

Creating lasting nutrition and development impact via public-private-people partnerships

PATH's Rice Fortification Program

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Livelihoods and Food Security Trust Fund



PATH is an international nonprofit organization that transforms global health through innovation

- Bringing innovations to scale
- Strengthening systems
- Encouraging healthy behaviors




PATH works in 70 countries

- Vaccines
- Devices
- Diagnostics
- Drugs
- System and service innovations



PATH/Minzayar



29% of children under 5 are **stunted**.

58% of pre-school children are **anemic**.

7% of children under 5 are **acutely malnourished**.

* Figures from Myanmar Demographic and Health Survey 2015-16

PATH/Minzayar



RICE FORTIFICATION

Staple food fortification is a proven, cost-effective strategy to improve micronutrient health

- Adopted in developed countries since the early 20th century
- Supported by WHO, WFP, FAO, and the World Bank
- Ranked by the Copenhagen Consensus 2012 as one of the highest-return interventions in global development¹
- Particularly effective with rice, a staple food for half of the world population



Food and
Agriculture
Organization
of the
United Nations



¹ <http://www.copenhagenconsensus.com/Projects/CC12/Outcome.aspx>.

Our Myanmar project brings together nutritional and economic impact

Purpose: To reduce micronutrient deficiencies in the population while creating income-generation opportunities for supply-chain and distribution actors through the introduction of fortified rice in Myanmar

Project goals



1 Million+ fortified rice consumers
(population-based approach)



Reduced select micronutrient deficiencies

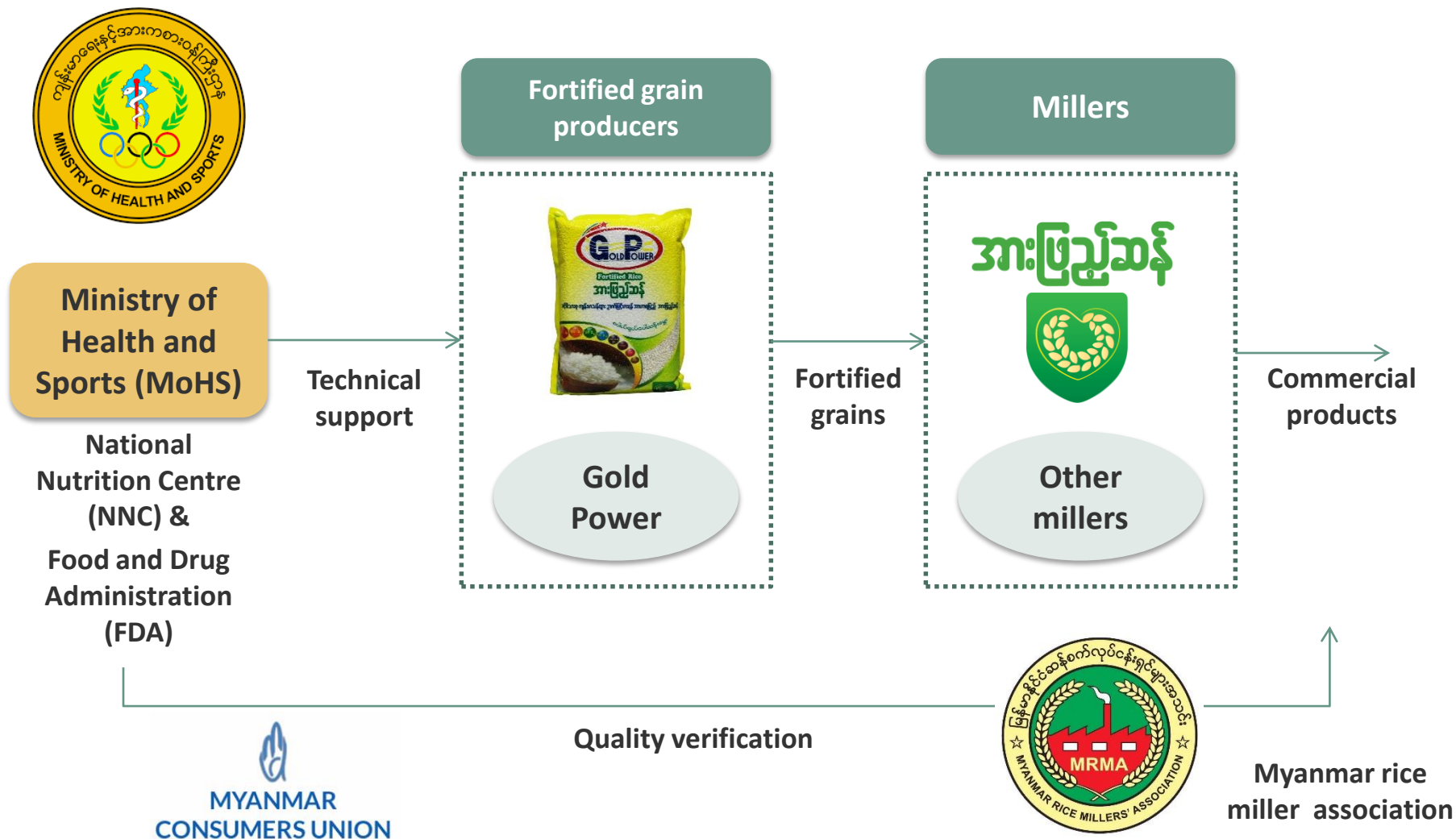


24 local supply chain and distribution actors
(50%+ with increased income)

