Learning to be an Effective Biofortification Advocate

Why do we need to advocate for biofortification

9th Annual SPHI TECHNICAL MEETING, Nairobi - Kenya
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.
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.