




NUTRITIOUS FOOD THROUGH AGRICULTURE

INTRODUCTION TO GAIN PROGRAMMING

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GAIN



INVESTING IN PARTNERSHIPS TO STOP MALNUTRITION

Four Core Initiatives Defined to Fulfill Vision, Focus Interventions and Apply Existing Expertise

Large-scale food fortification



Interventions to increase access to adequately fortified staple foods and condiments through sustainable methods

Project example:

- Developing Ghana's salt banks for iodized salt production

Multinutrient supplements



Interventions to improve micro-nutrient deficiencies among young children and other vulnerable groups

Project example:

- Distributing Sprinkles in Kenya to improve nutrition of infants

Nutritious foods for mothers and children



Interventions to improve the nutritional status of children under 2 and pregnant and lactating women (PLW)

Project example:

- Supporting women's groups to produce nutritious foods

Nutritious Foods through Agriculture



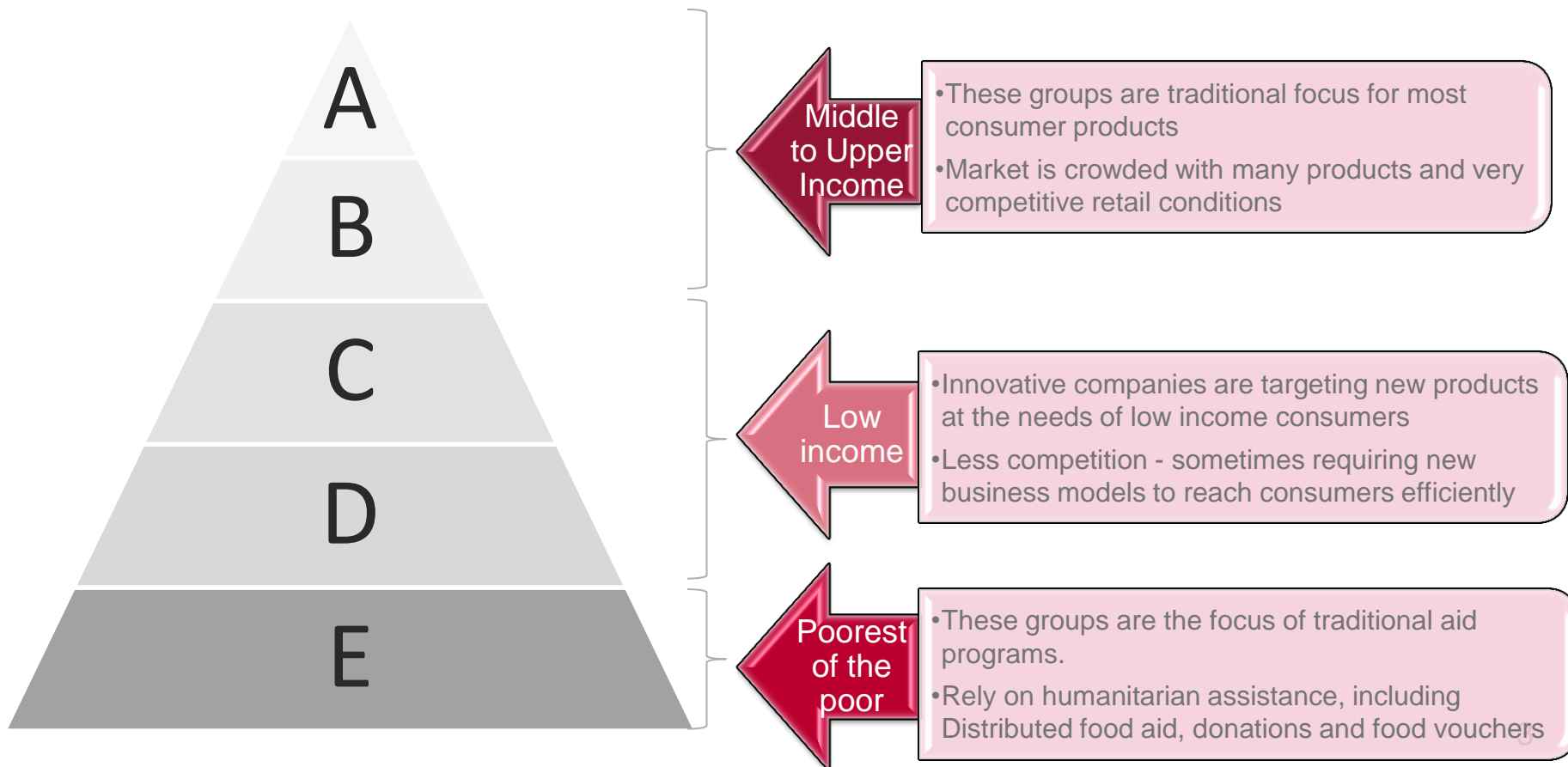
Interventions to improve nutritional quality of agricultural products through market-based interventions along the agricultural value chain

Project example:

- Strengthening links between agriculture and nutrition in Kenya

Sustainable Business at the Base of the Pyramid (BOP)

Low-income families represent an often untapped customer base – innovative companies are growing market share by targeting the needs of these emerging BOP consumers.



