

Why would millers fortify?



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CEO Interflour



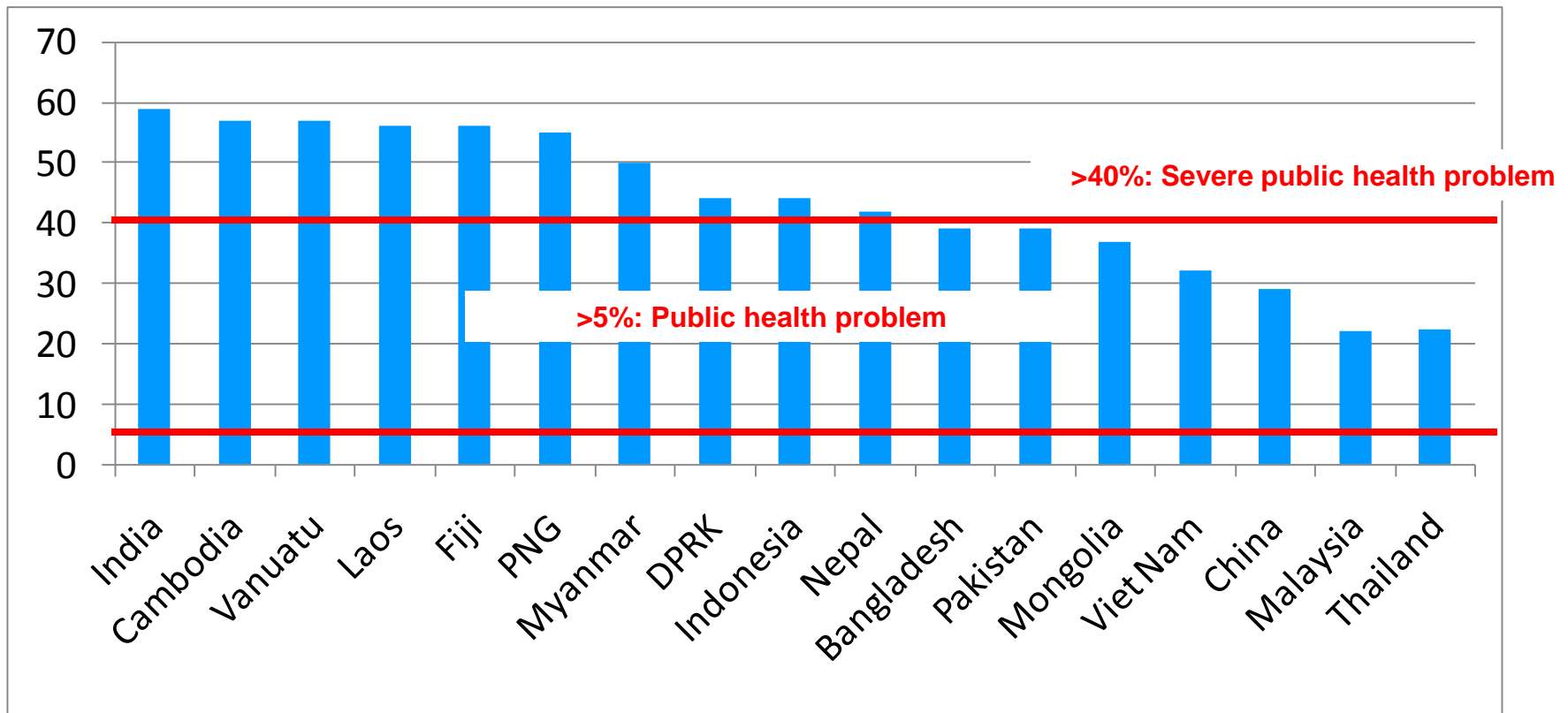
Why would millers fortify? Because it improves the health of our people.

Burden from Micronutrient Deficiencies

- Impairs millions of growing minds and lowers national IQ
- Causes damage to immune systems and deaths of more than a million children a year
- Causes 200,000 serious birth defects annually.
- Contributes to the death of approximately 60,000 young women a year during pregnancy and childbirth.



