

Learning to be an Effective Biofortification Advocate



Building
Nutritious
Food Baskets

Why do we need to advocate for biofortification



9th Annual SPHI TECHNICAL MEETING, Nairobi - Kenya

Why advocate for biofortification / OFSP?



Combating hidden hunger through nutritious food baskets

... Why advocate for biofortification / OFSP

Enabling environment

- Raise new investment for biofortification.
- Integration of biofortification in policy documents / implementation of policy.
 - Evidence on addressing micronutrient deficiency.
 - Create awareness of the high prevalence of micronutrient deficiencies (vitamin A, iron, and zinc).
 - Biofortification offers an agriculture-nutrition specific food-based intervention that addresses micronutrient deficiencies.
 - Promote new improved varieties of biofortified technologies / products.



... Why advocate for biofortification / OFSP

- Nutrition education and behavior change communications materials.
- Build stakeholder support.
- Breeding of increased nutrient density and other characteristics.
- Standards and guidelines.



Thank you for your attention!

Building Nutritious Food Baskets

Combating hidden hunger through nutritious food baskets

The Building Nutritious Food Baskets: Scaling up Biofortified Crops for Nutrition Security seeks to reduce hidden hunger by catalyzing sustainable investment for the production and utilization of biofortified crops (Orange-fleshed sweetpotato (OFSP); vitamin A (yellow) cassava, vitamin A (orange) maize and high iron/zinc beans) at scale. The project is implemented in Nigeria and Tanzania, to demonstrate how biofortified crops can be scaled up through a multi-crop (“food basket”) approach. BNFB draws on complementary expertise for scaling up through a partnership between CGIAR centers and programs, regional organizations and other public and private sector agencies to create a movement that will eventually reach the target populations. BNFB’s hypothesis is that scaling up is dependent on supportive policy environment, strong institutional capacities and availability of proven technologies.