GAIN's Nutritious Food through Agriculture Initiative



Objective: To improve the affordability, accessibility, and consumption of nutrient-dense diverse foods along the agricultural value chain

A value chain approach that recognizes the source of food for BOP populations

Markets	Inputs into Food Production	Food Production	Food Storage and home processing	Industrial Food Processing	Distribution, Transport & Trade	Food Retailing, Marketing & Promotion	Food Preparation & Catering
On Farm Consumption	X	X	X				
Local Market	X	X	X	X			
Formal Markets	X	X	X	X ★	X ★	X ★	X ★
Public Institutions	X	X	X	X ★	X	X ★	X ★

Ag-Nut Opportunity areas for GAIN

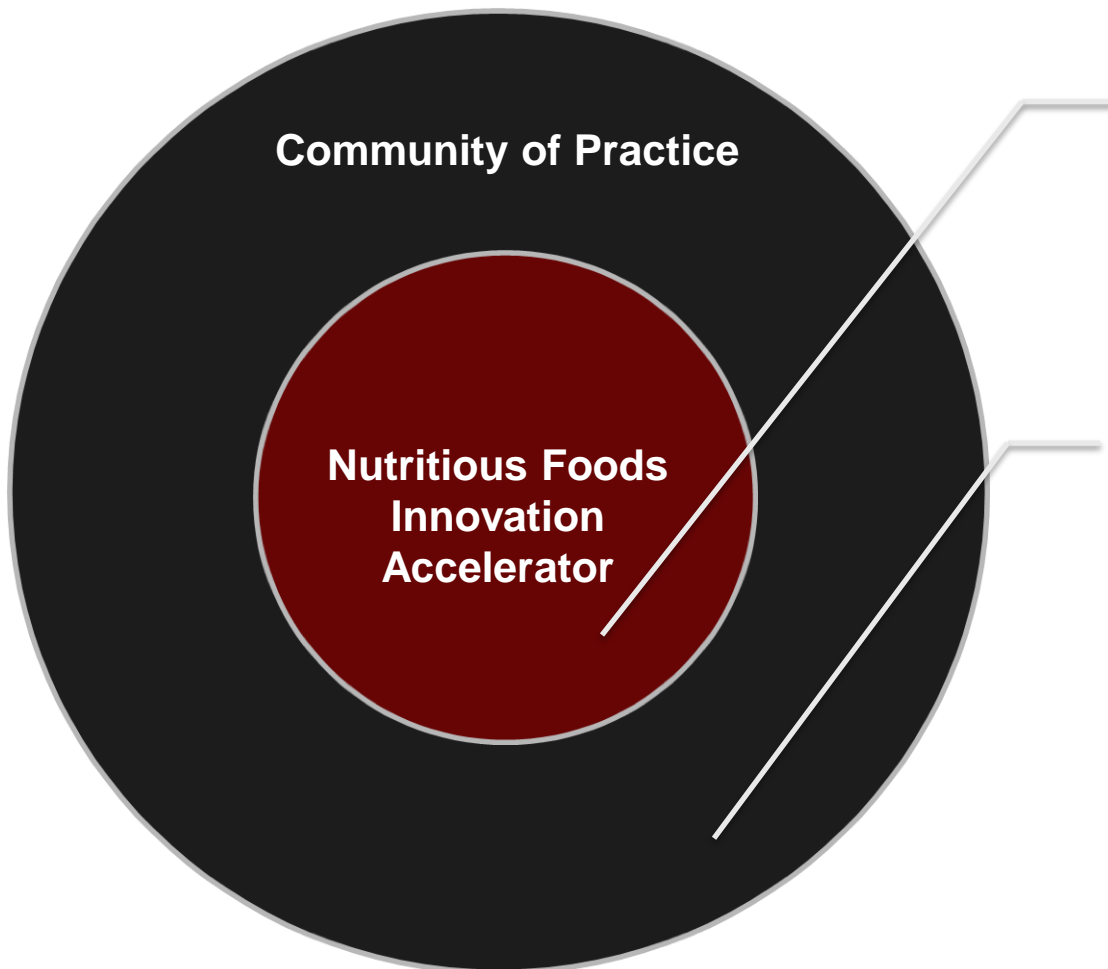
★ Traditional GAIN focus areas

The Marketplace for Nutritious Foods:



Service Portfolio

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High impact agriculture-nutrition innovations

- Extensive one-on-one business concept review
- Marketable business plan development and advisory services
- Direct investor interface
- Investment de-risking and M&E

Nutritious Foods community

- Seminars on best practices and business development
- Networking platform for engagement along the supply chain
- Ag-Nut community development
- Food policy monitoring and advocacy

THANK YOU



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