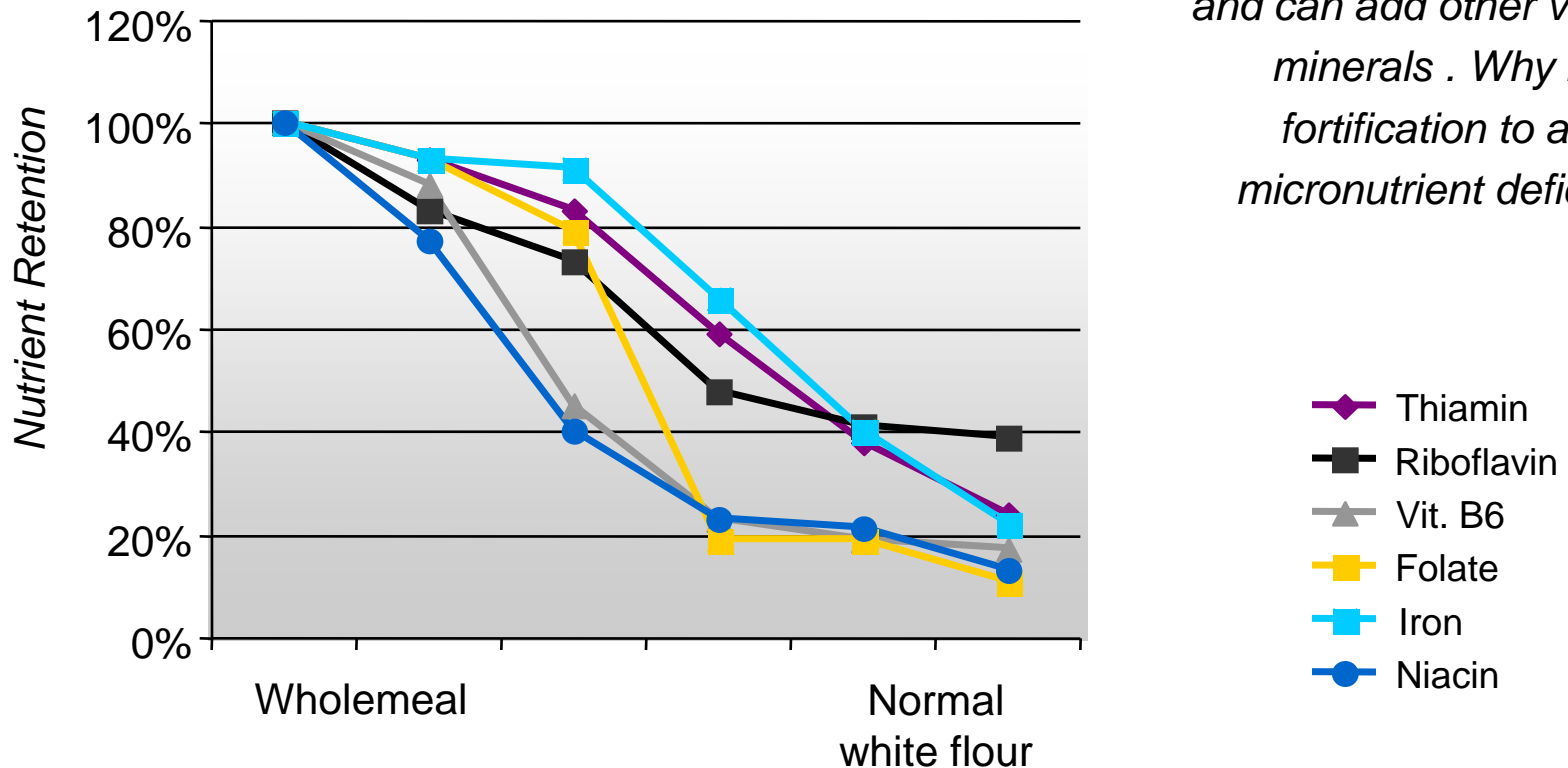
Prevalence of anaemia in pregnant women



The Case for Flour Fortification

Loss of vitamins and minerals during milling of wheat

Fortification replaces nutrients lost during the milling process and can add other vitamins and minerals. Why not use fortification to address micronutrient deficiencies?

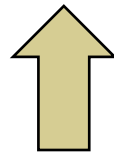


Fortified refined flour is more nutritious than whole wheat flour when considering micronutrient content.

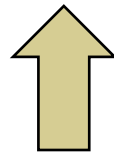


Why would millers fortify? Because it makes sense business wise.

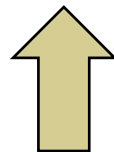
Increased Disposable Income to spend on Food



Increased GDP + Productivity



Flour Fortification



Micronutrient Deficiencies + Reduced Productivity



Cost to Fortify

Cost of fortification
approximately
from \$1.50 - \$2
per metric ton.



