This presentation is part of the

Agriculture and Nutrition Global Learning and Evidence Exchange

(AgN-GLEE)

held in Bangkok, Thailand from March 19-21, 2013.

For additional presentations and related event materials, visit: http://spring-nutrition.org/agnglee-asia
NUTRITIOUS FOOD THROUGH AGRICULTURE

INTRODUCTION TO GAIN PROGRAMMING

Bonnie McClafferty/Regina Moench-Pfanner
GAIN

www.gainhealth.org
## Four Core Initiatives Defined to Fulfill Vision, Focus Interventions and Apply Existing Expertise

<table>
<thead>
<tr>
<th><strong>Large-scale food fortification</strong></th>
<th><strong>Multinutrient supplements</strong></th>
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<tbody>
<tr>
<td>Interventions to increase access to adequately fortified staple foods and condiments through sustainable methods</td>
<td>Interventions to improve micronutrient deficiencies among young children and other vulnerable groups</td>
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<td><strong>Project example:</strong></td>
<td><strong>Project example:</strong></td>
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<tr>
<td>• Developing Ghana’s salt banks for iodized salt production</td>
<td>• Distributing Sprinkles in Kenya to improve nutrition of infants</td>
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<tr>
<th><strong>Nutritious foods for mothers and children</strong></th>
<th><strong>Nutritious Foods through Agriculture</strong></th>
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<tbody>
<tr>
<td>Interventions to improve the nutritional status of children under 2 and pregnant and lactating women (PLW)</td>
<td>Interventions to improve nutritional quality of agricultural products through market-based interventions along the agricultural value chain</td>
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<td><strong>Project example:</strong></td>
<td><strong>Project example:</strong></td>
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<td>• Supporting women’s groups to produce nutritious foods</td>
<td>• Strengthening links between agriculture and nutrition in Kenya</td>
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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.

- Middle to Upper Income
  - These groups are traditional focus for most consumer products
  - Market is crowded with many products and very competitive retail conditions

- Low income
  - Innovative companies are targeting new products at the needs of low income consumers
  - Less competition - sometimes requiring new business models to reach consumers efficiently

- Poorest of the poor
  - These groups are the focus of traditional aid programs.
  - Rely on humanitarian assistance, including Distributed food aid, donations and food vouchers
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

<table>
<thead>
<tr>
<th>Markets</th>
<th>Inputs into Food Production</th>
<th>Food Production</th>
<th>Food Storage and home processing</th>
<th>Industrial Food Processing</th>
<th>Distribution, Transport &amp; Trade</th>
<th>Food Retailing, Marketing &amp; Promotion</th>
<th>Food Preparation &amp; Catering</th>
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<tr>
<td>On Farm Consumption</td>
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<td>Local Market</td>
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<td>Formal Markets</td>
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<td>Public Institutions</td>
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Ag-Nut Opportunity areas for GAIN

Traditional GAIN focus areas
The Marketplace for Nutritious Foods:
Service Portfolio

- 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

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THANK YOU