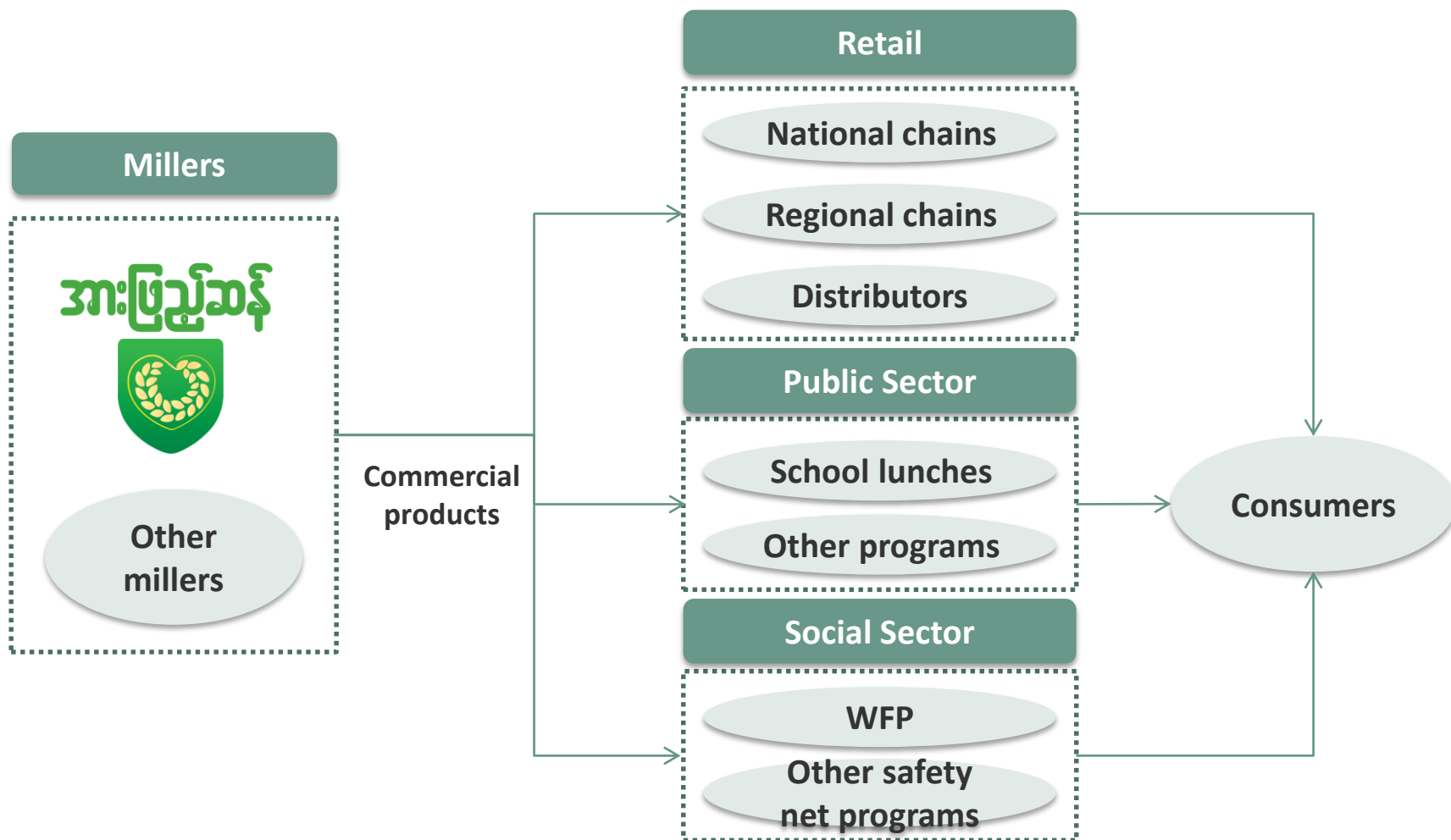


LEVERAGING PUBLIC-PRIVATE-PEOPLE PARTNERSHIPS

We are leveraging public-private-people partnerships to scale up rice fortification in Myanmar



We are leveraging public-private-people partnerships to scale up rice fortification in Myanmar (cont.)



Our goal is to achieve market sustainability.

Introduction phase

- Local evidence on acceptability
- Health needs assessment
- Logistical feasibility
- Value chain analysis
- Policy development
- Project management

Core cost components of rice fortification

Production & transport of FK



Extrusion technology

Blending of FK with normal rice



Blending technology

Sales or distribution of fortified rice



Quality Control and assurance (QA & QC)



Quality-control tools

Scale-up phase

- Greater efficiency in supply chain
- Social marketing; advocacy
- Economies of scale
- Commercialization

COSTS

Key achievements

PATH has achieved promising results in the fortified rice market through strategic public-private-people partnerships.



- National Rice Fortification Alliance established
- Acceptance by population validated
- National Rice Fortification Policy drafted



- Enabled 2 fortified grain producers
- Enabled 2 blender fabricators
- Enabled 8 fortified rice producers
- Distributed to 300 retailers and 33 outlets of City Mart



- Demand generation campaign and nutrition education ongoing
- Consumer feedback used to inform production and design

Thank you