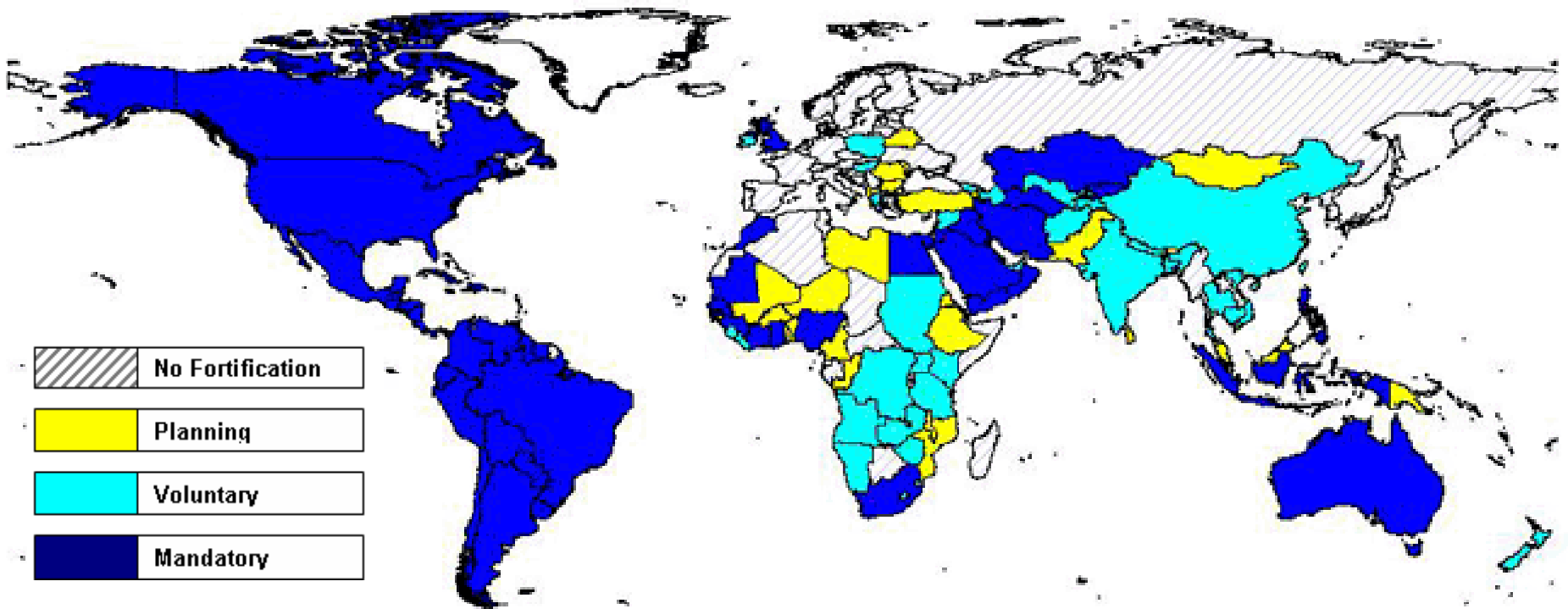
Ongoing global consensus on flour fortification over past 15 years

- Millennium Development Goals (2000)
- Copenhagen Consensus (2004 and updated in 2008)
- WHO Recommendations on Wheat Flour Fortification (2008)



Flour Fortification Status

June 2010 - Fortifying wheat flour with at least iron and/or folic acid



Mandatory: Indonesia, the Philippines, Fiji, Vanuatu, Australia and Tamil Nadu in India

Planning: Malaysia, Mongolia, Papua New Guinea, Sri Lanka, Viet Nam

Flour Fortification Progress

Since 2004:

- ✓ Nearly 2 billion people now have potential access to fortified flour - 858 million more than in 2004.
- ✓ Growth in fortified flour from roller mills increased from 18% to 30%
- ✓ The number of countries with documented national regulations for mandatory wheat flour fortification increased from 33 to 60.



Why would millers fortify?

1. Flour Fortification is good for everybody;
2. Doable;
3. Good business sense;
4. It's going to happen anyway.





Flour Fortification Initiative

A Public-Private-Civic Investment in Each Nation



FFI is network of partners working together to make flour fortification standard milling practice so that people worldwide are smarter, stronger and healthier.