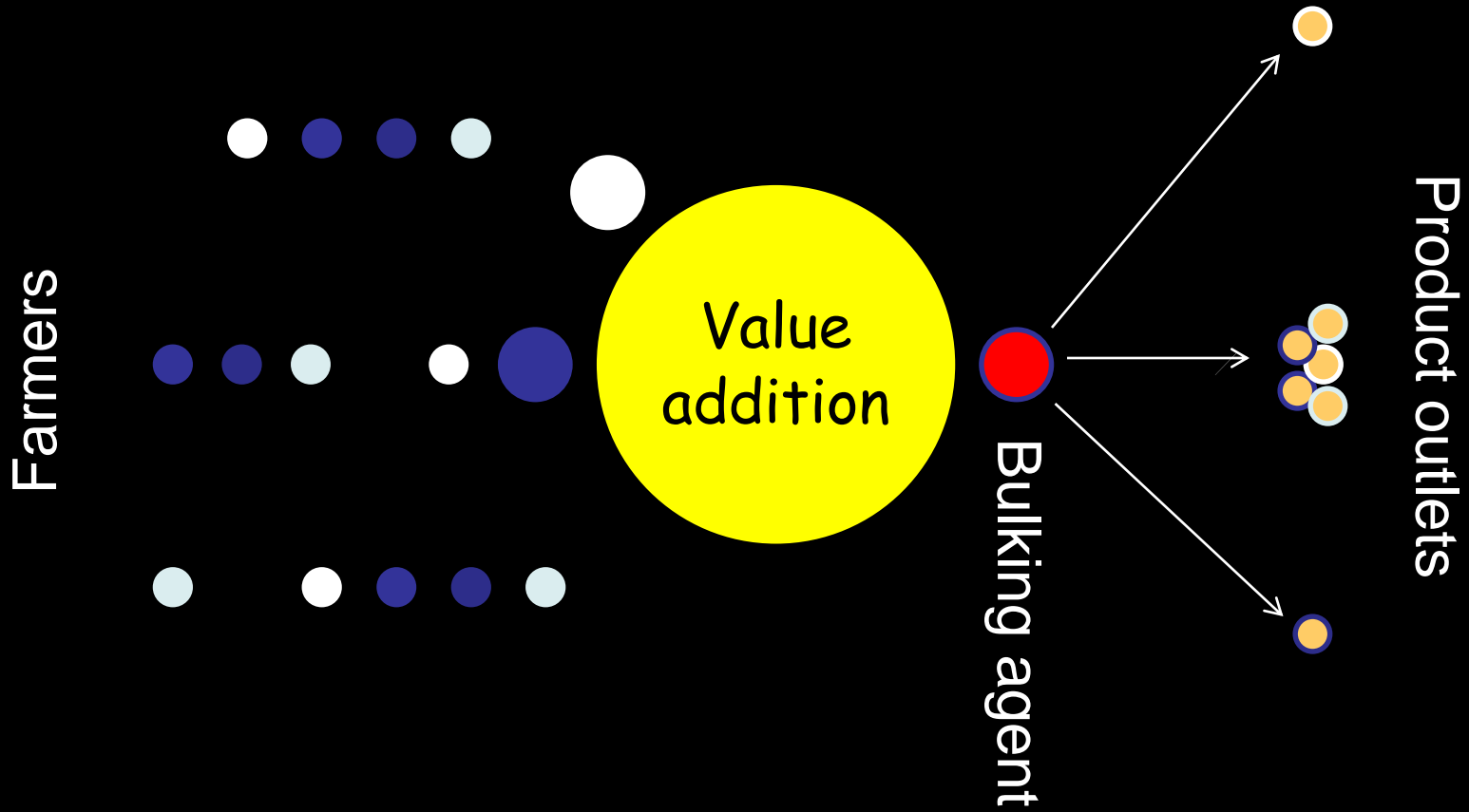
Points of Sale – essential product distribution channel – will employ '000s



Contribution to BNFB

- Partners = 16

A simplified value chain for vitamin A cassava at FCA



Thank you